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SIC to announce alternative strategies

ALTERNATIVE strategies will come into place, as Sepang International Circuit (SIC) works to reduce the impact of the clash of dates for the Petronas Formula One Malaysian Grand Prix and the general elections, both on March 21.

Although SIC chairman Datuk Mokhzani Mahathir is due to announce measures and new strategies in response to the clash of dates, there are doubts that spectators will exceed the high of 101,485 achieved last year.

Asked on the situation, SIC Press officer Azhar Ghazali said the organisers have in their plans different strategies to counter the effect of the clash of dates, but refused to go into details, leaving it to Mokhzani to announce them tomorrow.

"Our initial target is 120,000 spectators, of which 50,000 we hope will be through our foreign ticket sales agents," said Azhar.

For the Malaysian Grand Prix, SIC has 60 foreign-based ticketing agents scattered throughout Europe, while promotions done in the build-up have touched China, India, the United Kingdom, Thailand, Indonesia and Singapore.

"What the management has stated is that there is a need to adjust our strategies and these measures will be announced by our chairman on Monday (tomorrow)," said Azhar.