uhoda

# TOWER

**The new hospitality experience**

Circuit de Spa-Francorchamps


SPA-FRANCORCHAMPS
Walkenhorst Motorsport
Walkenhorst Motorsport

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Access reserved. Seats limited. The experience begins with one conversation.

# 01 THE MOST BEAUTIFUL TRACK ON EARTH

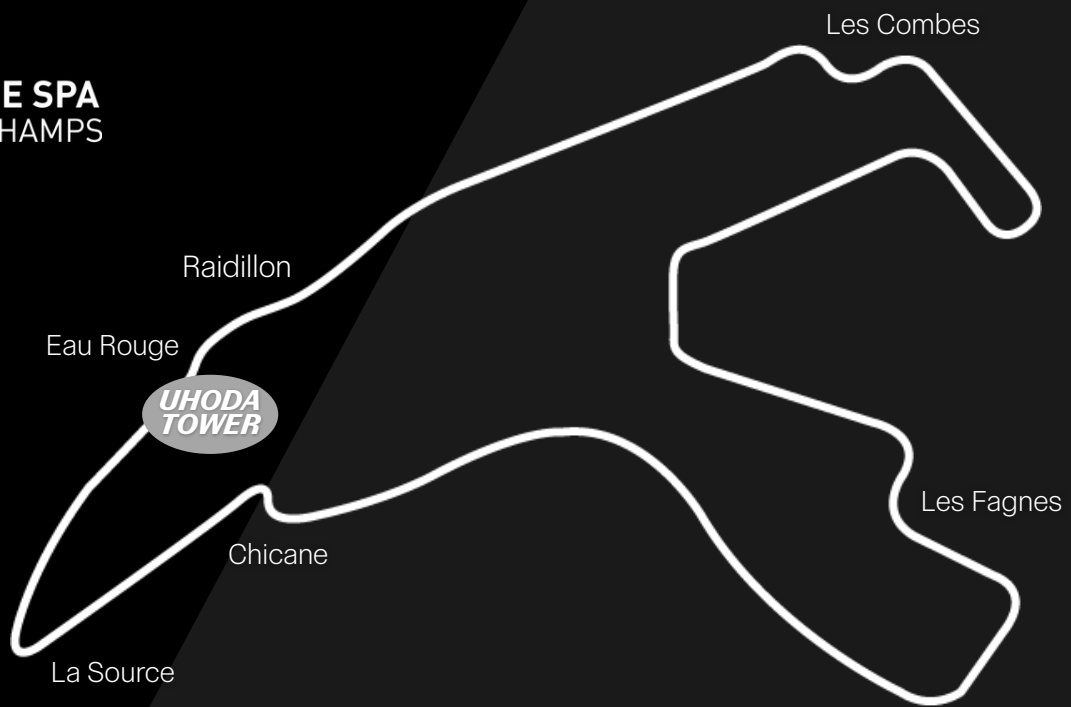
## THE MYTH
## EAU ROUGE
## RAIDILLON

*The most demanding and breathtaking track.*
*Where legends are born.*

### *SPA-FRANCORCHAMPS CIRCUIT*

7 km of track elevation, weather shifts, strategy and nerve.
A circuit that shapes legacies, lap after lap.
Senna. Schumacher. Räikkönen. Verstappen.
Champions defined by the road beneath them.
And today, Spa evolves : new structures, new ambition, new skyline.

CIRCUIT DE SPA
FRANCORCHAMPS






*A masterpiece of motorsport.*
*Pure adrenaline.*

*A circuit shaped by nature,*
*weather and instinct.*

*A place where perspective changes everything.*

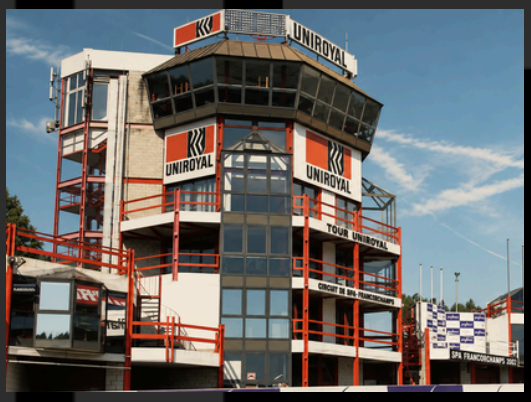
# 02 THE BELGIAN LANDMARK IN MOTORSPORT HISTORY

