



WELCOME PACK & ACTIVITY GUIDE





Completed in 2004, the Dubai Autodrome was the UAE's first fully-integrated multipurpose motorsport and entertainment facility.

At the heart of the Union Properties MotorCity development, it includes an FIA sanctioned 5.39km circuit with six different configurations, a race school, indoor and outdoor karting tracks, the Grandstand Retail Plaza, the Motorsport Business Park, a VIP Paddock Hospitality area and entertainment facilities ideal for events and corporate entertainment.

Located 25 minutes from central Dubai, the Dubai Autodrome is a safe and controlled motoring environment that can accommodate large crowds, whether as a local social destination or as a tourist attraction for overseas visitors.

For over a decade the Dubai Autodrome has played host to world class racing, including rounds of the FIA GT Championship, European Touring Car Championship, A1 GP, GP2 Asia, Lamborghini Super Trofeo ME, MRF Challenge, Porsche GT3 Cup Challenge ME, the Radical Middle East Cup and the renowned Hankook 24H Dubai Endurance Race.

The track is also proud to promote local motorsport, which annually supports the NGK Racing Series, the UAE Sportbike Championship, the Formula Gulf Academy and the FIA UAE F4 Championship.

This presentation will highlight Dubai Autodrome's partners, affiliates and facilities, in addition to past and future events.



OVERVIEW

All Sponsors & Partners





Audi TT Experience



Audi R8 Experience



Formula DXB Experience



Audi R8 Half Day Course



Clio Cup Experience



First Drive Experience



McLaren Sprint Experience



Easy Drift Experience



Ferrari 458 Challenge

Experiences On Offer

Dubai Autodrome adrenaline driving experiences are designed to provide the average road user an exciting and unique experience on an FIA sanctioned Grade A circuit.

A variety of driving experiences are on offer that will challenge the more experienced driver but also cater to drivers who are not as comfortable driving on a race track.

New experiences are constantly being introduced with emphasis on the experience the guest receives from start to end.





Audi TT Experience

The all new Audi TT 45 TFSI Coupe Quattro is totally revamped from its predecessor, with a 2.0-litre four-cylinder turbocharged delivering 230 bhp under the right foot. Lighter and lower it takes pocket rocket handling to the next level, as it hugs the tarmac while evoking confidence through superb handling and progressive steering.

The 'cheeky' little brother of the Audi R8 supercar, the TT appeals to anyone seeking a rush of adrenalin coupled to a precise driving experience. All enhanced by a futuristic and full customisable instrument cluster to cater for the needs and preferences of the driver. The new TT raising the bar in more ways than one when it comes to track action – now it's your turn to experience it!



Driving Activity Format

- Arrival 15 minutes before start.
- 20 minute driving and safety presentation.
- Move to cars and introduction to instructors.
- 20 minute driving session with instructor + 1 Hot lap.
- Debrief and certificate handout.



Audi R8 V10 Experience

The Dubai Autodrome Audi R8 V10 Thrill is truly unforgettable. The Audi R8 V10 is one of the most luxurious and fastest supercars in the world, that can rocket you from 0-100kph in a mere 3.9 seconds.

You begin your journey in an Audi TT 2.0 turbo car to learn the correct racing lines around one of Dubai Autodrome's demanding tracks. You drive alongside a professional instructor before embarking out on four exhilarating laps in a 518BHP Audi R8 V10!



Driving Activity Format (for regular Audi R8 V10 Experience)

- Arrival 15 minutes before start.
- 20 minute driving and safety presentation.
- Move to cars and introduction to instructors.
- 20 minute driving session with instructor. (10 minute drive in Audi TT + 3 Laps in R8).
- Debrief and certificate handout.



Formula DXB Experience

The Dubai Autodrome Formula DXB is the ultimate race car introduction to wings and slick tires. Our specially prepared race cars are ultra lightweight with incredible acceleration and sharp handling, allowing you to corner at high speed and feel every part of the circuit.

After a full safety briefing, you will be provided with all your safety clothing and helmet, and then paced around the Dubai Autodrome 1.2km Oval Circuit behind a professional instructor, to learn the correct racing lines and get the most out of this unique and exciting race car. A truly unforgettable experience! Advanced bookings required.



Driving Activity Format

- Arrival 15 minutes before start.
- 20 minute driving and safety presentation.
- Move to cars and introduction to instructors.
- If Stage 1: 20 minute TT paced driving session with instructor on oval circuit.
- If stage 2: 20 minute Single Seater paced driving session on club circuit.
- Debrief and certificate handout.



Clio Cup Experience

These outrageously fun tin tops are pure racing cars from the day they were forged in the Renault Sport factory in France. Everything onboard – brakes, suspension, sequential gearbox and 205 bhp engine – is built to race specification, just like the touring cars you see on TV.

