

2021 McLaren Formula 1™ Experience

COVID INFORMATION

The Formula 1 Paddock Club will be operating in compliance with all local COVID regulations. Enhanced hygiene and safety measures mean that the guest journey and experiences will now look and feel slightly different, but we endeavour to provide a world class experience in a safe environment. Health and safety measures will be reviewed continuously, in line with local guidelines.

The following health and safety measures will be implemented throughout the Paddock Club and are subject to change throughout the 2021 season:



GUEST EXPERIENCE – PRIVATE SUITE

Daily driver appearance

As Lando and Daniel will not be able to enter the Paddock Club, we will conduct interviews using our Pit Link, which allows us to broadcast live two-way interaction between the McLaren Garage and the McLaren Paddock Club suite. Senior Management interviews will also be conducted via the pit link.

Live garage broadcasts

We will continue to broadcast updates live from the McLaren Garage throughout each day. Whilst we are unable to take guests down into the garage, we will make use of the pit link camera to broadcast live garage tours within the McLaren suite.

In-suite Race Watch experience

Race team headsets will be available for small groups of guests throughout each F1 session. An area of the suite will be dedicated to replicating the Race Watch experience. Members of the McLaren team will be on-hand to host guests as they listen in to team radio whilst viewing the live garage feed displayed on-screen, alongside Marple and the track action. All headsets will be sanitised before and after each use.

Dedicated Paddock Club team

Members of the McLaren team will be on hand to guide guests through their Formula 1 experience. Regular updates will be provided throughout each day from the dedicated in-suite McLaren Compère and Technical Analyst, including bespoke commentary during each F1 session. Guests will have the opportunity to interact with the team and win exclusive signed merchandise.

McLaren F1 assets

Assets such as driver overalls, helmets, 1:2 scale Pirelli tyres and F1 car parts, will be displayed within the McLaren suite to bring elements of the garage up to the Paddock Club.

Exclusive Partner Appearances

If Partners would like to facilitate contractual appearances exclusively for their guests, we can arrange for private meet and greets to take place via Zoom. Partner guests will be escorted to the Paddock Club Business Lounge, where we can facilitate two-way conversations with the drivers, team management or engineers.

GUEST EXPERIENCE – CLUB SUITE

If McLaren secure less than 80 bookings per race, guests will be placed at McLaren tables within the Club Suite (general Paddock Club restaurant).

McLaren branding will be placed on guest tables and members of the McLaren hospitality team will be on-hand to look after guests throughout the weekend.

We will continue to deliver on all guest experiences listed above, however some of them will be altered as follows:

- Daily driver appearances will be conducted via Zoom and streamed across all screens within the F1 Paddock Club
- McLaren will endeavour to invite guests into the Business Lounge for a private behind the scenes tour, broadcast live from the McLaren garage each day
- Race Watch headsets will be provided to small groups of guests at their tables, throughout each F1 session. Guests will be able to walk around the Paddock Club whilst listening to the team radio.
- All other Paddock Club activities and exclusive Partner appearances will remain the same

PADDOCK CLUB EXPERIENCES AND ENTERTAINMENT

Due to the lack of access to the Paddock, the F1 Paddock Club will provide the following additional guest experiences:

- Grid Photo Experience where guests will have the opportunity to access the circuit and have their photo taken on the start / finish straight with the F1 Championship trophies
- Additional Truck Tours to allow guests to experience the circuit first hand. If a Partner is hosting a large number of guests, we will endeavour to secure an exclusive truck for that particular guest group. The capacity of the vehicles used for the Truck Tours has been reduced to ensure appropriate social distancing and all hand railings will be sanitised after each use.
- Experiential assets such as simulators and a virtual pit stop challenge will be available; enhanced cleaning and security measures will be in place for all Paddock Club experiences and all interactive items will be fully sanitised before and after each use.