



M1 Concourse Announces Winter Blast Specials at Event Center

Media <https://youtu.be/yrXO8vpVhtU>

PONTIAC, Mich., January 21, 2022 -- M1 Concourse officials announced today new Winter Blast Perks at its new state-of-the-art Event Center for groups and organizations looking for event space in early 2022.

The ultimate automotive experiential marketing and entertainment destination, the center offers 28,500 square feet of flexible indoor spaces, plus numerous outdoor options that include the adjacent Champion Motor Speedway.

Those booking an event at M1's new Event Center can choose three of the following Winter Blast Perks:

- Race the Track on the Simulators
- Custom Digital Marquee Welcome
- Additional Hour of Upgraded Beverage Service
- Lighting Enhancement Package
- M1 Memorabilia Gift Bag

To qualify for Winter Blast Perks, bookings must be made by February 19, 2022, for events occurring by April 15 with a minimum 100 guests. They must be new bookings and cannot be combined with other promotions. To book an event and get more information, contact M1 Concourse at events@m1concourse.com and by phoning Director of Event Sales Bruce Rothschild at 773-213-5842.

The Event Center officially debuted in 2021 during the American Speed Festival with the Checkered Flag Ball, a gala event to raise money for M1's charitable arm, the Checked Flag Challenge which funds the M1 Mobility program with the Pontiac Community Foundation.

Before its official opening, the center was also utilized by national and international media at Motor Bella, where the state-of-the-art audio and video capabilities were utilized for live broadcast and streaming.

M1 is hosting Oakland County Executive David Coulter's annual State of the County speech on March 15. The event is invitation-only but will be accessible to the general public through a livestream and will be broadcast live on local radio stations.

The facility was designed for maximum flexibility, making it ideal for corporate events from product launches, activations, photo shoots and trade shows, to conventions, experiential events and a variety of automotive and technology expositions and vehicle launches which can utilize the custom floors designed to support the weight of vehicles and crews.

Customization is key for any event in 2022 and M1's Event Center is designed for that. Technology such as live streaming make it great for hybrid events. Spaces are scalable with walls that open onto two outdoor patios with fire pits and views of the track.

The professional event staff is headed by Director of Event Sales Bruce Rothschild, whose team can both help design events and work with event planners. Rothschild states, "People are looking for flexibility this year and they want to make sure their event is safe. Our venue offers endless options to design an event that has safety built right in from utilizing our many outdoor spaces and two levels of patios, to our walls which open to the outside and our high ceilings are designed to maximize airflow."

Event planners looking to minimize risks presented by weather and changes in community health protocols can utilize M1's technology such as Live Streaming, which allow planners to design dynamic hybrid events. In addition to corporate events, M1 can host one-of-a-kind events from Bar and Bat Mitzvahs to film premieres, concerts, sporting and virtual gaming events which utilize the many high-definition screens and custom sound system. M1's catering partners can provide a menu to suit any palate and can design, customize and plate up the perfect meal.

M1's Event Center is a regional destination with easy freeway access from Detroit, Grand Rapids and Ann Arbor and close to hundreds of hotel rooms in Northern Oakland County.

M1 offers more than just event space with many one-of-a-kind activities on site, including:

RSTE'S: Race Speed Track Experience Laps where guests can ride shotgun with a professional driver for two full speed laps on the Champion Motor Speedway.

LASER-TIMED AUTOCROSS: A competitive timed driving experience where drivers run through a cone outlined course. Often used as a complement to a track experience, competitors enjoy the competitive event, and it can be designed for guests waiting to get on the track.

HIGH END SIMULATOR: A full motion simulator which utilizes racing software that is fully customizable with a wide selection of vehicles and tracks. The simulator is a standalone activity or one that complements on track experiences.

M1 Concourse is an 87-acre playground for auto enthusiasts that includes the world's largest community of Private Garages and a state-of-the-art 1.5-mile Performance Track with its own private Motorsports Club. M1 Concourse is the epicenter of all things automotive in metro Detroit and provides the largest concentration of auto enthusiasts in the world a venue to enjoy their passion with friends and family.

M1 is located at 1 Concourse Drive. Pontiac, MI 48341 and online at www.m1concourse.com

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Images are available at <https://flic.kr/s/aHBqjzzqTj> and by request