

# HOUSE 44

  
**PADDOCK  
CLUB**

A Formula 1 Paddock Club™ Authorised Distributor

**BAM**  
MOTORSPORTS

TO DELIVER THE EXPERIENCE

2026

The logo for BAM Motorsports, featuring the letters 'BAM' in a bold, orange, sans-serif font, with 'MOTORSPORTS' in a smaller, white, sans-serif font below it. A stylized orange swoosh underline is positioned beneath the text.

**BAM**  
MOTORSPORTS

A Formula 1 Paddock Club™  
Authorised Distributor

BAM Motorsports has been an Official Formula One Paddock Club™ distributor for over two decades, providing guests with access to the most exclusive hospitality experiences at every race on the calendar. We specialise purely in premium Formula One hospitality, working directly with Formula One to ensure every experience is authentic, officially sourced, and delivered with the highest level of service.

TO DELIVER THE EXPERIENCE

# HOUSE 44

## AT F1 PADDOCK CLUB™

House 44 at F1 Paddock Club™ is a new way to experience Formula 1® hospitality. Created in collaboration with Lewis Hamilton and Soho House, the suite blends the adrenaline and culture of F1 with Soho House's style and signature cocktails, where the race weekend becomes a creative destination. Step inside Lewis' world.

As a Soho House member for over a decade, he has brought his own creative vision to the suite, surrounding guests with career-defining memorabilia, tailored entertainment and special VIP appearances. From prime trackside views to pit lane walks and track tours, experience the race weekend through the eyes of a seven-time world champion.



## WHAT'S INCLUDED

- Three-day access to the House 44 suite at F1 Paddock Club™
- Spectacular views
- Access to F1 Paddock Club™ experiences such as a guided tour of the track (subject to availability) and daily pit lane walks
- A special line-up of behind-the-scenes activities for House 44 guests including a guided tour of the F1® Paddock and a support race grid walk (subject to availability)
- Appearances from VIP guests and seven-time Formula 1® World Champion Lewis Hamilton
- A custom drinks menu featuring Soho House signature cocktails
- Curated display featuring items from throughout Hamilton's prestigious career, including iconic helmets and standout pieces from his Plus 44 merch collections
- An off-track line-up featuring live DJ sets, acoustic sessions and so much more...

## MEET THE DRIVERS

An appearance from Lewis Hamilton, alongside a circle of handpicked guests. Discover the mindset, lifestyle and achievements of Formula 1®'s most celebrated champion in a setting that feels personal.

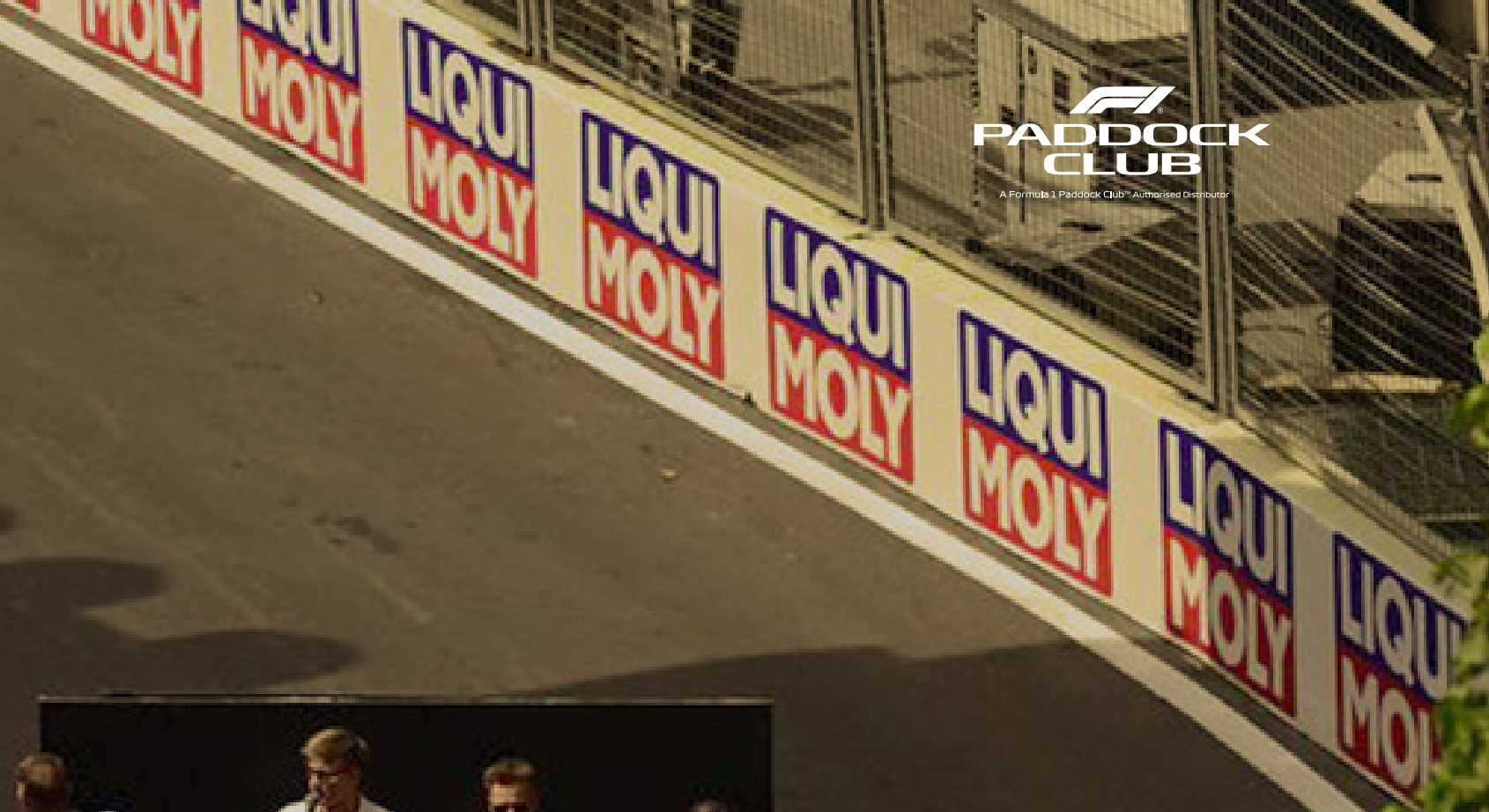
## ARAMCO F1® PIT LANE WALK

Get up close to the cars and team garages as you roam the pit lane. Feel the electric energy of the teams as they prepare for the next racing session.



## PODIUM ACCESS

Feel the energy of the winning moment with post-race podium access and celebrate under the champagne spray with the teams.



# TOUR THE TRACK

Experience the thrill of the track. In an open-topped truck, your expert host explains how drivers navigate every turn.





TO RESERVE YOUR EXPERIENCE  
OR REQUEST AVAILABILITY,  
PLEASE CONTACT:

**BAM MOTORSPORTS HOSPITALITY TEAM**

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