***EVOLUTION VS REVOLUTION***

Spa-Francorchamps carries a century of legends. The Uhoda Tower rises where the iconic Uniroyal Tower once stood : a historic symbol reborn with contemporary excellence. Created to uphold heritage with elegance, and to welcome the next generation of motorsport hospitality.




## 1957
**ENGLEBERT TOWER**




## 1985
**UNIROYAL TOWER**




## 2026
**UHODA TOWER**

*A legacy preserved.*
*An experience elevated.*
*A privilege reserved.*

# 03 THE ICON
# THE UHODA TOWER

*A landmark built for those who don't just watch motorsport, they live it.*

A new tower overlooking the world's most iconic circuit : a private theatre of speed, sound and adrenaline.

Across four contemporary, design-driven levels, the Uhoda Tower offers a full 360° view from the highest vantage point at Spa-Francorchamps. Sleek lounges, panoramic terraces and immersive hospitality spaces create an architectural statement, built to experience racing in its most elevated form.

**The Iconic Hospitality Experience. Premium. Immersive. Unmatched.**



# 04 365 DAYS EVENT VENUE

## PRICE ON DEMAND

**A year-round iconic venue on the greatest circuit.**

Rising four floors above the legendary Raidillon and Eau Rouge, the Uhoda Tower commands a sweeping, all-around vantage point over one of the world's most iconic circuits. Fully reimagined, this state-of-the-art landmark becomes a prestige corporate venue available for partial or full privatization.

From a single level to the entire tower, every floor adapts to your ambitions. Spaces can be rented individually or combined, delivered as a blank canvas or fully furnished and event-ready. Modular layouts, an integrated professional kitchen, a built-in sound system and premium technical capabilities transform the Tower into a bespoke stage for high-level meetings, exclusive events, and immersive brand storytelling.

Whether you prefer to manage your event independently or with the support of the Folks team, the experience remains entirely yours to shape.

When engines fall silent, the Tower becomes your domain.



PRIVATE VENUE

*Private Venue*




## FACILITIES

- Professional sound & lighting systems
- LED screens
- Fully equipped in-house kitchen
- Catering
- Bar
- Wi-Fi



## EVENTS

- Board meetings & executive offsites
- Product launches & high-end receptions
- Private dinners
- Content production, photo & film
- Networking events
- Private celebrations
- Cycling and sports events



## SERVICES

- Hotel booking
- Michelin restaurant
- Transfers : helicopter, car, plane, ...
- Driving experiences
- Virtex pro simulators
- Nature workshop
- Wellness & spa
- Rally & off-road

# DESIGNED FOR EXPERIENCES

A refined environment shaped for exceptional moments.

Contemporary and refined, the interiors of Uhoda Tower are designed to combine comfort, performance and aesthetic excellence. Bathed in natural light and offering exceptional views over the track and the iconic Raidillon, each space creates a unique and immersive atmosphere.



Every level is fully equipped with its own bar, cloakroom, private sanitary facilities and integrated kitchen, ensuring complete autonomy and seamless event operations. Large LED screens, built-in audiovisual systems and high-end finishes complete the experience, creating a premium setting for exceptional events.



Each level of Uhoda Tower opens onto its own private terrace, extending the experience beyond the interior. From open-air spaces to partially covered terraces, every floor offers a privileged connection to the track : creating exceptional settings for receptions, networking, hospitality or simply taking in the atmosphere of Spa-Francorchamps.



At the very top, the rooftop reveals a different perspective altogether. Overlooking the circuit and its legendary surroundings, its expansive terraces offer spectacular panoramic views and a unique sense of exclusivity : an exceptional setting for cocktails, private receptions, after-race celebrations and unforgettable moments above the track.



