

‘World Duty Free’ Winners Experience Malaysian F1 Race Live



(L-R): Chaminda Weerathunga, Marketing Manager – Autogrill Lanka Limited (ALL), Rajeewa De Alwis, Account Manager – Diageo, Mohamed Ameen Basheer (Monthly Winner), Errol Moraes, Finance Director – ALL, U B Wijekoon (Grand Winner), Representative of Lakshitha Abeyweera (Monthly Winner), Abraham Alexander, Head of Commercial – ALL and Nalinda Jayalath, Product Manager, Liquor – ALL at the prize presentation ceremony (Not in the picture: Bimal Perera – Monthly Winner)



World Duty Free, at the Bandaranaike International Airport (BIA) together with Diageo Worldwide, successfully completed the ‘Step inside the Circuit’ Formula 1 mega promotional campaign at their duty free outlets. As a part of this campaign, the Vodafone McLaren Mercedes Formula One (F1) Car driven by former world champions Lewis Hamilton and Jenson Button was brought down and displayed at the BIA departure lounge for nearly three months.

Working in line with the mission of rewarding loyal patrons, ‘World Duty Free’ through this promotion offered a once-in-a-life time opportunity to experience the thrills and spills of the Malaysian F1 race. Travellers, who bought selected products at World Duty Free outlets, were made eligible for daily, monthly and

grand prize draws. Daily scratch card winners walked away with branded F1 T-shirts. Three monthly winners joined the fast lane as they got a chance to watch the F1 from the grandstand, whilst the grand winner enjoyed the F1 race live from the grandstand with celebrity treatment.

Winners were awarded their Malaysian F1 grandstand tickets, return air tickets, three night hotel accommodation vouchers along with pocket money.