An experienced instructor will be right alongside to coach you through two driving sessions around one of Dubai Autodrome's demanding circuits.



Driving Activity Format

- Arrival 15 minutes before start.
- 20 minute driving and safety presentation.
- Move to cars and introduction to instructors.
- 20 minute driving session with instructor.
- Debrief and certificate handout.



McLaren Sprint Experience

Anticipation just got redefined.

Experience driving a high performance GT spec McLaren Sprint super car with stripped out interior and walk away breathless with a high-definition video of you driving this powerful kit around our circuit.

Vehicle Specs:

- 3.8l Turbo
- 625 BHP
- Top Speed: 299kph
- Weight: 1,350kg



Driving Activity Format

- Arrival 15 minutes before start.
- 20 minute driving and safety presentation.
- Move to cars and introduction to instructors.
- 20 minute driving session with instructor (10 minute in the AudiTT + 3 Laps in the McLaren)
- Debrief and certificate handout.



Porsche GT4 Experience

Make no mistake, this is a genuine race car. The Porsche GT4 experience gets you behind the wheel of the current generation of Stuttgart's fabulous GT4 machine.

Drive a genuine Porsche Cayman GT4 Clubsport – Porsche's entry into the global GT4 race series. The Porsche Cayman GT4 experience provides maximum excitement from this genuine racing car around the demanding sweeps of the Autodrome Circuit.

Your journey begins in the all-new Audi TT 2.0 turbo to learn the correct racing lines around one of Dubai Autodrome's challenging track configurations. You drive alongside a professional instructor before embarking upon four memorable laps (3x past pit straight) in the Porsche, race prepped by Dubai 24 Hour winning team Dragon Racing.

Driving Activity Format

- Arrival 15 minutes before start.
- 20 minute driving and safety presentation.
- Move to cars and introduction to instructors.
- 20 minute driving session with instructor (10 minute in the Audi TT + 3 Laps in the Porsche GT4)
- Debrief and certificate handout.



Ferrari 458 Challenge

If there was ever a car made to be unleashed on the track, then the Ferrari 458 Challenge is it. Incredible speed and unsurpassed driving enjoyment, this beast from Italy combines raw power with razor sharp handling, to leave everyone who has experienced real adrenaline & excitement behind the wheel with lifelong memories.

Your journey begins in the all-new Audi TT 2.0 turbo to learn the correct racing lines around one of Dubai Autodrome's challenging track configurations. You drive alongside a professional instructor before embarking upon four memorable laps (3x past pit straight) in the Ferrari 458 Challenge. Price inclusive of VAT.

Driving Activity Format

- Arrival and registration at the Welcome Centre.
- Safety briefing on circuit and driving techniques.
- Shuttle to the Club Circuit where you will meet your instructors.
- 10 minutes driving in an Audi TT to learn the circuit and perfect the lines with encouragement from professional instructors.
- Driving experience in the Ferrari (4 laps / 3x past pit straight).





Prodrift Experience

The Prodrift Experience is the ultimate gateway into the exhilarating world of drifting. Utilizing the proven 370z platform & under the guidance of professional instructors, students will experience key drift techniques in a controlled & safe environment.

You will get to drive our fleet of high performance Nissan 370z training vehicles while trying to master 5 drift techniques over 5 laps on our purpose designed drift course. Professional instructors will be with you every step of the way & will be on-hand to guide you throughout the experience.



Prodrift Taxi

Prodrift Taxi consists of 3 white-knuckle passenger laps alongside a professional drift instructor, on our purpose designed drift course, in our specially prepared Nissan 370z's



Easy Drift Experience

Drifting is a driving technique where the driver intentionally over-steers, causing loss of traction in the rear wheels or all tires, while maintaining control from entry to exit of a corner. New technology called Easydrift allows creating a loss of grip on the rear wheels by placing specifically designed plastic rings on the rear tires.

This allows drifting with standard front wheel drive cars starting from very low speeds, making the activity very safe. It also allows much faster drifting for drivers mastering our first levels of experiences resulting in an incredibly addictive and memorable experience.

No driver license required.



Driving Activity Format

- Arrival 15 minutes before start.
- Introduced to instructor.
- 10 minute in car briefing.
- 45 mins. driving session with instructor.
- Debrief and certificate handout.



A Unique Experience

Dubai Autodrome is available throughout the year for exclusive hire, offering a one-of-a-kind facility that guarantees a unique and unforgettable experience.

From small scale to large events, our staff has the skills and expertise to make any event a success. The venue can comfortably cater for a wide range of events, with capacities of anything from 10 to 15,000 people.

