



PLANNING GUIDE



EVENT TIME | TRACK TIME | GOOD TIME

45399 WOODWARD AVENUE
PONTIAC, MICHIGAN

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OUR SPACES



Grand Concourse Ballroom

The space showcases sophistication and versatility with a modern design and spacious layout. Floor-to-ceiling windows offer impressive views of the M1 property, enhancing the overall experience.



Stirling Salon

This refined, intimate setting within the M1 Event Center is an upscale and inviting space, perfect for VIP experiences, executive meetings, or a private setting to enjoy the action.



Senna Skydeck / Patio

This area offers a breathtaking, panoramic view of the track and surrounding grounds. Enjoy an open-air elevated perspective with a bold, modern design—perfect for creating memorable moments.



Pavilion Event Structure

A vibrant, open-air gathering space ideal for outdoor activations, car displays, or social events, it offers a flexible layout surrounded by the energy of the track and Event Center.

7+
INDOOR SPACES

68,000 SQ.FT.
TOTAL EVENT SPACE

20,000 SQ.FT.
CAPACITY LARGEST SPACE

10+
OUTDOOR SPACES

OUR SPACES



Plaza

A large space in front of the Event Center that is perfect for large outdoor gatherings.



Pavilion Square

The 6,000 sq. ft. event pavilion tent adds a dynamic, all-weather centerpiece to your experience, seamlessly connecting with on-track action or Event Center activities.



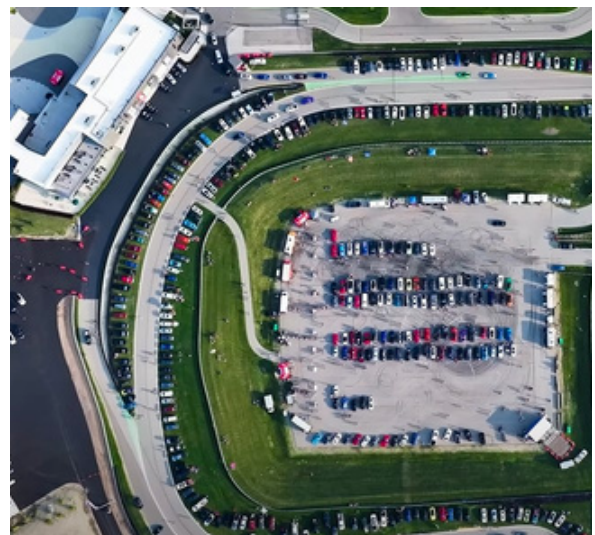
Pit Lane

Located just steps from the track, this versatile space offers a dynamic environment for paddock-style setups, vehicle staging, or interactive brand activations.



M1 Circuit

1.5-mile high-performance track designed to thrill. With challenging turns, smooth straightaways, and professional-grade infrastructure, it's built for everything from adrenaline-fueled driving experiences to high-profile automotive events.



Arena

This expansive 2.5-acre space is built for excitement —perfect for high-energy activities like laser-timed autocross, eye-catching custom vehicle displays, and unforgettable group gatherings.

TRACK EXPERIENCES



Race Speed Track Experience Laps

Get your hearts pounding with two full-speed laps with a pro driver around the M1 Circuit.



Lead Follow on M1 Circuit

Fuel your adrenaline zooming around our M1 Circuit in one of our high-performance vehicles. Plus, learn the fundamentals of high-performance driving from a professional instructor.



Autocross on the Arena

Compete with others and against the clock in a thrilling, timed driving challenge on a precision-designed course.



Dual Drifting Ride Along

Feel the rush with this white-knuckle adventure as you slide through precision turns, guided by our expert drivers.

OFF THE TRACK ACTIVITIES



High End Simulators

This is a full-motion simulator which participants can use when they are relaxing off-track or waiting to go out. The simulator uses I-Racing Software which is fully customizable, offering simulation on all available tracks with a wide selection of vehicles!



Slot Car Track

Fun for all, even big kid fun ! Enjoy the experience of driving the M1 Circuit on our Slot Car Track



R/C Racetrack

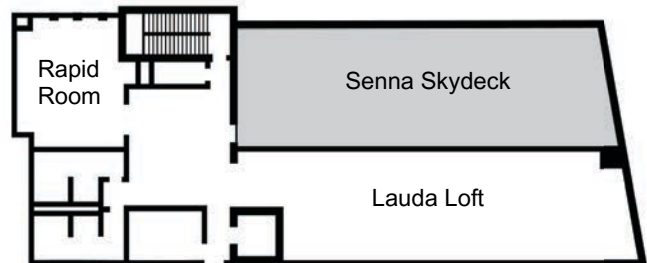
Experience the thrill of racing on our expansive R/C Track with small jumps and obstacles.



