

Motorsport star Marc Gené visit caps week of Ferrari experiences at PortAventura

More than 10,000 people visited the Santander Ferrari Motorhome, set up last weekend in PortAventura.



PortAventura, 12th September 2014. Motorsports star Marc Gené spent a few days with his family at PortAventura destination resort and personally tried out some of the newest attractions, including the new *Angkor: Adventure in the Lost Kingdom*. The popular Catalan driver and his family checked out some of the park's amenities while staying at the Gold River Hotel, located beside the Far West zone. As befits a steel-nerved star of Formula 1 and Le Mans, Marc had no hesitation in trying out white-knuckle rides like Dragon Khan, Furius Baco and Shambhala, Europe's highest roller coaster.

The 2009 Le Mans Endurance Grand Prix winner was fascinated by the construction of Ferrari Land, the result of a partnership between Ferrari and PortAventura. Due to open in 2016, Ferrari Land will feature thrilling new rides for fans of all ages, such as the highest and fastest vertical accelerator in Europe. The project, designed to offer whole families the chance to discover and enjoy the world of Ferrari, will include the first-ever Ferrari-themed hotel.

Ferrari Motorhome at PortAventura

As well as the chance to spot Marc Gené, visitors to the park during the last week also enjoyed another motorsport-related surprise: the Santander Ferrari Motorhome. Formula 1 fans found out that the horses of the Far West zone's cowboys weren't the only ones in town, because the famous Prancing Horse logo of the Italian carmaker was highly visible on the impressive motorhome, parked just behind the Saloon.



The Santander Ferrari Motorhome visit was a huge success. Almost 10,000 visitors had the chance to personally find out how it feels to drive a Formula 1 car thanks to virtual simulators and augmented reality experiences. Those who

wanted a permanent keepsake of their experience could get a photo of themselves with Fernando Alonso's F1 car.

About PortAventura

With a prime location near Barcelona, Spain, PortAventura is the Mediterranean's leading destination resort and the second largest in Europe. It operates a 105-acre, family-oriented theme park, integrated into a destination resort with four 4* themed hotels comprising a total of 2000 rooms plus a 4000-capacity convention centre. PortAventura welcomes almost 4 million visitors per year who enjoy its 39 rides, over 100 daily shows, 48 food and drink outlets and 31 shops, plus an area designed especially for children and a water park with the highest free fall slide in Europe.

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