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MAZDA TEAMS UP WITH VELOCITY FOR 2012 U.S. TV BROADCASTS

Mazda Motorsports Hour to Debut in April

February 21, 2012 (IRVINE, Calif.) The best race in the world is hearsay unless people see it. Some of the best racing in the world is not the headline race, but the support races featuring the stars of tomorrow. Mazda has supported more road racers over the past decade than any



other automaker, and for 2012 is stepping up that support to include extended TV coverage on the new Velocity network.

"Hardcore fans know that some of the most intense action can be found in the Playboy MX-5 Cup, Star Mazda and Cooper Tires USF2000 Championship. But if you weren't at the race, you are left to take our word for it. Now, thanks

to a partnership with Velocity, and Carolinas Production Group, fans can enjoy the action on a regular basis from their living room," noted Jim Jordan, Alternative Marketing Manager, Mazda North America.

Rick Benjamin, award-winning motorsports broadcaster, will host "The Mazda Motorsports Hour". Benjamin's Carolinas Production Group will handle production and distribution of the Hour. Benjamin said, "it's an honor for our company to be selected once again to produce and place coverage of the Playboy MX-5 Cup, Star Mazda, and USF2000 championships. Our partnership with Velocity gives us a tremendous platform to showcase the incredible talents of young drivers and veterans alike who are taking full advantage of Mazda's ladder system."

Joining Rick Benjamin in the booth will be racers Randy Pobst for the MX 5 Cup, and James Hinchcliffe (Star Mazda graduate on 2011 IndyCar 'Rookie of the Year') on Star Mazda and USF2000. Todd Lewis will be the pit reporter.

The broadcasts will be a regularly-scheduled hour-long weekend show on Velocity – “The Mazda Motorsports Hour”. 24 shows will be broadcast on a tape-delay basis from April through November. The content will be a variety of Mazda centric series, with an emphasis on the SCCA Pro Racing Playboy Mazda MX-5 Cup, the Star Mazda Championship Presented by Goodyear, and the Cooper Tires USF2000 Championship Powered by Mazda. All three series are a part of the *MAZDASPEED* Motorsports Ladder, while the Star and USF2000 Championships are also a part of the Mazda Road to Indy. To find Velocity on your local cable system, go to Velocity.com.

About Velocity Network:

Velocity, an upscale male lifestyle network, will feature more than 400 premiere hours of new and returning series and specials showcasing the best of the automotive, sports and leisure, adventure, and travel genres. By offering world-class production values and picture quality, Velocity will continue HD Theater's reputation for stunning visuals, established when it became the first-ever all-HD network in 2002. Velocity's programming is character-driven, dramatic and engaging. From multi-million dollar auctions and incredible auto makeovers, to high-stakes gaming and insider guides to "the good life," Velocity touches on all the subjects that appeal to the upscale man. The on-air look and feel of Velocity is both timeless and timely, from its neo-classic logo and graphics package, to its prominent usage of rock and roll music.

About Mazda & MAZDASPEED:

Mazda is the number-one brand for road-racers across North America. Thousands of Mazda powered grassroots racers compete in various classes with the SCCA and NASA highlighted by Spec Miata, the world's largest spec class with over 2,500 cars built. In 2006 Mazda established the **MAZDASPEED Motorsports Development Ladder** to assist racers in moving up through the ranks. In 2010 this was expanded to include the **Mazda Road to Indy**. Key to Mazda's success is strategic partnerships with the Skip Barber Racing School and Mazda Raceway Laguna Seca. *MAZDASPEED* Motorsports is managed by Mazda North American Operations (MNAO). MNAO is headquartered in Irvine, Calif. and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States, Canada and Mexico through nearly 900 dealers. Operations in Canada are managed by Mazda Canada, Inc., located in Ontario; and in Mexico by Mazda Motor de Mexico in Mexico City. Consumer information can be found at www.mazdausa.com with press information at www.mazdausamedia.com Racers and fans can the action on facebook (Mazdaspeed Motorsports).

About Star Mazda Championship presented by Goodyear:

For 2012, the Star Mazda Championship presented by Goodyear will be again be a major part of the [Mazda Road to Indy](#). The 2012 schedule currently includes 17 races on 10 weekends, most with IndyCar. Rising stars from around the world will compete on road courses, street circuits and ovals in front of more than a million fans as they compete for prizes valued at \$1.5

million, including a scholarship to move up and race in the 2013 Firestone Indy Lights series. Drivers 16 and older are welcome to compete and the Star Mazda Championship also features the Expert Series for drivers 30 and older. The Star Mazda Championship features standing starts, wheel-to-wheel racing at 160 mph and budgets a fraction of other top open-wheel ladder series. For more information on the Star Mazda Championship please visit www.starmazda.com.

For more information on the Star Mazda Championship and its drivers, as well as the Mazda Motorsports ladder system, please visit www.starmazda.com and www.mazdausa.com. For information, interviews and photos, please contact Star Mazda Communications Director Peter Frey at (818) 398-5733 or StarMazdaPR@aol.com.

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