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MACAU, CHINA, November 16, 2023  
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Peter Lyu  
peter@paddock.com  
Jun Qian  
jun@paddock.com  
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We are excited to announce the official launch of Paddock ([www.paddock.com](http://www.paddock.com)), a motorsport and performance car media platform at the start of the 70th Macau Grand Prix. The Paddock brand made its debut appearance on several race cars participating in the Macau Grand Prix.



Paddock was founded by a group of FIA permanent journalists and photographers from Greater China and around the world. The team aims to bring the excitement of motorsport racing to hundreds and millions of Chinese-speaking motorsport fans.

In the 2024 season, Paddock is confirmed to provide media coverage at all FIA Formula 1 World Championship races, selected World Rally Championship (WRC), Formula E World Championship (FE), several classic 24-hour endurance events, and Goodwood Racing Festival. Our on-site journalists and photographers will bring the excitement inside and outside the paddock to our audience through articles, photos, and video content.

In addition, Paddock will also provide media coverage for the newest and latest performance cars on our media platform.

Peter Lyu, Co-Founder/COO

"Paddock is founded by a team of journalists passionate about motorsports, with decades of experience inside and outside of the paddock. Paddock brings the latest F1 and motorsport events to motorsport enthusiasts around the world, so you will never miss an exciting moment around the track."

Qian Jun, Co-Founder/Editor-in-Chief

"With decades of experience around the paddock and a presence on the front lines of the world's greatest motorsport events, our Paddock team members have become leaders in Chinese-language motorsport coverage. With the launch of our media platform today, we continue to devote ourselves to bringing the best content around motorsport and performance cars to our readers and followers."

Business Inquiry: Peter Lyu peter@paddock.com  
Media Collaboration Inquiry: Jun Qian jun@paddock.com  
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Peter Lyu  
Paddock  
[email us here](#)

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