



MEDIA INFORMATION
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EAST, Miami Partners with Race Of Champions as the Official Drivers & VIP Hotel

When world-class motorsport champions from Formula 1, NASCAR, IndyCar, Le Mans and action sports come to Miami on January 21 & 22 for Race Of Champions at Marlins Park, they will be staying at its official drivers & VIP hotel partner, **EAST, Miami** – Swire Hotels' lifestyle hotel & residences at Brickell City Centre.

EAST, Miami is Swire Hotels' first venture into North America, following the openings of EAST in Hong Kong and Beijing. Created for unconventional travelers looking for a fun and relaxing place to stay, EAST, Miami offers 352 guest rooms to include eight suites and 89 one, two and three-bedroom residences. EAST, Miami can accommodate business or leisure travelers as well as families for stays of one to 12 months – providing the comforts of home along with exclusive amenities of a world-class hotel, with access to Miami's hottest dining, nightlife, and shopping destinations. Guests of the hotel can expect keyless entry, paperless check-in and check-out, art exhibits, health and wellness programming and an array of other happenings to make them feel totally at EAST.

The lifestyle hotel also boasts a signature restaurant, **Quinto La Huella**, the urban reinvention of Uruguay's renowned beachfront Parador La Huella; **Sugar**, the 40th floor rooftop bar & garden; and **Domain**, the lobby café & bar serving light bites and Panther Coffee. EAST, Miami features an expansive fifth floor pool & deck with four unique swimming experiences plus lounging areas along with 20,000 square feet of meeting and event space, suitable for any occasion. For reservations, please email reservations@east-miami.com or call 305-712-7000. For more information, please visit www.east-miami.com.

ROC President Fredrik Johnsson said: "We are very happy to partner with EAST, Miami as our Official Drivers and VIP Hotel. We are sure that the drivers will enjoy the unique, innovative facilities and relaxed atmosphere at EAST."



WATCH THE ROC MIAMI TRAILER

The Race Of Champions is an annual contest which has been held for over 25 years. It brings together some of the world's greatest drivers from motor sport's major disciplines – including Formula 1, NASCAR, IndyCar, Le Mans, MotoGP, Touring Cars, World Rally and action sports – and sets them free to battle head-to-head in identical machinery. All the racing takes place in a stunning range of superfast cars.

The ROC event is run over two days: first comes the Race Of Champions itself (on Saturday, January 21) featuring a flat-out battle for individual glory. Then on Sunday, January 22 comes the ROC Nations Cup when drivers pair up in teams based on nationality to bid for the title of 'World's Fastest Nation'. In 2017, this will see America take on the rest of the world in a special contest in celebration of the host venue.

In recent years, ROC has visited the Stade de France in Paris (2004-2006), London's Wembley Stadium (2007-2008), the 'Bird's Nest' Olympic Stadium in Beijing (2009), Düsseldorf's Esprit Arena (2010-2011), the Rajamangala Stadium in Bangkok (2012), Bushy Park Barbados (2014) and London's former Olympic Stadium (2015).

Now the event is heading to the United States for the first time to soak up the heat of Miami. Florida's sports fans will have a chance to watch the speediest action Marlins Park has ever seen as many of the world's greatest drivers push to the absolute limit on a specially-designed racing track winding its way around the infield and outfield.

But that's not all. The Race Of Champions has non-stop action from start to finish – featuring stunt shows on four wheels and two wheels plus DJs, cheerleaders and plenty of other entertainment to keep race fans on the edge of their seats.

Tickets for ROC Miami are now available via www.raceofchampions.com. For access to rights-free high-resolution imagery and to keep up with all the latest news ahead of this year's event please visit www.raceofchampions.com, [Race Of Champions on Facebook](#) plus [@raceofchampions](#) and [#ROCMiami](#) on Twitter.

Drivers already confirmed for ROC Miami:

Sebastian VETTEL, four-time Formula 1 World Champion
Tom KRISTENSEN, nine-time Le Mans 24 Hours Winner
Petter SOLBERG, double FIA World Rallycross Champion
Juan-Pablo MONTOYA, 2015 Indianapolis 500 Winner
Ryan HUNTER-REAY, 2014 Indianapolis 500 Winner
Tony KANAAN, 2013 Indianapolis 500 Winner
Felipe MASSA, 11-time Formula 1 Grand Prix Winner
Kurt BUSCH, 2004 NASCAR Champion
Travis PASTRANA, Action Sports Legend
Scott SPEED, double Global Rallycross Champion
Alexander ROSSI, 2016 Indianapolis 500 Winner
Gabby CHAVES, 2015 IndyCar Rookie of the Year
David COULTHARD, 13-time Formula 1 Grand Prix Winner
Jenson BUTTON, 2009 Formula 1 World Champion
Kyle BUSCH, 2015 NASCAR Champion
James HINCHCLIFFE, 2016 Indianapolis 500 Pole Sitter
Helio CASTRONEVES, triple Indianapolis 500 Winner



About Brickell City Centre

Brickell City Centre is a landmark \$1.05-billion, 4.9-million square-foot mixed-use development in downtown Miami from Swire Properties Inc., one of South Florida's leading international developers of real estate known for its \$1 billion master-planned development of Brickell Key. The project's first phase includes a luxury and premium shopping center, two residential towers, EAST, Miami hotel, and two mid-rise office towers. The project is LEED®-registered for Neighborhood Development – currently one of the largest in the U.S. Sustainability elements include the \$30 million CLIMATE RIBBON™; a masterpiece of art and science, the elevated trellis will span 150,000 square feet, connecting the project's three city blocks and acting as an environmental management system. As the largest private-sector project currently under construction in Miami, Brickell City Centre began vertical construction in 2013 and the first phase of construction began completion end of 2015. Phase II is scheduled for commencement end of 2017. More information is available at www.brickellcitycentre.com.

About Swire Hotels and Swire Restaurants

Swire Hotels has been created to manage soulfully individual hotels in Hong Kong, Mainland China and the United States, providing a unique experience for individually-minded travelers seeking originality, style and personalized service. The company's

first hotel, The Opposite House in Beijing, opened in 2008 and was followed by The Upper House, Hong Kong, EAST, Hong Kong and EAST, Beijing. The Temple House in Chengdu opened in July 2015 and EAST, Miami opened in May 2016. A restaurant division was set up in 2013 to manage the company's stand-alone restaurant operations.

For the first United States location for Swire Properties' EAST brand, architects, interior designers, and artists collaborated on various spaces including guest rooms, restaurants and bars, the lobby, exterior decks and patios, conference rooms, and public spaces. The result is a groundbreaking new development that will change the way art, interior design, and architecture combine as one. A portfolio of talent that includes Clodagh from Ireland, Studio Collective from Los Angeles, Miami-based Arquitectonica, and other collaborators from Wales, France, and Germany taking part in the signature CLIMATE RIBBON™ was assembled for the project.