# THE VENUE AT A GLANCE

From intimate meetings to grand celebrations, each floor of the Uhoda Tower is designed to adapt seamlessly to your vision. Flexible layouts, stylish furnishings, and panoramic views make every event unforgettable.

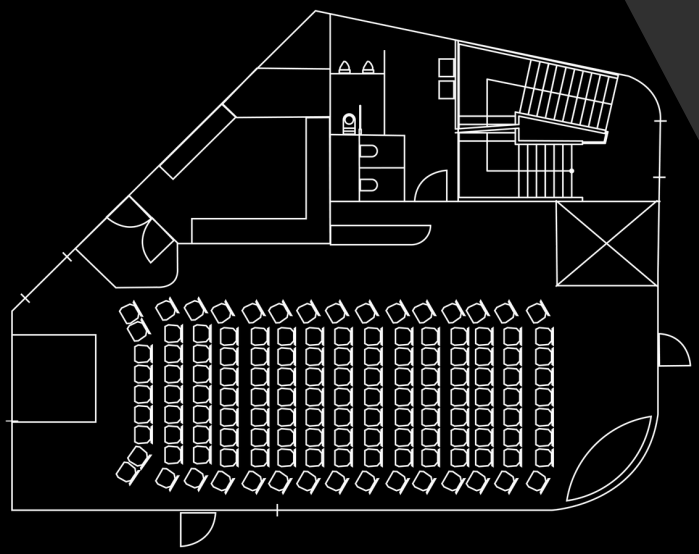
| FLOOR NAME | LEVEL | CAPACITY MAX | CONFIGURATIONS | INDOOR SPACE | OUTDOOR SPACE |
|---|---|---|---|---|---|
| **PIT LANE** | Second floor | 180 | Walking dinner : 180<br>Dinner : 100<br>Boardroom : 120 | **197 m²** | 147 m² |
| **STARTING GRID** | Third floor | **120** | Walking dinner : 120<br>Dinner : 100<br>Boardroom : 120 | **197 m²** | 184 m² |
| **VICTORY LAP** | Fourth floor | **120** | Walking dinner : 120<br>Dinner : 100<br>Boardroom : 120 | **197 m²** | 160 m² |
| **POLE POSITION** | Rooftop | 90 | | **60 m²** | Raidillon : 185 m²<br>Source : 45 m² |



# DESIGNED TO ADAPT

One structure. Endless configuration.

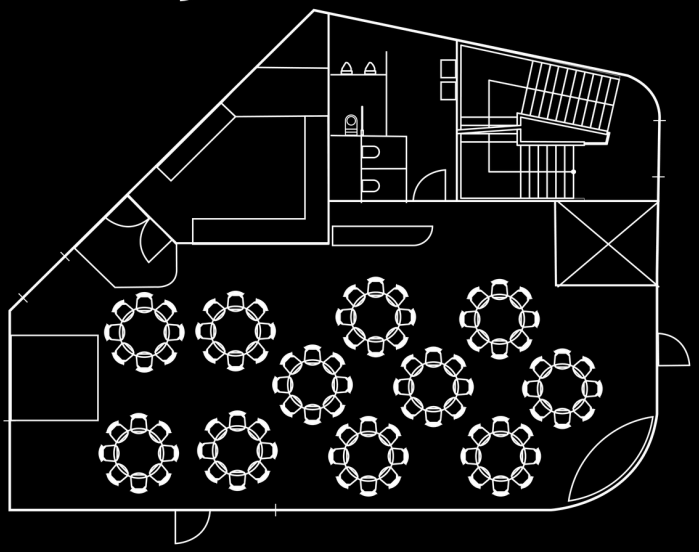
Each floor of the Uhoda Tower offers a flexible layout designed to adapt to your event format. Whether hosting a conference, a seated dinner or a cocktail reception, the space can be configured to match your vision.



## Plenary - Conference Setup

Ideal for presentations, conferences and keynote sessions, with the possibility to integrate a stage, screen and full audiovisual setup.

