






*The Garage*

Le  GARAGE Ville



An architectural rendering of a large, modern motor world destination. The central feature is a massive, white, curved archway that frames the scene. Below the arch, a multi-story building with horizontal white bands and dark glass windows is visible. In the background, there are various structures, including a prominent cylindrical building with horizontal bands, and a large, open plaza with many people walking. The sky is a mix of blue and orange, suggesting a sunset or sunrise, with several birds flying in the upper right. The overall scene is a vibrant and modern urban landscape.

The largest leisure and business destination dedicated to the motor world





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# WHO ARE WE



**The UP54 Ltd.**



# DESCRIPTION AND GOALS

## Investment

5.000 M€

## Surface

3.000.000 m<sup>2</sup>

## Location

Cheste, Valencia

## Access infrastructure

Airport/High speed

train/Highway/Public

transportation

**15.000 hotel beds**

## GOALS

- To become a global benchmark of motor world.
- To implement a consistent very high innovative content and magnet of latest technological development.
- The creation of 10,000 direct jobs, including temporary and permanent, adding indirect and induced could exceed 20,000.
- To contribute to the continuous improvement of the local and national tourism model, reinforcing three basic areas: quality, innovation and expertise.
- To contribute to the improvement of the brand Valencia and Spain.









# THE PILLARS OF THE CLUSTER



10% SPAIN



20% REST OF THE WORLD

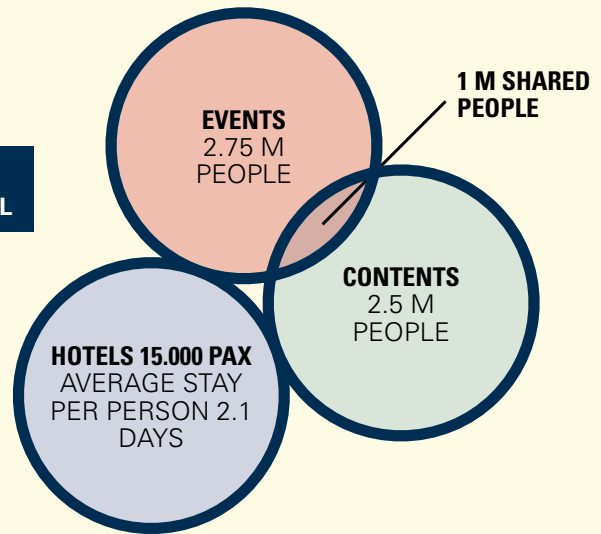


70% EUROPE

4.25 M PEOPLE



**10 M VISITORS YEAR**  
GLOBAL COMMUNICATION CHANNEL



**10 M VISITORS YEAR**  
GLOBAL COMMUNICATION CHANNEL









# CONTENTS

## **RICARDO TORMO CIRCUIT**

The current Ricardo Tormo speed circuit is integrated into the cluster. The events that are currently held at the existing Ricardo Tormo circuit will be strengthened with the new opportunities arising from this being integrated within The Garage.

Its spectacular nature (overlooking certain attractions and the City skyline,) safety and sporting amenities (speed, overtaking...) will contribute to make the Ricardo Tormo one of the most representative icons in the sport.

The circuit will become a very important test site for prototypes, taking advantage of the site, the location, logistics, the weather etc, as well as the presence of the auto brands, through different areas.

## PROFESSIONAL ESTABLISHMENTS

### PERMANENT EXHIBITION

- Along with the circuit, the nerve centre of the cluster.
- 147.000 m<sup>2</sup> distributed in 5 two-story pavilions, with 6 meeting rooms with a capacity of 300-600 people.
- Automobile exhibition from leading manufacturers worldwide.
- The Permanent Exhibition is a new concept that will not compete with international Auto Shows at Frankfurt or Geneva (Novelties).
- 850.000 visitors/year, with a flow of 1.000 to 4.000 per day, which will facilitate the preparation of a data base (Leads)

### AFTER SALES AREA

- 2 acre building.
- Workshops for maintenance, repair and tuning.
- Shops and boutiques for automotive articles.

