Mercedes-Benz

Press Information
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P1 Motor Club and Mercedes-Benz USA Announce Strategic Partnership

Mercedes-Benz and Mercedes-AMG named Official Automotive Partner of 650-acre private motorsports community on Florida's Treasure Coast

St. Lucie, FL. P1 Motor Club and Mercedes-Benz USA (MBUSA) recently announced a strategic agreement naming Mercedes-Benz and Mercedes-AMG the Official Automotive Partner of P1 Motor Club. The agreement establishes an ongoing Mercedes-Benz and Mercedes-AMG vehicle, facility and experiential presence across P1's 650-acre private motorsports community in Port St. Lucie, Florida, integrating the brands into member driving programs, instruction and club life.

"At P1, we're very intentional about every partnership we create because each one should elevate the member experience in a meaningful way. We refer to ourselves as one large 'P1 family,' so it's only fitting that we're working with the World's Fastest Family as our principal partner! I spend my race weekends in a Mercedes-AMG, so I know firsthand the engineering and skill that has made them one of the most respected performance brands in the world. Having them as part of everyday life at P1 – in the garage, in the classroom and on-track – means our members and their families get to share in that experience with me, and is another step toward building the most complete luxury motor club experience anywhere."

Aurora Straus, Founding Partner and professional driver, P1 Motor Club

Through the partnership, Mercedes-Benz USA will provide P1 Motor Club with a dedicated fleet of Mercedes-Benz and Mercedes-AMG vehicles, spanning performance, luxury, off-road and Sprinter van models, for use across P1's driving experiences, hospitality and operations. Mercedes-AMG vehicles are expected to serve as the primary street-car vehicles for select P1-managed members, guests and corporate driving programs, and the fleet will support P1's high-performance driving and racing schools, off-road and rally experiences, instructional programming and member transportation.

P1 Motor Club is also expected to serve as a primary operating base for select AMG Experience driving programs and activations in the United States, giving members and guests access to AMG Experience-led programming at P1. Beyond vehicle access, the partnership will introduce the complete AMG Experience driving academy lineup, including the Performance, Advanced, Pro, Pro+, Drift and Drift+ programs. Complementing P1 Motor Club's existing performance driving curriculum, race schools, drift instruction, rallycross experiences, karting programs and private coaching opportunities, the AMG Experience will provide official instruction designed for drivers of every skill level, from newcomers discovering high-performance driving to seasoned enthusiasts refining advanced techniques.

"We are thrilled to partner with P1 Motor Club and establish an exceptional home for our AMG Experience programming. Aurora Straus and the P1 team are building a truly remarkable motorsports community, and we look forward to working together to showcase the awe-inspiring capabilities of the Mercedes-AMG portfolio in an environment that reflects the performance, innovation and excitement at the heart of every Mercedes-AMG vehicle."

Melody Lee, Chief Marketing Officer, Mercedes-Benz USA

Throughout the year, Mercedes-Benz USA will host customer drive events, AMG Experience programs and other exclusive activations, giving members and guests unique opportunities to experience the latest Mercedes-AMG vehicles in a high-performance environment. The partnership will also establish a dedicated Mercedes-AMG brand presence throughout the P1 campus through on-site branded facilities.

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About Mercedes-Benz USA
Mercedes-Benz USA (MBUSA), headquartered in Atlanta, is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States. MBUSA offers drivers the most diverse lineup in the luxury segment with 18 model lines ranging from the sporty GLA SUV to the flagship S-Class and the dynamic all-electric vehicles from Mercedes-Benz. MBUSA is also responsible for Mercedes-Benz Vans in the U.S. More information on MBUSA and its products can be found at www.mbusa.com and www.mbvans.com. To learn more about all Mercedes-Benz entities in North America, visit group.mercedes-benz.com/northamerica.

Accredited journalists can visit our media site at media.mbusa.com.

About P1 Motor Club
P1 Motor Club sits on 650 acres on Florida's Treasure Coast, 45 minutes north of Palm Beach, and pairs more than nine miles of private racetracks – including a 4.5-mile circuit designed to FIA Grade 2 standards and a 3-mile secondary circuit, plus karting, drift and rally circuits – with trackside garage townhomes and residences, a clubhouse and amenities built for the whole family. P1 Motor Club is currently offering Charter Licenses granted to individuals and their immediate family on an invitation or referral-only basis. To inquire about charter membership, visit P1 Motor Club at https://p1motorclub.com/membership/ to request an interview and application.

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