



February 20, 2008

Fuji International Speedway Co., Ltd.

Fuji International Speedway Announces Outline for Holding 2008 FIA Formula One Fuji Television Japanese Grand Prix

FUJI INTERNATIONAL SPEEDWAY CO., LTD. (Fuji Speedway: Hiroaki Kato, President) announced today the overview of the 2008 FIA Formula One World Championship Fuji Television Japanese Grand Prix. The event will be held over the course of three days, from October 10 to 12, of this year.

In the course of planning for the event, we have thoroughly examined those issues that caused the greatest inconvenience for spectators last year and, based on various criticisms and recommendations we have received and with spectator safety as our top priority, we have established the following two policy guidelines: 1. Safe and sure transportation services, and 2. Comfortable and enjoyable environment for spectators.

Regarding traffic access, in consideration of the need to ease traffic congestion coming into and leaving the venue for the spectators and the need to minimize impact on the surrounding environment, the Ticket & Ride System, which combines entrance tickets with bus transportation, will be continued. However, in order to allow spectators to wait in the busses after the race has finished in the event of inclement weather, the shuttle-bus transport system adopted last year has been revised in favor of a "stand-by system", where buses gather and wait at the event venue.

In addition, regarding the construction of spectator facilities, large viewing screens, lighting and broadcast equipment, improved facilities for bus boarding and disembarking, better walkways, more-convenient placement of temporary toilets, increased staff numbers, more thorough pre-event staff training, and greater information provision will be realized.

Attendance on the day of the race is expected to be 110,000, and total attendance for the three days is expected to be 220,000.

Also, in order to strengthen the operational structure for the event, the Formula One Project Planning Division has been newly established within Fuji Speedway. Fuji Speedway is committed to restoring customers' trust by doing everything possible to ensure that this year's F1 event is a success.

Enquiries: Public Relations & General Affairs Dept. +81-3-3556-8531

1. Outline of event

1) Event dates:

October 10 to 12, 2008

*Race: Oct. 12, 1:30 pm start (67 laps 305.416km)

2) Name of event:

2008 FIA Formula One World Championship Fuji Television Japanese Grand Prix

3) Endorsed by:

Fédération Internationale de L'Automobile (FIA)

Japan Automobile Federation (JAF)

4) Promoted and organized by:

- Fuji International Speedway (promoter)

- Fuji Motor Sports Club (FMC) (organizer)

5) Title sponsor: Fuji Television

6) Event management structure

Honorary president:

Shizuoka Prefecture Governor Yoshinobu Ishikawa

Honorary vice-presidents:

Oyama Town Mayor Hiroshi Takahashi

Gotemba City Mayor Kaizo Osada

Susono City Mayor Shunji Ohashi

Honorary chairman:

Japan Automobile Federation (JAF) President Setsuo Tanaka

Chairman:

Fuji International Speedway Chairman & CEO Tsutomu Tomita

Vice-chairman:

Fuji International Speedway President & COO Hiroaki Kato

7) Venue:

Fuji Speedway (694 Nakahinata, Oyama-cho, Suntou-gun, Shizuoka Prefecture)

Outline of racetrack:

- Circuit length 4,563 meters

- Longest straight 1,475 meters

- Altitude 545 to 580 meters

8) Expected number of spectators:

- Friday 40,000 (practice)

- Saturday (practice/qualifying) 70,000

- Sunday (race) 110,000

- Total 220,000

2. Outline of event arrangements

1) Provide safe and sure transportation services

1. Adoption of a Bus Stand-by System

- Because of location requirements, allowing passenger vehicles to access the venue directly or the local area will lead to major traffic congestion in the surrounding area. As a result, this will hamper spectators' ability to enter and leave the venue, adversely affecting other sightseers and the surrounding environment in general. Thus, the Ticket & Ride System will be continued this year as the means of access to the race venue.
- However, to allow spectators to wait in the buses after the race has finished in the event of inclement weather, the shuttle-bus transport system adopted last year between designated train stations or designated off-site parking areas and the race venue has been revised in favor of a "stand-by system" where buses gather and wait at the venue.

2. Provision of access information

- The following information, such as the estimated amount of time required to reach one's seat, are planned to be provided to spectators in late March:
 - a. Distance and estimated time to walk from designated train stations to the bus boarding areas;
 - b. Estimated time from designated train stations or designated off-site parking areas to the venue by bus;
 - c. Distance and estimated time to walk from the bus disembarking areas to one's seat.

3. Changes to infrastructure both inside and outside of the venue

- Bus disembarking areas within the race venue will be paved, entrance gates will be improved, and bus traffic lanes within the venue will be enhanced.
- Designated off-site parking areas will also be improved.
- Walkways within the venue will be modified and improved, such as by widening them in certain areas and creating new pedestrian bridges in others, to ensure a smooth walk for the spectators.

