

Test Track Presented by Chevrolet Puts Pedal to the Metal for Epcot Debut; Splitsville Luxury Lanes, Previewed, Opens to Guests Dec. 19

Splitsville Complex, ‘Limited Time Magic,’ and Other Disney Fun Previewed Dec. 6, 7

LAKE BUENA VISTA, Fla. (Dec. 7, 2012) – Engines revved, music pulsed and Test Track Presented by Chevrolet debuted during a high-octane grand-opening celebration Thursday night at Epcot in Walt Disney World Resort.

The Test Track unveiling was part of a grand week of openings and media previews at Disney World anchored by the launch of New Fantasyland at Magic Kingdom.

A new collaboration between Chevrolet Design and the creative team of Walt Disney Imagineering, Test Track Presented by Chevrolet puts guests at the designer’s table for a multisensory experience as they create their own virtual concept vehicle before boarding a “SimCar” to race through a thrilling series of hills, hairpin turns and straightaways. The attraction zooms in on how meticulous vehicle design influences top performance on the open road and lets guests see how their virtual cars would perform.

During the grand-opening “ac-celebration,” Mickey Mouse joined Walt Disney World Resort President Meg Crofton on the Test Track stage to the tune of a rock version of the Mickey Mouse March, welcoming park guests and officially opening the re-imagined attraction. American rock band One Republic performed for the launch-party crowd and spectators strolled among a Future World landscape of new Chevy vehicles while lasers and special effects illuminated the night.

Splitsville at Downtown Disney Previewed Friday

Guests who point their wheels toward Downtown Disney West Side later this month can experience the hottest trend in boutique bowling at Splitsville Luxury Lanes. During a Splitsville media preview Friday, guests slipped into concierge-delivered bowling shoes and noshed on sushi and filet mignon sliders as they honed their games with strikes and spares.

The hip, retro-style bowling venue is the largest in the bowling brand’s fleet and the only two-level location, with 30 lanes and more than 50,000 square feet of entertainment space. The family-friendly Splitsville also features billiards, live entertainment, a balcony bar with sweeping views and upscale dining that includes a children’s menu of treats. Splitsville will open to guests Dec. 19.

Limited time Magic to Deliver 2013 Surprises

Also Friday, Disney offered more details about its Limited Time Magic for 2013 – a 52-week series of magical experiences designed to take park guests by surprise, then disappear as the next surprise debuts. Media guests watched as the Dapper Dans barbershop quartet, popular for their Main Street, U.S.A. classic harmonies, launched into a surprise boy-band playlist of hits in barbershop style. Other Limited Time Magic twists to debut will include a Pirate Week, a Friday the 13th dance party with Disney villains that lasts to the 13th hour and a Valentine’s Week with pink-tinted castles and other surprises.

Disney officials said Limited Time Magic was inspired by the reality that many of life’s cherished memories spring from fleeting moments when families share a special experience.

Beyond New Fantasyland, Splitsville, Test Track Presented by Chevrolet and Limited Time Magic, also in Disney's spotlight was:

- **“Celebrate the Magic”** New Castle Projection Show at Magic Kingdom Park – Music, stunning imagery and special effects transform Cinderella Castle and the surrounding hub during a dazzling display that pays tribute to Disney artistry and storytelling. Tinker Bell soars and weaves among the castle turrets, Alice beckons guests down the rabbit hole and beloved characters like Dumbo and Simba come to life during the show.
- **Pirates of the Caribbean: The Legend of Captain Jack Sparrow** at Disney's Hollywood Studios – An eerie grotto and mysterious pirate skull lead to an epic ship-to-ship battle via state-of-the-art technology at this new experience in Soundstage 4 near Pixar Place. Disney guests are immersed in the high drama and swashbuckling adventure of the four “Pirates of the Caribbean” films.
- **Senses – A Disney Spa at Disney's Grand Floridian Resort** - New-age pampering amid turn-of-the-century Victorian elegance is in store for guests of Senses – A Disney spa at Disney's Grand Floridian Resort. Newly remodeled and owned and operated by Disney, the spa opens Dec. 17 and combines elegance with modern touches, plus a dash of Disney whimsy.

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