### BRAND CENTERS

- In addition to the Permanent Exhibition, manufacturers may provide a building for their operations exclusively.
- It may be built to the standards of manufacturer.









## EDUCATIONAL AND MIXED CONTENT

### MUSEUM HOTEL

This is a mixed building located in the west of the complex, between the Auditorium and the Steve McQueen Palace, and will have two distinct uses: an Automobile Museum and a Hotel Complex.

### LEGEND CARS

Building for automobiles which have become film industry legends, with showrooms and a IMAX-3D cinema.

### CAR COLLECTION CLUB

Built in the style of an English country club, this vast green 20.000 m<sup>2</sup> area will be used to display private and exclusive collections.

### F1 BUILDING

Dedicated to the World of Formula 1. Circuits, history, drivers, winners, anecdotes.

### UNIVERSITY INSTITUTE OF AUTOMOBILE

- Training Services for standard and higher degree graduates with and without experience in the automobile industry.
- Support for R & D in the field of specific vehicle technologies for national and international projects.
- Specialized congresses and conventions.

# ATTRACTIONS

## DRIVING SCHOOL

Three outdoor arenas, with different driving surfaces for sports and extreme driving training.

## ARCADE PLACE

The Arcade Building is the benchmark for technology. The video game industry is constantly evolving and currently is adapting to suit all ages. We are in a world of virtual reality, both for industrial use and leisure.

## KARTING OUTDOOR

Amongst the wide variety of circuits that exist in the complex, there is a tarmac carting circuit some 2,000 meters long, which meets the maximum A level CIK-FIA standards required for international events.

## MOTOCROSS OUTDOOR

A motocross circuit approximately two km long, equipped with pit lane and stands for more than a thousand people.

## PARIS-DAKAR EXPERIENCE

An experience guided by professionals that recalls the legendary Paris-Dakar Rally.

## SCALEXTRIX CUBE

Recreation of the major circuits around the world with Scalextrix tracks.

## CUSTOMIZED ATTRACTIONS

- **Time Warp:** Travel through time depicting the impact posed by the emergence and evolution of automobile throughout history.
- **Speed of Light:** Exciting multimedia attraction for extreme speed test simulations.
- **City of the Future:** Amazing tour of a city of the future in an ultra-modern flying vehicle.
- **Roller Coaster (thrill n°1):** The most impressive roller coaster in Europe, with over 100 meters achieved exceeds 150 km/h.
- **Wheel Tower:** Huge wheel attraction 50 m. high.











# EVENTS

## **SPORT EVENTS**

1.000.000 attendees. All kind of motor sport events: moto GP, adapted version of the Total 24Hours of Spa, endurance, speed, etc.

## **MICE**

(meetings, incentives, conventions and exhibitions): 800.000 attendees. The MICE business activity is one of the most significant within the Western tourism, and is taking on greater relevance every year.

## **MOTOR INDUSTRY**

200.000 attendees. All non-sporting events related to the motor industry are included within this business line: product presentations, exhibitions, “Test Track Days”, etc.

## **LIVE SHOWS**

750.000 attendees. All the shows that were not included in the previous section (sports, commercial...) are included within this line of business, for instance concerts, circus, theatre, motor shows, etc.

## **TOTAL**

2,75M event attendees

# HOTELS AND CONFERENCE ROOMS

## 15.000 HOTEL BEDS

A variety of meeting space prepared to easily adapt to events of all sizes and types, with a total capacity exceeding 20,000 attendees.

### THE CITY

This spectacular entertainment complex, which looks like a vertical mini-city and has nine hotels, a 8,437 m<sup>2</sup> casino, a 10,000 m<sup>2</sup> area for conventions and conferences, a 116,227 m<sup>2</sup> retail area and 4,696 rooms (of which 1,184 are Chrysler Hotel rooms), is a real urban metropolis.