The venue is geared up for and specialises in offering clients a perfect location for:

- 5 star corporate hospitality .
- Production car and motorcycle testing.
- Race team and race series testing.
- Manufacturer research and development.
- Vehicle demonstrations.
- Motor industry and related product launches.
- Press and media events.
- Driver training and coaching.
- Corporate and team building events.
- Kartdrome corporate events and packages.





First Drive Experience

Even youngsters can discover the thrill of driving at Dubai Autodrome. The First Drive Experience is specifically designed for young drivers from 12 to 18 years of age.

The experience is designed for first time drivers to gain driving experience in a manual car in the safe and controlled environment at Dubai Autodrome with a professional instructor.

Driving a Chevrolet Aveo 5 with state-of-the-art dual controls, drivers will learn clutch control, gear changing, braking, use of mirrors and how to reverse properly. A very rewarding experience for budding drivers!



Driving Activity Format

- Arrival 15 minutes before start.
- 20 minute driving and safety presentation.
- Move to cars and introduction to instructors.
- 20 minute driving session with instructor.
- Debrief and certificate handout.

ARRIVE & DRIVE KARTING



Go Race Now!

The Dubai Kartdrome offers a fleet of leisure Karts that deliver an excellent racing experience while ensuring high safety, in a range of specifications to satisfy those aged 7 and up.

Manufactured by SodiKart, the karts offer a comfortable driving position, top level performance and precision handling. All karts are powered by Honda engines which ensures equal acceleration, guaranteeing that all clients have the most competitive karts available.

They are also equipped with transponders that automate timing and scoring systems, providing an accurate starting grid in qualifying. This up-to-date system displays laps competed, gap between karts and the fastest lap. At the end of each session drivers are able to compare lap times.



LASERDROME & CHILL ZONE



Always Something To Do

A unique feature of the Indoor Kartdrome Complex is the Laserdrome – laser tag – game area. Best described as Paintball without the Pain(t) and without the mess. Players are sorted into two teams (maximum 10 players) battling against one another with laser guns. Set in a medieval castle type environment of 400 square meters featuring huge dayglo dungeon style decoration with lighting and artificial fog aimed at confusing vision and making the objective of tagging opponents a challenge. Ideal for groups and children.

On the same floor as the Laserdrome you can relax in the Chill Zone, an area which includes Playstation Alley, Billiards and a snack bar.





Virtual Racing For Up To 10 Drivers

RaceRoom was born on the real race track and developed as a virtual experience which extracts the best out of driving dynamics and motor racing simulation.

The concept is very easy to use, affordable and without any technical limitations. RaceRoom is the place which can inspire everyone to participate in virtual motorsport, for users from 7 to 70 years of age.

Booking is quick and simple and very much Arrive & Drive entertainment facilitated by exclusive RaceRoom Event Automation Software which allows up to 10 drivers to compete against each other at the same time on a virtual race track.

The live broadcast system puts drivers in the spotlight of the audience while showing live timing and results. At the Indoor Kartdrome there will be regular RaceRoom competitions and challenges with prizes for the winners.

RaceRoom virtual motor racing offers extraordinary fun at the Indoor Kartdrome, providing an ideal and unique entertainment platform which is ideal for parties, corporate events or individuals wanting a virtual adrenalin rush!



STATS & FOOTFALL

Event Type	Total Events	Approx Footfall	Average Age	Male-Female	Details
National Race Days	6	1,500	16-50	80%-20%	National Race Days for the whole family.
Hankook 24H Dubai	1	20,000	24-60+	70%-30%	Dubai's Flagship International Race.
Corporate Events	200+	10-200	28-50	80%-20%	Range between 10-200 guests per event.
Welcome Centre • Audi R8 • Audi TT • Formula DXB • McLaren	50 50 50 50	1,026 total 851 total 2,421 total 1,202	24-50 21-50 21-45 21-50	90%-10% 70%-30% 90%-10% 90%-10%	Individual experience purchases.
Dubai Kartdrome	200+	100,000+	16-40	80%-20%	50% Residents-50% Tourists.
Train Dubai	Every Wednesday	600-800	15-60	60%-40%	Every Wednesday: cycle, run or walk.
Color Run	Once a year	15,000	16-40	50%-50%	The largest fitness event in the region.
Neo Run	Once a year	5,000	21-40	50%-50%	Similar to Color Run but with Neo Paint.
Wings For Life Run	Once a year	1,000	21-45	50%-50%	CSR Initiative-Live to 32 countries.
Dubai Road Runners	Once a year	800	13-50	50%-50%	Fitness Run 5k - 10k.

Over the years there has been a number of celebrities visit Dubai Autodrome for PR events or simply to just to make use of our facilities. Below are just a few of these occurrences captured.