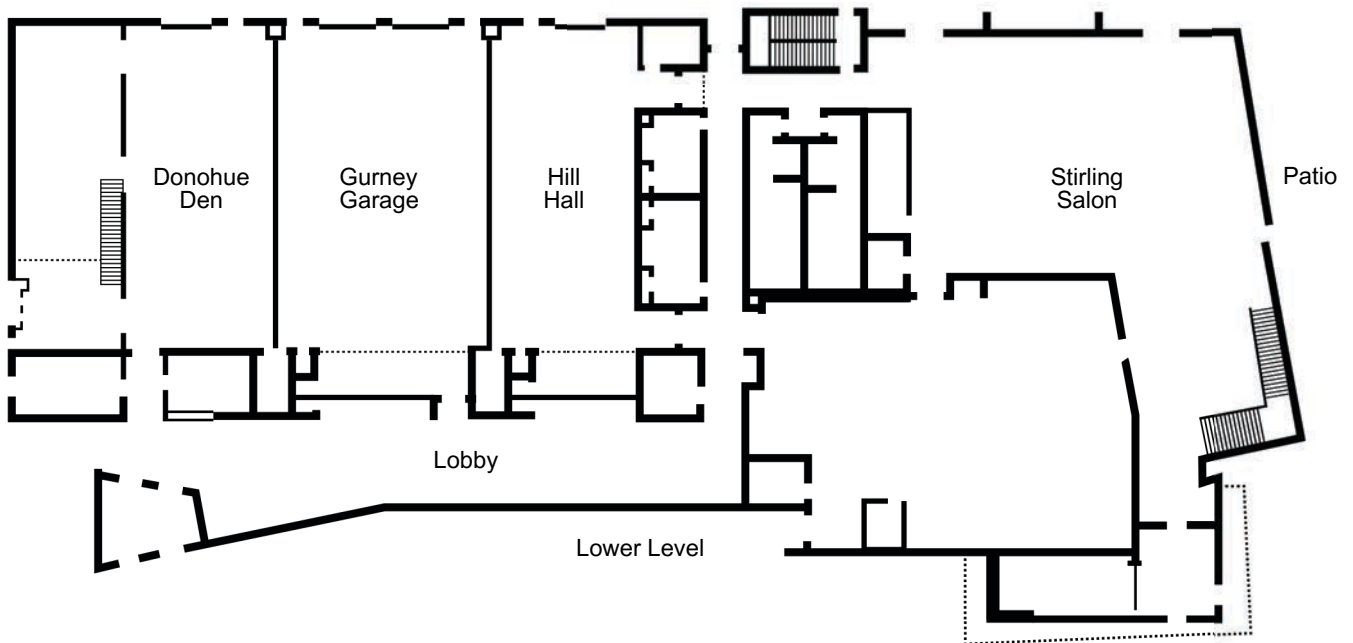
Pit Crew Experience

Think you've got pit-lane speed? Tackle our tire-change showdown with timed heats, rotating roles, and ultimate bragging rights.

CAPACITY CHART AND FLOOR PLAN



Upper Level



Lower Level

Event Space	Sq. Ft. (M2)	Reception	Banquet	Theatre	Classroom
Grand Concourse Ballroom	6,312 (586)	650	400	500	300
Donohue Den	1,700 (158)	125	150	150	80
Gurney Garage	2,512 (233)	250	200	200	140
Hill Hall	2,100 (195)	125	150	150	80
Lobby	1,282 (119)	125	70	100	Varies
Plaza	40,000 (3716)	2,000			Varies
Lauda Loft & Senna Skydeck	2,641 (245)	200	150	200	Varies
Stirling Salon	3,341 (310)	240	200	200	130
Pavilion Event Tent	6,000 (557)	500	250	500	300
Rapid Room	500 (46)	50	40	50	36

BEVERAGE PACKAGES

ULTRA-PREMIUM

Liquor | Grey Goose Vodka, Hendrick's Gin, Woodford Reserve Bourbon, Maker's Mark Cask Strength Bourbon, Captain Morgan's Rum, Johnny Walker Double Black Scotch, Laphroaig Single Malt Scotch 10 Year, Casamigos Jalapeno & Cristalino Tequila & Grand Marnier

Beer | Coors Light, All Day IPA, Oberon, Modelo, Heineken, White Claw & High Noon

Wine | Cake Bread Sauvignon Blanc, Duckhorn Chardonnay, Decoy Limited Merlot & Napa Quilt Cabernet Sauvignon

PREMIUM

Liquor | Tito's Vodka, Bombay Sapphire Gin, Woodford Reserve Bourbon, Captain Morgan Rum, Bacardi Rum, Johnny Walker Black Scotch, Casamigos Anejo, Blanco & Reposado Tequila

Beer | Coors Light, All Day IPA, Oberon, Modelo, Heineken, White Claw & High Noon

Wine | La Marca Prosecco, Da Vinci Pinot Grigio, Seaglass Chardonnay & Bonanza Cabernet Sauvignon

TRACK

Liquor | Tanqueray Sterling Vodka, Beefeater Gin, Jim Beam Bourbon, Cruzan Rum, Johnny Walker Red Scotch, Sauza Gold & Silver Tequila