### HOTEL TYRES

This 4-star hotel with European standards has 3,950 beds and different areas to hold conventions and conferences.

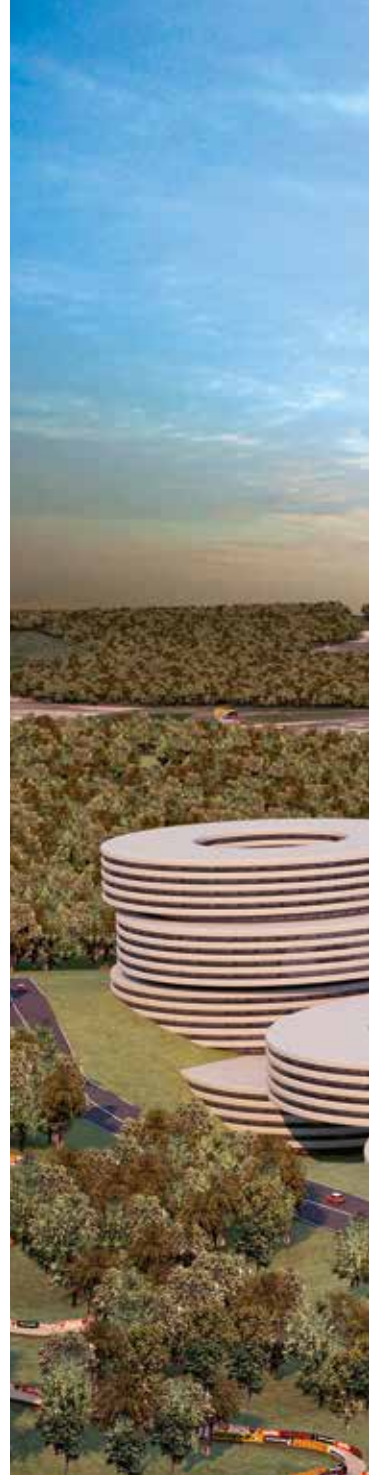
### STEVE McQUEEN PALACE

Indoor palace with a capacity for 18.000 people for motor shows and events (freestyle, motor shows, trial...), big sports events, conventions, shows and concerts.

### OUTDOOR AUDITORIUM

with 8.440 seats.

### HARD ROCK HOTEL, HARLEY DAVIDSON, CIRCUIT HOTEL...



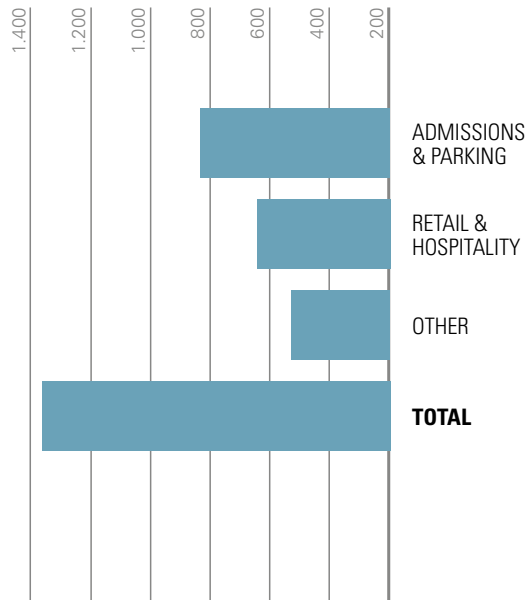






# BUSINESS PLAN

Joint activity will lead to potential growth in operating results. Each of the Brands present at The Garage is going to profit from a situation that exists nowhere else in the world.



# GLOBAL COMMUNICATION CHANNEL

Motor racing events, sports, music, exhibitions, conferences, etc.  
will all be held, every day of the year.











# MOTOR INDUSTRY DESTINATION

A unique international cluster dedicated to the motor industry.







**The UP54 Ltd.**

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