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MARINA BAY SANDS ACCELERATES INTO A NEW ERA OF COLLABORATION WITH SCUDERIA FERRARI HP

The extended partnership is set to heat up the Singapore night race season with an elevated slate of exclusive experiences



Singapore (12 August 2026) — Marina Bay Sands is shifting into high gear for the 2026 night race season with the extension of its partnership with Scuderia Ferrari HP. First inked in 2023 to unite the thrill of motorsport with the sophistication of luxury hospitality, this renewed collaboration with the Formula 1 team envisions an expanded line-up of exhilarating Asia-first experiences and fresh activations held exclusively at the integrated resort.

From 14 September onwards, fans and visitors can look forward to revelling in the unparalleled adrenaline of the night race weekend through specially curated experiences. Highlights include a show car display and Ferrari's first official luxury retail pop-up in

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Asia, which will bring the marque's distinctive world of performance, design and Italian craftsmanship to Marina Bay Sands.

"Marina Bay Sands shares with Scuderia Ferrari HP a passion for excellence and innovation, and our partnership has gone from strength to strength since 2023, thanks to meaningful and memorable experiences for fans to enjoy Formula 1 beyond the races. As Singapore becomes the epicentre of race-week excitement again this year, we are delighted to deepen this successful collaboration with a reimagined line-up of exclusive world-class activations that will capture the electric energy of the night race season and reinforce Marina Bay Sands as the ultimate lifestyle and entertainment destination off the track," said Irene Lin, Senior Vice President and Chief Marketing Officer, Resort Marketing at Marina Bay Sands.

Lorenzo Giorgetti, Chief Racing Revenue Officer, Ferrari said: "We are delighted to extend our collaboration with Marina Bay Sands, a partner that shares Ferrari's commitment to excellence, innovation and creating exceptional experiences. Since the beginning of our relationship, we have worked together to bring fans closer to the Ferrari world in new and engaging ways, and this next chapter represents another important step in that journey. The Singapore Grand Prix provides a unique backdrop to showcase not only the excitement of Scuderia Ferrari HP, but also the wider Ferrari lifestyle universe. Together with Marina Bay Sands, we look forward to welcoming fans and visitors to experiences that reflect the passion, craftsmanship and innovation that define our brand."

Ferrari Lifestyle Store makes its Asia debut with an exclusive retail pop-up

For the first time in Asia, a Ferrari Lifestyle boutique will arrive at The Shoppes at Marina Bay Sands from 25 September to 25 October, offering an immersive expression of the Ferrari universe beyond the world of Formula 1.

The temporary destination invites visitors to discover Ferrari's distinctive vision of contemporary luxury through a curated selection of ready-to-wear, accessories, collectibles and design-led pieces that embody the House's commitment to craftsmanship, innovation and excellence.

Under the creative direction of Rocco Iannone, Ferrari's collections reinterpret the brand's iconic heritage through a modern design language, exceptional materials and the renowned excellence of Made in Italy. Each creation reflects Ferrari's unique ability

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to unite performance, beauty and emotion, translating the marque's spirit into a luxury lifestyle proposition.

The pop-up at Marina Bay Sands marks a significant milestone in Ferrari's global retail expansion, bringing the Ferrari Lifestyle experience to Asia following the successful development of dedicated retail destinations in key international locations, such as London and Milan with New York opening in the Fall.

A winning line-up of unforgettable experiences

From 14 September to 12 October, a Ferrari SF21 show car will take pride of place at the Tower 1 Hotel Lobby, bringing the thrill of the track to fans as it offers a striking welcome moment for them as they step foot into the integrated resort.

Marina Bay Sands is also unveiling *Home of Champions*, a destination-wide celebration taking place from 28 September to 11 October 2026. Inspired by the pursuit of excellence, performance and prestige, the campaign brings together exceptional dining, world-class entertainment, luxury retail and exclusive experiences across the integrated resort, positioning Marina Bay Sands as the epicentre of the season's most coveted moments.

During this period, Marina Bay Sands will transform Singapore's skyline with a striking nightly illumination inspired by Scuderia Ferrari HP's iconic racing heritage. Beginning at 7pm each evening, the integrated resort's three hotel towers and ArtScience Museum will glow in Ferrari red, casting a dramatic reflection across Marina Bay. Visible from across the city, the spectacle serves as a tribute to one of the world's most celebrated marques and a defining visual centrepiece of the season.

For more details on other Formula 1-themed activations on property, please refer to [Annex A](#) and <https://www.marinabaysands.com/nightrace>.

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About Marina Bay Sands Pte Ltd

Since its opening in 2010, Marina Bay Sands has stood as an architectural marvel and the crown jewel in Singapore's skyline. Home to the world's most spectacular rooftop infinity pool and approximately 1,850 rooms and suites, the integrated resort offers exceptional dining, shopping, meeting and entertainment choices, complete with a year-round calendar of signature events.

Marina Bay Sands is dedicated to being a good corporate citizen to serve its people,

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communities and environment. It drives social impact through its community engagement programme, Sands Cares, and leads environmental stewardship through its global sustainability programme, Sands ECO360.

For more information, please visit www.marinabaysands.com

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