Beer | Coors Light, Modelo, Heineken, White Claw & High Noon

Wine | Maso Canali Pinot Grigio, Emmolo Sauvignon Blanc, Cloudline Pino Noir & Louis Martini 'Prati' Cabernet Sauvignon

BEER & WINE

Beer | Coors Light, All Day IPA Oberon, Modelo, Heineken, White Claw & High Noon

Wine | Los Vacos Cabernet, Los Vacos Chardonnay, La Petite Perriere Sauvignon Blanc & Boen Pinot Noir

Packages Include Non-Alcoholic Beverages, Mixers & Bar Support



M1 CONCOURSE

EVENT CENTER ENTRANCE

WOODWARD GATE
45399 Woodward Ave
Pontiac, MI 48341



LOCATIONS

Arena
Corporate Suites
Event Center
Event Parking 01
Event Parking 02
Foundry Building
M1 Admin Building
M1 XCenter
Paddock Parking
Paddock
Pavilion Square
Pavilion
Plaza
Pedestrian Bridge
Prefix Performance
Center Private Garages
Turn 9 Triangle
Woodward North
Parking Woodward

GATES

Arena North Gate
Arena East Gate
Arena South Gate
Concourse Gate
East Gate
Foundry Gate M1
South A Gate
Motorsports Gate
Motorsports Gate
A Paddock Gate
Pavillion Gate
Performance
Gate Private Gate
Rapid Gate Track
Center Gate
Track North Gate
Track South Gate
West Gate
Woodward Gate
Woodward Gate

URNS

Turn 01
Turn 02
Turn 03
Turn 04
Turn 05
Turn 06
Turn 07
Turn 08
Turn 09
Turn 10
Turn 11

GARAGES

Bonneville, Units 122-140
Bristol, Units 1-5
Catalunya, Units 260-277
Daytona, Units 6-10
Goodwood, Units 60-80
Hockenheim, Units 188-
215 Laguna Seca, Units
11-15 Le Mans, Units 103-
117 Monaco, Units 166-187
Monza, Units 142-157
Nurburgring, Units 42-59
Pikes Peak, Units 16-20
Road America, Units 21-
27 Sebring, Units 28-34
Silverstone, Units 95-101
Sonoma, Units 220-255
Spa, Units 158-165
Talladega, Units 35-41



ENTER HERE



SOUTH BOULEVARD





FAQ Riding and Driving

DO I NEED TO FILL ANYTHING OUT

Yes—complete an M1 waiver on arrival (valid ID required). Waivers are mandatory for any ride/drive and reviewed by our team.

WHAT DO I WEAR

Comfortable, non-distracting clothing; closed-toe, flat, full-heel shoes required for driving. R.S.T.E. participants have different dress requirements.

DO I NEED TO WEAR A HELMET

Yes—helmets and head socks are provided; personal helmets must be Snell SA2015+. Helmets are optional for autocross but required above 55 mph.

CAN I BRING ANYTHING WITH ME

Avoid loose items; phones/cameras are fine if securely held.

MINIMUM AGE TO RIDE

12+ years or 80+ lbs; minors ride at reduced speeds and need a parent-signed waiver.

MINIMUM AGE TO DRIVE

18+ with a valid driver's license (or current SCCA racing license).

HOW FAST ARE THE RIDES

About 5 minutes/2 laps, with triple-digit speeds across 11 turns and two straights.

TRACK DIRECTION

Rotates between clockwise and counterclockwise.

TRACK FEATURES

1.5-mile circuit, 11 turns, 15 ft elevation change, 30-ft width, plus 1/3-mile and 1/4-mile straights.

TRACK HOURS

9a-8p; *operations may pause for light or weather.*

DO YOU RUN IN RAIN OR SNOW

Yes in rain (paused for lightning/unsafe traction) and some snow; surface/temperature rules apply (e.g., asphalt $\geq 45^{\circ}\text{F}$; slicks $65\text{--}95^{\circ}\text{F}$). M1 may restrict or cancel for safety.

OTHER USES OF THE TRACK

Autocross, lead-follow, drifting, and more.

BRINGING MY OWN CAR

Bring a completed vehicle inspection form for review before approval.

ANY OTHER REQUIREMENTS

90 dba sound limit. Helmets required; HANS recommended (especially without a roll cage).

FIRST TIME ON TRACK

Tell us—our instructors run a Chalk Talk to cover rules and get you comfortable.

DYNAMICS ARENA SIZE

275' $\times$ 325' (2.5 acres) with a 1.5% crown.

FUEL ON SITE

Sunoco station: 87, 89, 93, plus race 100/110.

EV CHARGING ON SITE

Level 2 ChargePoint stations (J1772 ports).

TEMPORARY LANE MARKINGS

Must be fully removable with no residue; flour is commonly used on the Arena.

WHAT CARS ARE ON TRACK

Varies by event and weather; see our current M1 fleet.