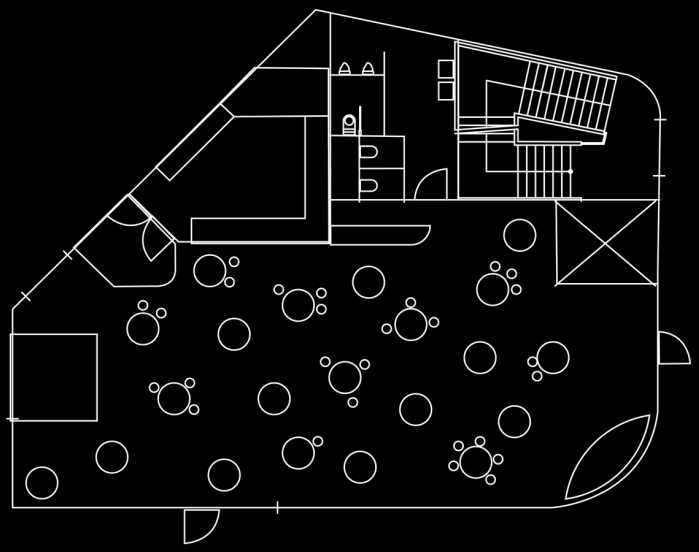
- Theatre-style seating
- Stage & screen integration
- Optimal visibility for all guests



## Seated Dinner Setup

A refined setting for gala dinners and exclusive dining experiences, combining comfort, elegance and proximity.

- Round or banquet tables
- Premium dining experience
- Ideal for high-end events



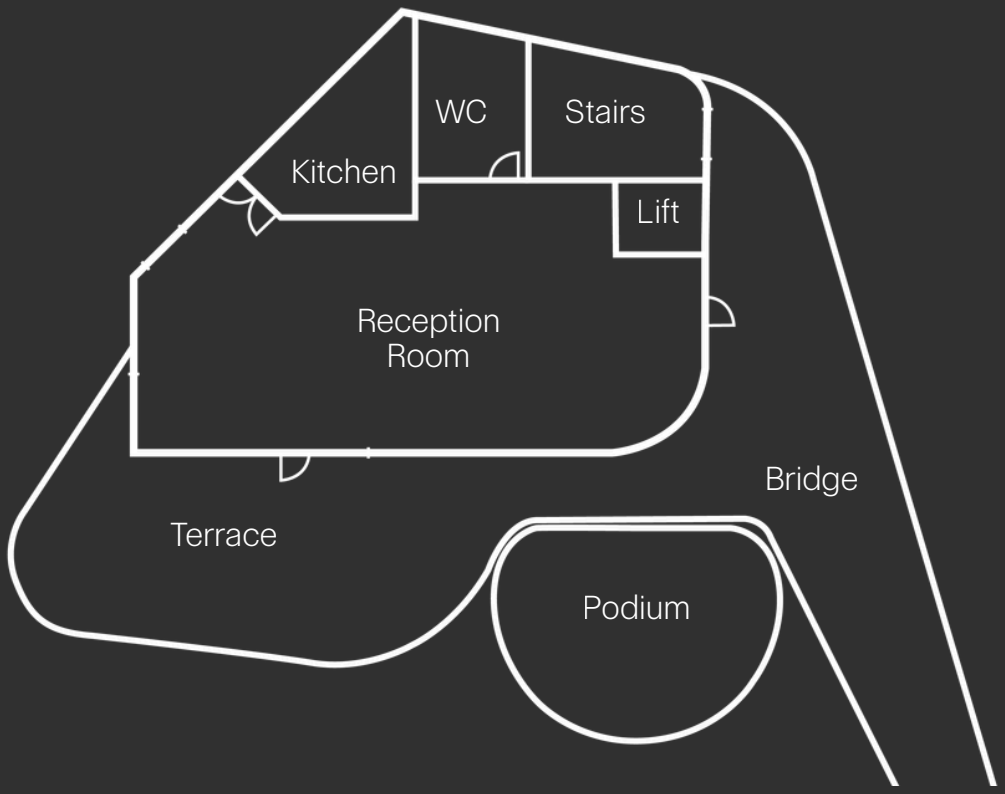
## Walking Dinner - Reception Setup

A dyamic and social layout, perfect for networking, product launches and informal gatherings.

