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To: All Star Mazda Championship teams and drivers
From: Star Mazda Communications / Peter Frey
Date: Sept. 29, 2010
Re: FIA Institute Launches Global Driver Academy

The FIA Institute is launching a groundbreaking new project to develop young driver talent worldwide. A copy of the FIA press release can be found on the FIA web site (link below):
<http://www.fiainstitute.com/news/Pages/article-75.aspx>

The new FIA Institute Academy will provide opportunities for upcoming drivers to develop the skills and attitudes they need to progress their motor sport careers.

- Potential participants will be aged between 17 and 23 years old and will have completed at least one year of circuit racing or rallying in 2010.
- Initially, the Institute Academy is selecting 10 drivers to take part, with at least one driver chosen from each of the following five regions: North, Central and South America; Western and Northern Europe; Central and Eastern Europe; Middle East and Africa; Asia and Oceania.
- The Institute Academy program will be fully funded by the FIA Foundation, and managed by the FIA Institute, as part of the Motor Sport Safety Development Fund's Young Driver Safety Program.

The FIA Institute is teaming up with former Formula One star and two-time Le Mans winner Alex Wurz as well as former World Rally Champion Robert Reid to lead the Institute Academy training program. In the first instance the Institute Academy activities will take place in Europe but this will soon develop into a program of events and workshops across the world.

The primary goals of the Institute Academy are:

- To prepare young drivers to compete at the pinnacle of the sport
- To increase skills in the area of driver and road safety
- To actively promote the principles of safety, fairness and responsibility both on and off the track.

The selection process:

- Young drivers interested in being considered for the Institute Academy will be required to download and complete an application form and submit this to their ASN.
- The application/ nomination form will be available for download on the FIA Institute website (<http://www.fiainstitute.com/Pages/homepage.aspx>) from 4 October.
- Applicants can then begin submitting their application form to their ASN – our ASN is Scott Elkins at IMSA and his e-mail is selkins@imsaracing.net.
- The deadline for submitting forms is Friday, October 15.

- The ASNs will be asked to consider these applications and put forward two candidates for consideration by the FIA Institute.
- ASNs are responsible for ensuring that applicants have completed their part of the form.
- Once all of the forms are in, the ASN must select the top two candidates and submit these to the FIA Institute for consideration.
- The top 20 finalists will be selected and notified at in early December and will be invited to the final selection event in February 2011, where the top 10 will be chosen.

The Selection Event:

- The selection event will take part over three days at a training facility in Austria.
- Participants will be split into groups and taken through a timetable of driving ability assessments by examiners.
- They will also be assessed on exercises designed to evaluate fitness and performance, in interview, presentation and media situations and in personal and team behavior.
- Successful participants will be notified at the end of the third day.

The curriculum:

Alex Wurz and his company Test and Training International will be responsible for the driver training aspect of the curriculum. This includes the development of technical skills, safety training, attitudes and awareness.

Robert Reid and his company ESP will handle the human performance aspect of the curriculum. This includes physiology, psychology, nutrition, media skills and career management. Both Wurz and Reid will also coach drivers on a one to one basis.

The Curriculum will include the following areas:

- Physiology
- Sports Psychology
- Nutrition and Hydration
- Driving skills: theoretical and practical understanding of vehicle dynamics
- Road Safety Trainer certification
- Sponsorship and Commerce in Motor Sport
- Communication and Media
- Team Performance and Dynamics
- Interpersonal Skills
- Career Management
- Marketing
- Logistics and Planning

Organizer/instructor quotes:

Rubens Barrichello, President of the Grand Prix Drivers Association, representing the current drivers and test drivers in Formula One, has given his support to the Institute Academy, saying, "After more than 300 F1 races I am still learning every day. Education is a highly valuable thing and the young drivers will certainly benefit strongly from this comprehensive program. The training they will get from Alex and the FIA Institute will not only benefit the drivers and team, but the whole motor sport industry. I wish such a program would have existed when I was on the way to F1."

Prof. Sid Watkins, FIA Institute President: "We plan to provide drivers with not just the skills but also the attitudes they need to have a safe and successful future in motor racing. Graduates of the Academy will become ambassadors for our sport and will be able to establish careers in motor racing long after their success on the track."

Alex Wurz: "Having been involved in creating the Academy concept with the FIA Institute I am very pleased to continue to be part of this important project. I now look forward to working with young drivers to help them to develop their professionalism, skills and responsibilities at the defining stage of their careers."

Robert Reid: "There is more to a successful driving career than just ability behind the wheel and we will aim to ensure that participants are taught all the skills they need to become complete competitors. The Academy will also offer recognition and opportunity on a global level, and this will be important as drivers look to take their next steps up the racing ladder."