

28 JAN 2004

Sports-F1 (Tickets)

SIC OFFERS UP TO 21 PER CENT CUT, HALF PRICE FOR STUDENTS

KUALA LUMPUR, Jan 28 (Bernama) -- In an effort to woo more local spectators, Sepang International Circuit (SIC) today announced special discounts on tickets for the 2004 Petronas Malaysian Grand Prix.

This includes price reduction of up to 21 per cent as well as 50 percent discount for students.

"The SIC Board has decided on the special discounts and ticket price reduction to encourage more Malaysians to come to the circuit and enjoy the race," its chairman Datuk Mokhzani Tun Mahathir said in a statement.

"The idea is to get more people into the circuit without decreasing ticket sales revenue as compared to last year. I believe this pricing structure strikes the right balance to achieve that goal," said Mokhzani.

While prices at the main grandstand upper tier are being maintained, that for seats at the lower-tiered Citrine, Turquoise and Jade as well as at the K1 grandstand have been lowered by up to RM300.

With the new prices, tickets at Crystal are now priced at RM200 cheaper at RM1,200 for entry on all three days from March 19 to 21. Against its previous price of RM1,400, tickets at Turquoise are now priced at only RM1,100.

Seats at Jade are now priced at RM1,000 for a three-day package as compared to RM1,200 previously. Price of platinum seats at the K1 Grandstand has been reduced from RM1,200 to RM1,000 while that for the gold seats is lowered to RM800, cheaper by RM200.

"Those who had purchased tickets at the affected areas will be refunded accordingly. For the corporate purchases, refund will be in form of additional tickets," said Mokhzani, adding they could call the ticket hotline at 03-85262222 on the procedure for refunds.

"Corporate buyers can call directly SIC's sales department at 03-85262075," he said.

Limited to one ticket per buyer, students can now get their F1 tickets at only RM50 for entry at Hillstand G, where tickets are priced at

RM100 to
catch the race live in Sepang on March 21.

A valid student identification card will be required to qualify for the discount.

For government staff, SIC is offering a 15 percent discount on all hillstand seats and each buyer can buy a maximum of two tickets.

Students and government employees need to make their purchases before March 14 either at the circuit or during the nationwide road shows which kicks off at Suria KLCC here on Feb 6.

The road show will move to Johor Baharu from Feb 12 to 15 before proceeding to Melaka the following weekend.

The F1 promotions will continue in Ipoh on Feb 27-29 before returning to Kuala Lumpur.

Mokhzani said he hoped local fans, especially the students, would not let the opportunity to watch the Malaysian-leg of the World F1 Grand Prix to slip away.

"Apart from being world class (and) the thrilling excitement of F1, fans will also see action from the Porsche Carrera Cup and the Formula Malaysia series which will be the support races for the main event," he said.

With eight more weeks to go to the event and a target of 120,000 spectators, SIC has so far sold 10 percent of the total tickets available.

Malaysia will be hosting the second round of the 2004 F1 World Championship from March 19 to 21. The season opens in Melbourne, Australia on March 9.

-- BERNAMA
HRS KHY ZUL