

Mercedes F1 Pop-Up Shop Arrives at ARIA Resort & Casino November 8 in Advance of Race Weekend

LAS VEGAS (Oct. 16, 2024) — The excitement of race weekend will hit Las Vegas early as eight-time world champion Mercedes-AMG PETRONAS F1 Team brings its traveling pop-up shop to [ARIA Resort & Casino](#). This exhilarating experience will be one of the first activations race fans can enjoy and is open to the public 24 hours a day, November 8 - 24.

The Mercedes F1 pop-up shop will take over ARIA's lobby, offering fans the chance to immerse themselves in the world of Formula 1 with several thrilling attractions:

- F1 Simulators: Fans can test their driving skills and see if they have what it takes to be one of the team's drivers on state-of-the-art simulators.
- VIP VR Garage Tour Powered By Snapdragon: An exclusive virtual tour of the team's garage is guided by seven-time world champion Lewis Hamilton, two-time Grand Prix winner George Russell and Team Principal Toto Wolff.
- Historic Memorabilia: Race-worn overalls, boots, gloves and a replica Lewis Hamilton helmet will be on display, offering fans a glimpse into the team's storied history.
- Exclusive Merchandise: Unique team merchandise and collaborations will be available for purchase.

The Mercedes pop-up experience joins a robust roster of activations and events throughout MGM Resorts' properties, designed to entertain fans leading up to and during race weekend. For additional information, visit [Full Throttle: Race Week at MGM Resorts](#).

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