

Media Release

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ICONIC ALBERT PARK VENUE TO BE RENAMED THE *AMERICAN EXPRESS LOUNGE* AHEAD OF FORMULA 1 SEASON OPENER

The Australian Grand Prix Corporation has today announced that American Express will expand its previously announced presence at the FORMULA 1 LOUIS VUITTON AUSTRALIAN GRAND PRIX 2025, as the naming rights partner of one of Albert Park Grand Prix Circuit's premium venues, *The Lounge*.

Situated in a prime location, alongside the entrance to the F1® Paddock, *The American Express Lounge* will extend across three levels, providing unparalleled views of driver arrivals to Melbourne Walk and the F1® Paddock.

The American Express Lounge will host the highly anticipated launch party for the FORMULA 1 LOUIS VUITTON AUSTRALIAN GRAND PRIX 2025, Glamour on the Grid, which returns for its ninth year on Wednesday 12 March. Glamour on the Grid will bring together A-listers and industry leaders for a night of celebration ahead of the Albert Park gates opening on Thursday.

In October 2024, Formula 1® and American Express announced a multi-year sponsorship that encompasses Australia, Asia, Europe, the Americas and the Middle East. The agreement will see F1 and Amex work together to create best-in-class fan experiences and provide American Express Card Members with access to a range of benefits and perks at select F1 Grand Prix events throughout the F1 calendar.

Naysla Edwards, American Express Vice President of Brand, Customer Marketing and Member Experience said, "We're thrilled to bring to life the *American Express Lounge* at this year's FORMULA 1 LOUIS VUITTON AUSTRALIAN GRAND PRIX. Across the three levels of our lounge, guests can experience incredible culinary offerings all while having a supreme vantage point to take in the exhilarating speed of the competition featuring some of the biggest names in elite racing."

"This is just one of the ways we're providing Amex Card Members with a best-in-class fan experience at the FORMULA 1 LOUIS VUITTON AUSTRALIAN GRAND PRIX 2025. We can't wait to welcome guests into the *American Express Lounge*."

Emma Pinwill, Australian Grand Prix Corporation Chief Commercial Officer said, "We're excited to welcome American Express as the official naming rights partner of one of the most iconic locations on the Albert Park Grand Prix Circuit."

"The *American Express Lounge*, now with an additional third level for the first time, will offer a premier space for glamour, people-watching, and celebration throughout the FORMULA 1 LOUIS VUITTON AUSTRALIAN GRAND PRIX 2025."

For information on the FORMULA 1 LOUIS VUITTON AUSTRALIAN GRAND PRIX 2025, visit grandprix.com.au.

FORMULA 1 LOUIS VUITTON AUSTRALIAN GRAND PRIX 2025 | 13 – 16 March

For more information visit grandprix.com.au

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