2) Maintain a comfortable and enjoyable environment for spectators

1. Improved hospitality

- The number of staff members will be increased to help improve on-site guidance, information provision, gate checks, and security; pre-event training will be even more thorough in order to enhance the level of service provided to visitors.
- As a courtesy to visitors from overseas, all information signs and announcements will be in English as well as Japanese.
- Temporary toilets will be conveniently placed, with increased numbers near bus stops, and signs will be placed appropriately.
- Lighting fixtures both inside and outside of the venue, such as near walkways and bus stops, will be increased to enhance safer movement for visitors at night.
- The number of speakers will be increased to help ensure that spectators throughout the venue area are able to hear announcements.

2. General improvements to heighten enjoyment of the races

- In addition to increasing the number and size of large viewing screens, they will be placed in front of all designated seating stands.
- Support flags and banners will be allowed as long as they do not pose a danger or inconvenience to other spectators.

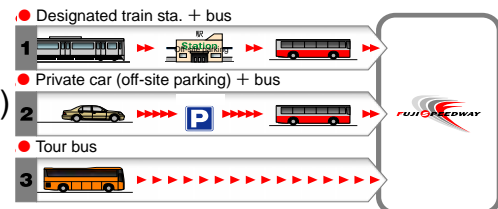
- FM broadcasts, the Internet, and mobile phone websites will be used to provide timely information about races, events, traffic conditions and more (the FM reception area will be broadened within the race venue).
- Crucial pre-race information, such as what items to bring, shall be provided in order to allow first-time visitors to the Fuji International Speedway and/or those new to motor racing to fully enjoy the races.
- The same keyword as last year – “Know it. Enjoy it. Feel it.” – will be used as the basis for event planning intended to allow everyone, from first-time spectators to dedicated F1 fans, to enjoy the races.
- Last year, the on-site tour for local elementary school students, the local public relations booths, and the local participant volunteers were all well received and will be continued this year as well.

3. Ticket and Ride System

1) System overview

- The Ticket & Ride System, which combines entrance tickets with bus transportation, will be continued, and the same three basic modes of transportation to the venue will be used.

1. Train (designated station) + bus
2. Private car (off-site parking) + bus
3. Tour bus (arranged by travel agencies, etc.)



2) Admission tickets

1. Types of tickets and prices

- Three types of tickets (valid for all three days) will be available.
 - Reserved seating tickets
 - Non-reserved area tickets
 - Wheelchair seating tickets
- Ticket prices will remain the same as last year.
- Reserved seating for areas B (from the main stands to the first turn), G (outside the hairpin turn), and J (outside the Dunlop turn) will be discontinued in accordance with reduced spectator numbers; the names of the various remaining areas will remain the same as last year.
- Reserved seating for area C, due to its popularity, will be continued this year and will be made sure that no viewing problems arise.

Seating details (planned)



Admissions ticket prices (valid for all three days)

	Seat	Location	Price (in yen)		
			Adults	JHS and HS students	Children* (3 years old to elementary school)
Reserved seating	S	Main stand 2nd floor	71,000	63,000	61,000
	A1	Main stand 1st floor	56,000	48,000	46,000
	A2	Main stand 1st floor (in front of pit)	61,000	53,000	51,000
	C	In front of First Turn	61,000	53,000	51,000
	D	Outside of First Turn	41,000	33,000	31,000
	E	Coca-Cola Turn	36,000	28,000	26,000
	F	Hairpin Turn	46,000	38,000	36,000
	H	Dunlop Turn (entry)	46,000	38,000	36,000
	K	Dunlop Turn (exit)	41,000	33,000	31,000
	L	In front of Turn 13	31,000	23,000	21,000
	M	In front of Netz Turn	36,000	28,000	26,000
	N	In front of Panasonic Turn	31,000	23,000	21,000
	P	Straight (Panasonic Turn side)	51,000	43,000	41,000
Q	Straight (Main stand side)	41,000	33,000	31,000	
Non-reserved area ticket			11,000	3,000	1,000

* Free for children under 3 years old.

(However, for reserved seats children under 3 years old must sit on their guardian's lap. If a spectator wishes to reserve a seat for a child under 3 years old, they must purchase a reserved seat at the cost shown above for '3 years old to elementary school'.)

Wheelchair seating prices

Seat	No. of wheelchairs (seats for assistants)	Price (in yen)		
		Adults	JHS and HS students	Children* (3 years old to elementary school)
Main stand 1 st floor, top level (with roof)	100 (+200 seats)	40,000	8,000	5,000
Near reserved seats E and L (no roof)	20 (+40 seats)	11,000	3,000	1,000

*Up to two accompanying assistants may apply for tickets at the above prices.

*It is necessary for the applicant to apply for a parking ticket separately at the same time. The parking ticket will be sold for 3,000 yen, valid for all three days.

2. Ticket sales

- Tickets will be sold through two methods: a lottery run by the Fuji International Speedway and first-come-first-served sales through travel agencies. Tickets for wheelchair seating will be set through a separate channel.
- An announcement is planned to be made in late March for ticket purchase applications from overseas.

