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## SELECT MAZDASPEED RACES TO BE BROADCAST ON ESPN INTERNATIONAL

*International Racers Will Have International TV Coverage*

March 6, 2012 (IRVINE, Calif.) The Star Mazda Championship Presented by Goodyear and the Cooper Tires USF2000 Championship Powered by Mazda includes racers from around the world. Both series are a part of the Mazda Road to Indy and have attracted the best young racers from not just from North America, but Europe, South America, and all parts of the globe.

Mazda has teamed up with ESPN International to allow their home fans to follow them better with a total



of 13 hours of racing scheduled to be broadcast in 2012. ESPN's International Networks reach more than 62.1 million homes in over 178 countries and territories, including Africa, Australia, Caribbean, Europe, Latin America, Middle East and New Zealand. For broadcast dates and times, please go to [http://intltv.espn.com/on air/tv listings](http://intltv.espn.com/on_air/tv_listings).

"In past years we've had upwards of 20 different nationalities represented on the racetrack with our various MAZDASPEED development series. Now, thanks to a agreement with ESPN International and Carolinas Production Group, those countries can watch their best racers compete to move up along the Mazda Road to Indy" noted Jim Jordan, Alternative Marketing Manager, Mazda North America.

Rick Benjamin's Carolinas Production Group will handle production and distribution of the content with Rick being joined on the broadcasts by IZOD Indycar driver, and Mazda alum James Hinchcliffe, along with Todd Lewis in the pits.

"We at Carolinas Production Group are thrilled to have ESPN International on board to carry the 13 telecasts showcasing the Mazda Road To Indy during 2012. We'll feature all 10 weekends of Star Mazda action, plus action from 5 weekends of racing in USF2000. We know how popular these key open wheel formulae are world-wide, and we can't wait to get started at St. Pete in a few weeks highlighting the amazing talent in these two series."

### **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



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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](http://www.mazdausa.com) with press information at [www.mazdausamedia.com](http://www.mazdausamedia.com) Racers and fans can the action on facebook (Mazdaspeed Motorsports).

**About ESPN International:**

ESPN International is a division of ESPN, Inc., which has grown to include ownership — in whole or in part — of 48 television networks outside of the United States, as well as a variety of additional businesses that allow ESPN to reach sports fans in over 200 countries and territories across all seven continents. ESPN International business entities include television, radio, print, internet, broadband, wireless, consumer products, and event management. The company and its holdings maintain offices or production facilities in key locations around the world including Bangalore, Beijing, Buenos Aires, Delhi, Hong Kong, London, Mexico City, Miami, Montpellier, Mumbai, New York City, Paris, São Paulo, Seoul, Shanghai, Singapore, Sydney, Taiwan, and Toronto. Since 1983, ESPN (originally founded in Bristol, Connecticut, in 1979) has been growing around the world, establishing itself as the leading global sports media brand.



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