

## PRESS RELEASE

### OFFICIAL FORMULA 1 OPUS RACES TO WORLD LUXURY EXPO AT THE ST REGIS, DOHA

11 November 2013



DOHA, QATAR – World Luxury Expo, Doha, the fourth edition of the World Luxury Expo series, will be hosted at the magnificent St Regis, Doha from 14-16 November 2013. After making its debut last weekend, the Official Formula 1 Opus BERNIE Edition will be revealed to Qatar at World Luxury Expo, Doha.

This iconic collector's piece is valued at US \$1,000,000 and will be presented by Opus Media Group, the luxury publisher that produces premium, limited edition publications, in official partnership with leading names in the world of sport, entertainment & fashion.

At half a metre square, 852 pages long and weighing 37 kilograms, The Official Formula 1 Opus is the ultimate celebration of Formula One. The history of this exhilarating sport has never been told in such depth, featuring numerous exclusive interviews and truly stunning imagery on an unprecedented scale.

The BERNIE Edition is 1/1, a bespoke Champions Edition Opus, but it will entitle the holder to unique access into the world of Formula One for the 2014 race season. The holder will receive, for each day, of each race in the 2014; four passes for the Paddock Club, the ultimate in hospitality; two Paddock passes, which are exclusively for the teams or invite only; the chance to have 'Tea with Mr. E'; and invitations to the exclusive evening events, such as concerts and Black tie parties. This is money can't buy access into the world of Formula One. As the holder of the BERNIE Edition the owner is also able to transfer individual passes if they themselves choose not to attend.

Comments Bernie Ecclestone, CEO and President, FOM, "A book like this probably won't happen again, and the signatures of the drivers being included with The Bernie and the 'champions' edition make it very special indeed. It is a must have for anyone who loves Formula One. A lot of the photographs in the book have never been seen before and they're there because I gave permission for them to be used."

The bespoke carbon fibre clamshell presentation box has been designed exclusively for the BERNIE Edition by GPFone in Silverstone, England. Using pure silver, his iconic 'Bernie' signature sits on the front cover of the gunmetal grey carbon fibre. The colour was specifically

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chosen by Mr Ecclestone, which distinguishes it from the standard black carbon fibre clamshell's that are paired with the regular Champions Editions. The interior is high grade leather in a contrasting grey, a home fit for such a unique and unprecedented publication as The Official Formula 1 Opus BERNIE Edition.

World Luxury Expo showcases a selection of the world's leading luxury brands in one spectacular venue, where access is by invitation-only.

The World Luxury Expo series has steadily gained momentum and status in the region, having recently concluded three successful events, the first at Burj Al Arab, Dubai in January, the second in February at the palatial Ritz-Carlton, Riyadh and the third edition took place at Emirates Palace, Abu Dhabi in September 2013.

McLaren will be showcasing the latest in a new breed of hypercars, the award winning McLaren 12C and 12C Spider, which are exceeding expectations in the Middle East.

Comments Ian Gorsuch, McLaren Automotive Regional Director for the Middle East and Africa, "It was 20 years ago that McLaren changed the shape of the supercar industry with the McLaren F1 road car, and we are doing it again with the McLaren P1™. The Middle East market is particularly important and fascinating as luxury and sports car owners are very discerning, and as car manufacturers we are fully aware of the need to constantly impress them."

World Luxury Expo will feature a wonderful selection of carefully selected luxury categories including fine art, high-end jewellery, fashion, hand-crafted time pieces, designer furniture and exquisite table settings, luxury automobiles, fine dining, private aviation, and luxury travel.

Comments Vincent Corver, Manager of Steinway Piano Gallery, CDC - Qatar, "CDC's Lifestyle Select concept in Qatar is presenting Steinway Lyngdorf at the Pearl Qatar. A Hi-Fi product of a visionary ambition and uncompromising quality commitment – a shared dream which brings Steinway & Sons, makers of the world's finest pianos for 160 years, and Peter Lyngdorf, one of the most forward-thinking audio innovators of our time, together. We embrace music and our desire is to bring its pinnacle of enjoyment into the homes of our discerning clientele."

A selection of other luxury goods and services that invited guests can look forward to viewing at World Luxury Expo, Doha include the world's most expensive soap by Khan Al-Saboun Bader Hassoun and Sons, limited edition hand-spun shawls by Kashperia, specialist marine charter service company, Ship & Crew, European luxury homeware, Devine Design, specialist custom-made motorbikes by Custom Shop, award-winning 4K home cinema projector and 4K BRAVIA television by Sony, luxury travel services by La Conciergerie du Qatar, rare 22-carat gold tea by Qirat Tea, Hamilton Grand luxury golf residences at the world famous St. Andrews golf course, Bentley, Bugatti, Lamborghini and Mercedes-Benz, to name but a few.

Those looking to attend World Luxury Expo, Doha can request an invitation and pre-register online at <http://world-luxury-group.com/preregister/doha2013>

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Following the Doha edition, World Luxury Expo will return to the Kingdom of Saudi Arabia and Abu Dhabi in 2014, creating an annual signature series of events in the GCC region.

[www.worldluxuryexpo-doha.com](http://www.worldluxuryexpo-doha.com)

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