



THE ROUTE

BARCELONA · PRIORAT · MOTORLAND · RIOJA · RIBERA DEL DUERO · SEGOVIA · TOLEDO · MADRID

1,200+

KILOMETRES AT THE WHEEL

ALL

CARS ROTATE · YOU DRIVE THEM ALL

3

WINE REGIONS · PRIORAT, RIOJA, RIBERA

10

CARS MAXIMUM



DAY 1 MON	Barcelona to the Priorat Airport pick-up and a welcome breakfast at the Hotel Mirlo on Tibidabo, where the fleet is waiting. Out through the Penedès to the slate terraces of the Priorat for lunch and a tasting at Escaladei, then into the Matarraña in Aragón. 276 KM · NIGHT 1 · LA TORRE DEL VISCO, RELAIS & CHÂTEAUX	DAY 2 TUE	MotorLand Aragón to Rioja A private morning on track at MotorLand Aragón, then north along the Ebro valley to the Rioja Alavesa and the titanium waves of Frank Gehry's hotel at Marqués de Riscal. 355 KM · NIGHT 2 · HOTEL MARQUÉS DE RISCAL, ELCIEGO	DAY 3 WED	Rioja to the Ribera del Duero A private tour of the Marqués de Riscal cellars, the walled village of Laguardia and the historic wineries of Haro. South across Castile to Peñafiel for a tasting at Pago de Carraovejas, beneath the castle. 256 KM · NIGHT 3 · ABADÍA RETUERTA LEDOMAIN, SARDÓN DE DUERO
DAY 4 THU	Segovia, Guadarrama and Toledo The Roman aqueduct and the Alcázar of Segovia, then over the Puerto de Navacerrada in the Sierra de Guadarrama, and south to Toledo for sunset over the old city. 272 KM · NIGHT 4 · CIGARRAL DE LAS MERCEDES, TOLEDO	DAY 5 FRI	Into Madrid A morning in the old town of Toledo, then the convoy into the capital and the finish at the Mading for Grand Prix Friday. Guests who wish to stay on for the race weekend can extend on request. 85 KM · END OF THE EXPERIENCE · MADRID		

HIGHLIGHTS

01 The Priorat Catalonia's great wine country, on mountain roads through the slate terraces.	02 On track at MotorLand A private session on the MotoGP circuit of Aragón.	03 Marqués de Riscal A night in Frank Gehry's hotel and a private visit to its cellars, among the oldest in Rioja.
04 The Ribera del Duero A tasting at Pago de Carraovejas and a night in the twelfth-century Abadía Retuerta.	05 Segovia & Toledo The aqueduct, the Guadarrama mountain pass, and a night above Toledo.	06 Into the capital The convoy into Madrid, for Grand Prix Friday at the Mading.

AVAILABLE DATES

SEPTEMBER 2027

MON 6 — FRI 10 SEPTEMBER	10 CARS · AVAILABLE
Grand Prix weekend extension in Madrid available on request.	

EVERYTHING INCLUDED

ABSOLUTELY EVERYTHING, FROM THE FIRST DAY TO THE LAST. NOTHING TO ARRANGE, NOTHING TO PAY ON THE WAY.

 THREE SIXTY'S OWN FLEET	 LUXURY HOTELS · JUNIOR SUITE	 EVERY MEAL INCLUDED	 1:1 STAFF · ONE PER CAR
 MEDIA TEAM · PHOTO & FILM	 LUGGAGE SENT AHEAD TO EACH HOTEL	 WELCOME PACK & GIFTS	 ALL TRANSPORT & AIRPORT CONVOY
 FUEL & TOLLS			

MONDAY - FRIDAY · ALL INCLUSIVE

PRICE ON REQUEST

FORMULA 1 TICKETS NOT INCLUDED · ARRANGED ON REQUEST

Access is by personal invitation only. Every guest is introduced by a founder or a past participant and meets us before joining.

REQUEST AN INVITATION