Marvel's Iron Man Experience Ride Tests Begin as Construction Nears Completion

Attraction based on iconic Marvel Super Hero set to open late 2016

HONG KONG (May 17, 2016) – Hong Kong Disneyland today announced that ride system tests have begun at Marvel's Iron Man Experience, the upcoming attraction featuring Marvel's iron-clad Super Hero. With construction nearing completion, the attraction is scheduled to open in late 2016 at Stark Expo, Tomorrowland's new Marvel-themed area, which will also include a cool interactive “Become Iron Man” experience, exclusive themed merchandise and an immersive, story-driven character greeting with the man himself ... Iron Man!

Iron Man Experience is the first Marvel ride-through attraction at a Disney Park. Guests will take flight on an epic adventure across Hong Kong alongside Iron Man, while challenging the evil forces of Hydra. The high-tech ride system is currently being tested by the resort’s expert team of Walt Disney Imagineers.

The story of Iron Man Experience begins when Tony Stark (aka Iron Man) decides to bring the Stark Expo to Tomorrowland at Hong Kong Disneyland. Guests can visit the Expo and explore the latest and greatest innovations from Stark Industries.
They can also go aboard an Iron Wing vehicle, the latest flying transport invented by Stark Industries, and journey through Hong Kong streets, which resemble West Kowloon and Causeway Bay. Guests will soar into the city and recognize landmarks along the way like the Tsing Ma Bridge, the city’s pristine mountain ranges, iconic urban taxis and the harbor front as they battle against the forces of evil.

Iron Man is one of thousands of characters in the Marvel universe. Over the last 70 years, Marvel has maintained its status to be one of the world’s most prominent character-based entertainment brands.
About Hong Kong Disneyland Resort

Hong Kong Disneyland Resort offers an unforgettable, culturally distinctive Disney experience for guests of all ages and nationalities. In the magical kingdom theme park — filled with your favorite Disney stories and characters — explore seven diverse lands that are home to award-winning, first-of-its-kind attractions and entertainment experiences. Complete your adventure with stays at the resort's luxurious Disney hotels. The magic doesn't end at our doorstep; as a dedicated member of the local community that cares deeply about societal well-being, Hong Kong Disneyland spreads its magic through community services programs that help families in need, inspire creativity among children and youth, encourage the protection of the environment and healthier living.

For information on attractions and vacations at Hong Kong Disneyland Resort, visit hongkongdisneyland.com, hongkongdisneyland.tmall.com or call (852) 3550-3388 or download the mobile app (iOS users: https://itunes.apple.com/app/id1077550649; Android users: https://goo.gl/ZbHHbP).

About Marvel Entertainment

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of more than 8,000 characters featured in a variety of media over seventy-five years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information visit marvel.com. © 2016 MARVEL

For trade-related media inquiries, please contact:

Gloria Yam
Sales Communications Manager
Hong Kong Disneyland Resort
Telephone: (852) 3550 2965
Email: Gloria.Yam@disney.com

Vera So
Specialist, Sales Communications
Hong Kong Disneyland Resort
Telephone: (852) 3550 3471
Email: Vera.So@disney.com