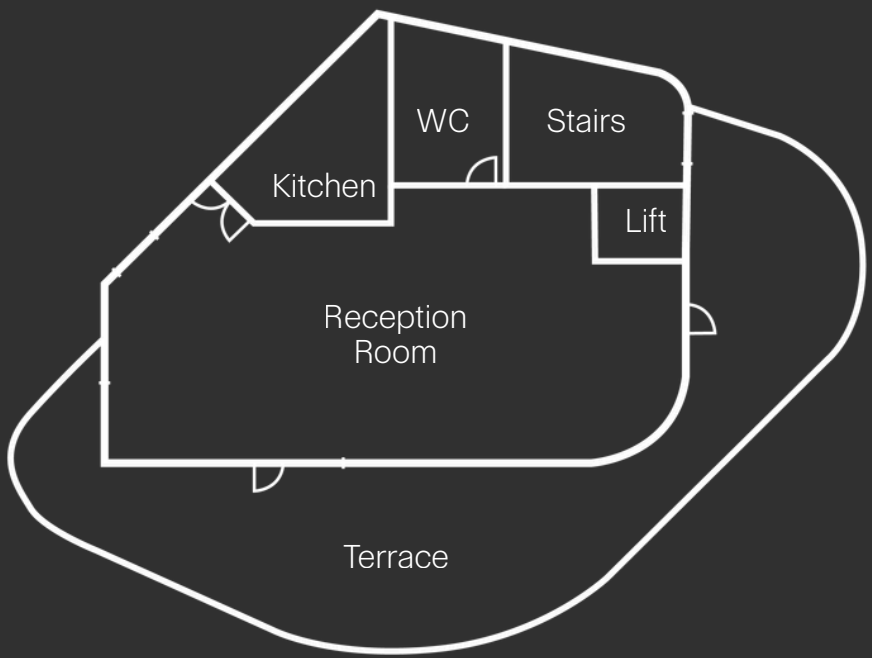
- Open circulation
- Cocktail tables & lougne areas
- Flexible guest flow

