

04/02/2004

SIC aims to attract more Malaysians to F1 Grand Prix

SEPANG International Circuit (SIC), promoter and organiser of the 2004 Petronas F1 Malaysian Grand Prix, aims to attract Malaysian crowd to the event next month.

Of the 120,000 targeted spectators for the event this year, SIC hopes to secure 70,000 local fans. It has so far sold 10 per cent of the total tickets available.

Chairman Datuk Mokhzani Mahathir said the move is in line with the circuit's aspiration to generate more interest among Malaysians in Formula One (F1) and motorsports.

To get a larger Malaysian crowd this year, the local F1 race promoter is giving a price reduction of up to 21 per cent on tickets and a 50 per cent discount on tickets for students.

"Compared with the same period last year, ticket sales for 2004 are better and the prospects looks good. With the new incentives, we are hoping more Malaysian fans will purchase the tickets," Mokhzani said in a statement released in Kuala Lumpur.

He said the idea is to get more people into the circuit without decreasing ticket sales revenue as compared with last year. "This pricing structure strikes the right balance to achieve that goal."

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

With the new prices, tickets at Crystal are now priced 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 compared to RM1,200 previously. Platinum seats at the K1 Grandstand have been reduced from RM1,200 to RM1,000 while the Gold seats have been lowered to RM800, providing a savings of RM200.

"Those who had purchased tickets at the affected areas will be refunded accordingly. For the corporate purchases, refunds will be in the form of additional tickets," said Mokhzani.

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 will be required to qualify for the discount.

For government employees, SIC is offering a 15 per cent discount on all Hillstand seats and each buyer can buy a maximum of two tickets only.

Students and government employees need to make their purchases before March 14 either at the circuit or during the 2004 Petronas F1 Malaysian Grand Prix nationwide roadshows that will kick off at Suria KLCC, Kuala Lumpur, on Friday.

Malaysia will host Round 2 of the 2004 F1 World Championship from March 19 to 21 2004. The season opens in Melbourne, Australia on, March 9.

(END)