Bell announces acquisition of Octane Racing Group, the Montréal-based Formula 1 Canadian Grand Prix Promoter

April 24, 2019

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On April 30, 2021, Bell Media announced the acquisition of the operations of Montréal's Octane Racing Group, exclusive promoter of the Formula 1 Canadian Grand Prix, the largest annual sports and tourism event in Canada.

Bell's investment brings the financial stability and enhanced investment needed to ensure the long-term growth of the Formula 1 Canadian Grand Prix. With the event now secured in Montréal through 2031, Bell's acquisition unlocks a wide range of enhanced commercial opportunities for both Bell and F1.

BLG advised Bell's Corporate Strategy team on both the acquisition of Octane Racing and the new agreements with Formula One, with a BLG team led by Patrice Martin (Mergers and Acquisitions) and including Patricia Galella (F1 contracts), François Longpré (Labour and Employment), François D. Gagnon (Financial Services), Olivier Tardif (Financial Services), Kevin Bianchini (Tax), Alex Wang (Corporate) and Nathalie Olivier (Financial Services).

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