The TOWER

## PIT LANE
*Second Floor*
Up to 180 guests



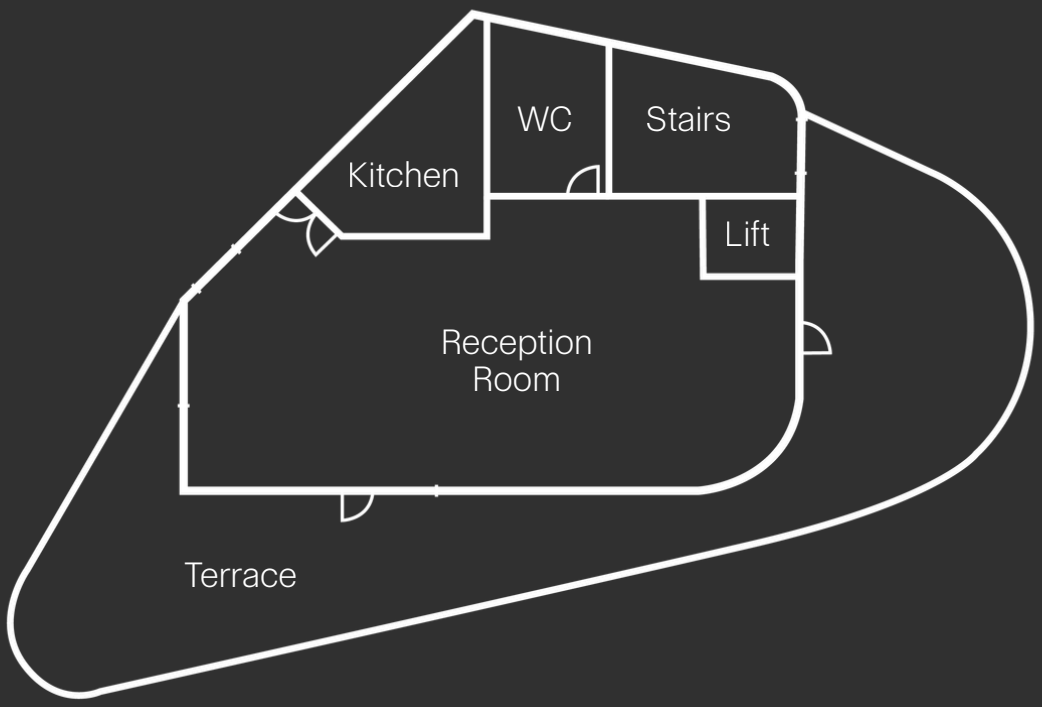

## STARTING GRID
*Third Floor*
Up to 120 guests



# VICTORY LAP

*Fourth Floor*

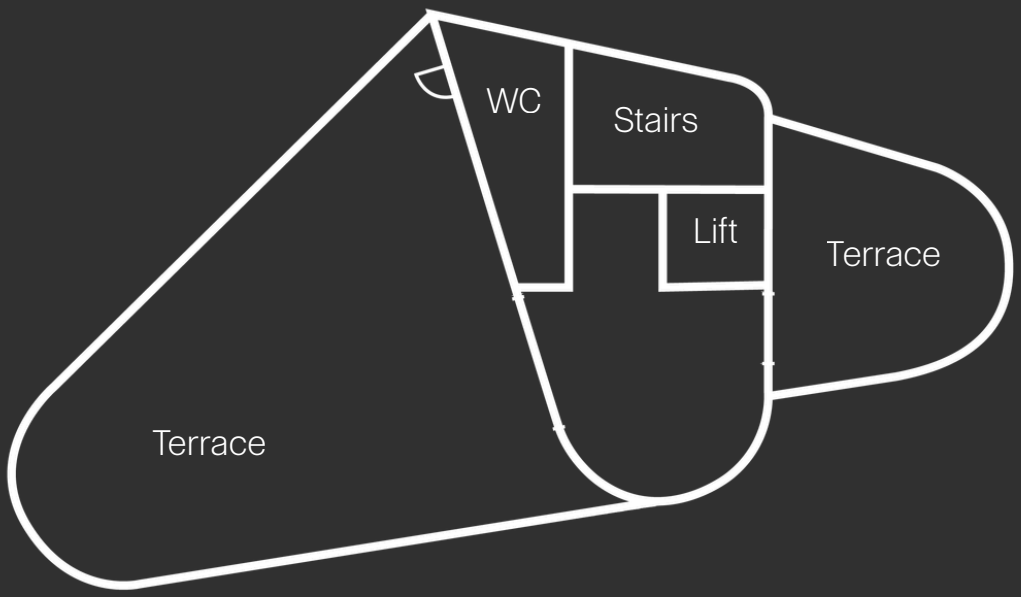
Up to 120 guests




# POLE POSITION

*Rooftop*

Up to 90 guests




THE TOWER

*The Tower*

# 05 AN ELEVATED EXPERIENCE BY FOLKS

Designed to bring people together through immersive experiences, our incentives and teambuilding packages go beyond traditional activities. Competitive, creative or experiential, these tailor-made programs turn your event into a powerful collective moment where teams connect and create lasting memories.

## *1-DAY PACKAGES*



**SERENITY**

Recharge your batteries while staying close to the action.
For those who love motorsport... but without the noise.




**CULTURE**

An immersive day combining history, exclusive behind-the-scenes footage and cultural experiences.



**GREEN**

Discover Spa from a new angle, combining motorsport and environmental responsibility.



**RACE**

Pure speed, thrilling challenges and conviviality, for the greatest pilots.



**FOLKS & FURIOUS**

Experience the ultimate in high-intensity track baptisms and spectacular drift sessions.

