

PRESS RELEASE



CHAMPION MOTORSPORT EXPANDS PARTNERSHIP WITH PALM BEACH INTERNATIONAL RACEWAY *Road Course's Turn 10 Named "Champion Motorsport Corner"*

JUPITER, FL – August 2, 2013 – As part of an ongoing commitment to developing the automotive and motorsport culture in South Florida, Champion Motorsport, Inc. of Pompano Beach has once again strengthened its relationship with Palm Beach International Raceway™ and the Palm Beach Driving Club®. The expanded partnership resulted in the official naming of Turn 10 on the 2.034-mile Road Course as the ***Champion Motorsport Corner***.

The Champion family of companies, which includes Champion Porsche, Champion Racing and Champion Motorsport, is best known for its commitment to excellence in automotive product sales and for developing long-lasting relationships with each of their customers. The largest Porsche dealer in the Americas for the last 25 years, Champion Porsche in Pompano Beach has earned its enduring status as the number one Porsche dealer by combining extraordinary product expertise and exemplary customer service delivered by passionate and enthusiastic employees.

For many years, Champion has entrusted Palm Beach International Raceway to hold its track sessions for Porsche vehicles which aided in the research and development of tried and tested performance automotive products.

As racers approach the iconic Turn 10, a significant passing zone featuring a double apex, 225-degree right hand corner, they will be flanked by more than 150 feet of signage with Champion branding. As part of the 3-year partnership agreement, all track marketing materials and maps will refer to the signature turn as the ***Champion Motorsports Corner***.

ABOUT PALM BEACH INTERNATIONAL RACEWAY

Palm Beach International Raceway™ (PBIR) is a state-of-the-art, acclaimed motorsports and entertainment facility featuring a challenging 2.034-mile asphalt Road Course, an exciting 1/4-mile concrete Drag Strip, and a thrilling 8/10-mile Kart Track. Approved for Indy Car testing, the 10-turn Road Course at PBIR consists of a 6/10-mile straightaway, 90-foot-wide flex-use area, 40- to 60-foot-wide seamless track, and a 6-degree banked corner. The Road Course welcomes world-class annual events including Formula Drift and the Palm Beach Grand Prix. Designed by former NHRA World Champion Wayne McMurry, the Drag Strip at PBIR hosts such premier events as the International Hot Rod Association's Nitro Jam™, Pro Winter Warm-Up, 5-Day Citrus Nationals, and Super Chevy Show. Sanctioned by the World Karting Association as a Master Track, the 12-turn, 26-foot-wide Kart Track at PBIR hosts the Florida Winter Tour and conducts karting schools, training courses, 3-hour endurance races, auto crossing events, racing leagues, and "arrive & drive" programs. Driving schools, testing sessions, private rentals, and corporate team-building events are held at PBIR year-round. Founded in 1964 and acquired in 2008 by IRG Sports + Entertainment™ (IRG), PBIR underwent a \$20 million remodeling including an upgraded Road Course, low-glare lighting, safety barriers, luxury chalet, VIP trailer and timing tower. Located in Jupiter, Florida, PBIR is the official home of the Palm Beach Driving Club®, MRP Motorsport, and Driven2Win Drag Racing School. IRG also owns and operates Memphis International Raceway™ and International Hot Rod

Association™. For more information, visit www.RacePBIR.com, connect with PBIR at [www.Facebook.com/PalmBeachIntlRaceway](https://www.facebook.com/PalmBeachIntlRaceway), call 561.622.1400 or send an email to Info@RacePBIR.com.

ABOUT CHAMPION MOTORSPORT

Champion Motorsport, Inc. operates out of a state-of-the-art 22,000-square-foot facility in Pompano Beach, Florida. For nearly 20 years, Champion Motorsport has been providing Porsche owners worldwide with the finest selection of aftermarket performance parts. Their full service facility not only acts as a workshop, but a full R&D, manufacturing, and testing facility as well. With a strong emphasis on performance, Champion develops and manufactures an entire range of performance products from forged alloy wheels, turbochargers, suspension systems, and their signature Werks1 carbon fiber aerodynamic packages. They also offer a complete range of services, from the most basic oil changes to complete race-prep and engine building. For more information, visit www.ChampionMotorsport.com or call 954.946.2136.

###

CONTACT

Aidy Alonzo
Vice President, Marketing & Communications
Palm Beach International Raceway™
17133 Beeline Highway
Jupiter, FL 33478
561.622.1400
Info@RacePBIR.com

Jerome Freeman
Champion Motorsport
3101 Center Port Circle
Pompano Beach, Florida 33064
954.946.2136
JeromeF@ChampionMotorsport.com