

PaddockTalk

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A1GP World Cup of Motorsport Announces Partnership with Elite Traveler

A1GP World Cup of Motorsport today announced an exclusive partnership with Elite Traveler, the private jet lifestyle magazine. Under the terms of the seven figure agreement, Elite Traveler will be the official private jet lifestyle magazine partner for Season Four of the A1GP World Cup of Motorsport series.

With distribution aboard private jets, mega-yachts and other high-end venues in over 100 countries, Elite Traveler brings luxury brands to the global high-spending market. With a median household income of \$2.28 million and mean household income of \$5.3 million, the readers of Elite Traveler personify the Private Jet Lifestyle - one for which luxury is a necessity. Elite Traveler readers average 41 trips per year, including 10 intercontinental trips.

A1GP will feature in the pages of Elite Traveler with comprehensive race reports and analysis, pictures of the cars and on-track action and behind the scenes highlights from race weekends, including the pre-race Ignition parties and exclusive insights into A1GP hospitality in Pangea. In the 2008 – 2009 series, the fourth in the history of A1GP, the World Cup of Motorsport will visit 10 countries across the globe, including the Netherlands, China, New Zealand, Malaysia, South Africa, Portugal and Great Britain. There will also be integrated branding and marketing opportunities for the two partners, and copies of Elite Traveler will be available to guests in Pangea.

Elite Traveler's unique editorial is specifically targeted to the private jet lifestyle, from its oversize format and high-quality glossy paper to the beautiful pictorials of the best suites and villas in the world. Industry experts agree, as Elite Traveler has won over 12 awards for excellence in editorial and design, including the 2007 Ozzie Award for Best Use of Photography.

Pete da Silva, CEO of A1GP, said, "We are delighted to announce this partnership with Elite Traveler. There is a real synergy between the two brands, both of them innovative, exciting and young but already world famous names with a powerful and exclusive brand presence. Elite Traveler will provide another important platform for us to connect with our global audience."

Doug Gollan, President and Editor-in-Chief of Elite Traveler, said, "A1GP is truly a private jet lifestyle sport and event, and we are excited about this partnership".