# 2-DAYS PACKAGE



**LOCAL TOUR**

Two intense days mixing discovery, adrenaline, and exclusive moments — from behind-the-scenes access to gourmet pleasures.

# TAILORMADE PACKAGE

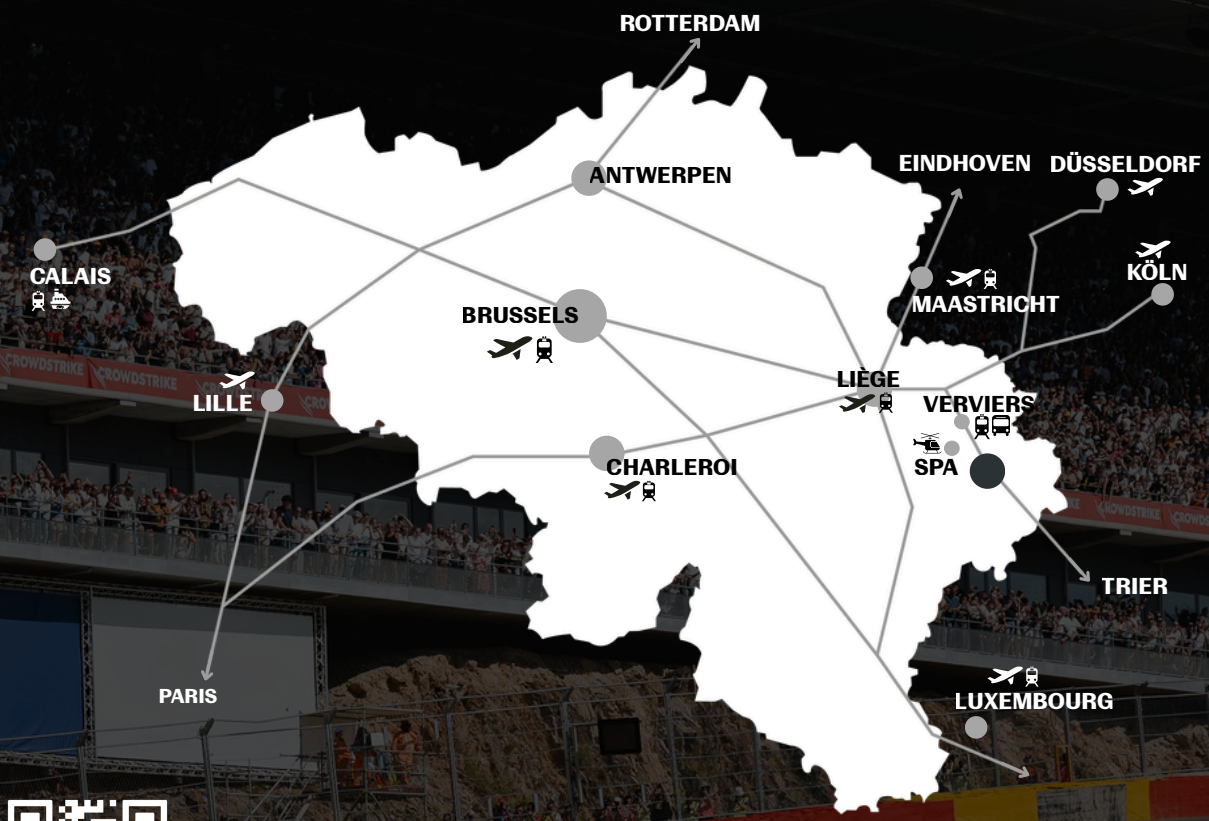



**FOLKS EXCLUSIVE**

Sunrise hot air balloon flights, helicopter baptisms, extreme driving sessions... Anything is possible to turn your event into a unique and memorable adventure!

# 06 CONTACT & BOOKING

**BOOK YOUR EXPERIENCE.**
**LIMITED ACCESS. BOOKINGS NOW AVAILABLE.**




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17.07
EST. 1921
CIRCUIT DE
SPA-FRANCORCHAMPS
OSCAR

Folks
People creating events.

uhoda
group

CIRCUIT DE SPA
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