
MEDIA Information

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SURREY CUSTOMER WINS THE ULTIMATE TEST DRIVE - IN A FORMULA ONE CAR

- Infiniti 'Ultimate Test Drive' winner to drive F1™ car in Dubai
- Will receive personal instruction from Daniil Kvyat
- Also gets VIP package to attend Abu Dhabi race weekend

Having driven an Infiniti Q50 at a test drive event, 44 year-old Carl Lawrence from Godstone, Surrey, was chosen from 21 finalists as the winner of the first 'Ultimate Test Drive' regional final, at Rockingham Motor Speedway, Northants. He was deemed to demonstrate the highest level of car control and driving ability by Infiniti's judging panel, which included Infiniti Red Bull Racing Test & Reserve driver Sebastien Buemi.

'I didn't believe for a moment that I would win when I turned up, I was just happy to enjoy a day driving Infiniti cars on track. To think I'll now get to drive a real F1 car is unbelievable, it's the stuff dreams are made of. Going from an Infiniti test drive to an F1 car is incredible. I'm so excited,' said Carl Lawrence shortly after being announced as the winner.

Carl Lawrence and the other finalists had been selected for the chance to win through Infiniti's 'Ultimate Test Drive' campaign, which ran between 28th July and 16th August this year. During this period, any existing or potential customer who visited a UK Infiniti Centre and took an Infiniti vehicle for a test drive was entered into the draw for this

unique opportunity.

Carl Lawrence will be joined by two fellow winners from Russia and the Middle East, where the campaign is also running. Each will first visit Infiniti Red Bull Racing's Milton Keynes headquarters for a taste of driving a Formula One car in their high tech race simulator, before heading to the Dubai Autodrome to drive the real thing, with Daniil Kvyat on hand to provide personal tuition. They will also receive a VIP ticket for themselves and a friend to attend the Abu Dhabi Grand Prix weekend, as guests of Infiniti.

Commenting on the campaign, Carl Bayliss, Country Manager, Infiniti UK said:

"At Infiniti we want every test drive to be an experience, and giving one of our customers or prospects an opportunity like this is a great way to emphasize the shared performance DNA between Infiniti and Infiniti Red Bull Racing. Congratulations to Carl Lawrence, he drove really well today and we'll very much look forward to seeing how he gets on behind the wheel of the ultimate performance machine."

About Infiniti:

Infiniti Motor Company Ltd. is headquartered in Hong Kong with sales operations in over 50 countries. The Infiniti brand was launched in 1989. Its range of premium automobiles is currently built in manufacturing facilities in Japan, the United States and China. Production in the UK will start in 2015, bringing with it significant expansion of the brand's portfolio. Infiniti plans to also expand manufacturing into Mexico by 2017.



As the Title Partner and Vehicle Performance Partner of Infiniti Red Bull Racing, Infiniti has a far-reaching technical collaboration with the four-time FIA Formula One World Championship winning Team.

More information about Infiniti and its industry leading technologies can be found at www.infiniti.com. You can also follow us on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and see all our latest videos on [YouTube](#).

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