Fuji International Speedway lottery sales

- Changed from last year's double lottery, a single lottery will be held and any seats remaining after the lottery will be sold on a first-come-first-served basis.
- The following ticket types will be available.
 - a. Train (designated station) + bus
 - Specifics such as designate station names are planned to be announced in late March.
 - b. Private car (off-site parking) + bus
 - The off-site parking and recommended highway inter-changes (IC) to be used are below.
 - Applications will be accepted through Fuji Speedway's F1 website and by post.

NOTE: A special Internet website will be opened on May 1 to allow customers to register their details in advance. Applications for tickets will start being accepted on May 12.
- Specifics on the whereabouts of motorcycle parking areas and prices for the off-site parking are planned to be announced in late March.

Area	Recommended Highway and IC
Kanagawa	Tomei Highway Ooi-Machida IC
Oyama	Tomei Highway Ooi-Machida IC
Susono	Tomei Highway Susono IC
Numazu	Tomei Highway Numazu IC
Fujisan	Tomei Highway Fuji IC
Takigahara	Tomei Highway Fuji IC
Subashiri	Higashi Fuji Goko Road Subashiri IC
Yamanaka-ko	Higashi Fuji Goko Road Yamanaka-ko IC
Fuji Yoshida / Kawaguchi-ko	Higashi Fuji Goko Road Kawaguchi-ko IC
Kita Fuji	Higashi Fuji Goko Road Kawaguchi-ko IC

Sales through travel agencies

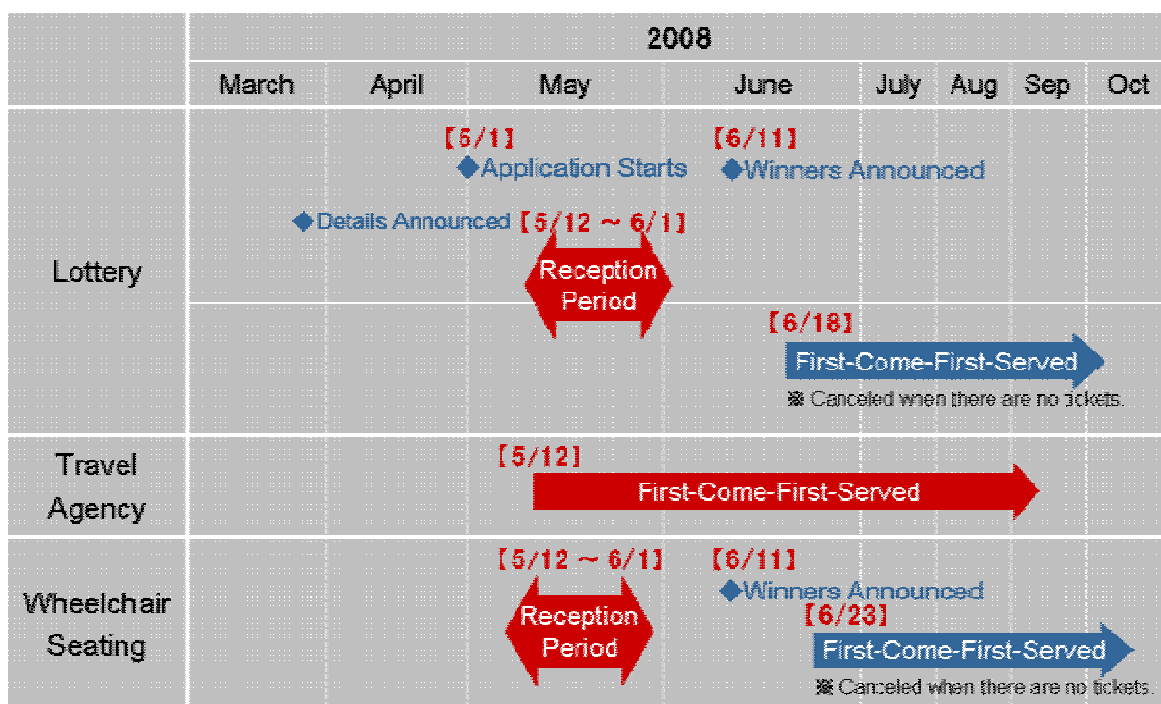
- Tickets will be sold via travel agencies on a first-come-first-served basis.
- Tickets will be sold in the form of tour packages that may include an admission ticket, accommodation and transportation. Further details are planned to be announced in mid-May by each agency.

- Applications will be accepted at travel agency branches, travel agency websites, and by telephone.

Wheelchair seating

- Applications will be accepted up to June 1, and, in the event of a large number of applications, a lottery will be held and successful applicants are planned to be notified on June 11 by postcard.
- Applications will be accepted by mail only. (Further details are planned to be announced in late March). A copy of a Japanese-government-issued identification booklet for the physically handicapped or other relevant identification is required.

3. Ticket sales period



4. Establishment of a dedicated call center

- A dedicated call center for handling all enquiries related to the race event will be established on February 21.
- The call center can be reached toll free from within Japan at 0120-337-268 between the hours of 10:00 am – 5:00 pm on weekdays only unless otherwise announced.