



## VIRGIN GROUP PARTNERS WITH TRUECAR RACING IN SUPPORT OF WOMEN EMPOWERED INITIATIVE

*Virgin Joins As Affiliate Sponsor of TrueCar Racing's IndyCar Program*

SANTA MONICA, Calif. (June 13, 2012) - TrueCar Racing has announced today that Virgin Group, a leading



global brand synonymous with innovation, entertainment, lifestyle and adventure and one of the world's most recognized brands, is joining as an affiliate sponsor of TrueCar Racing, the world's first all-female racing team and "Women Empowered" initiative, for the rest of the IndyCar season and 2012 Women Empowered racing calendar. IndyCar is one of the premier motor sports leagues watched worldwide. Financial terms of the deal are undisclosed.

"We are thrilled to have the Virgin Group team with TrueCar Racing to help empower women in racing and to help strengthen and broaden the message that women racers can statistically win in a sport dominated by men with the right resources and support," said Scott Painter, Founder and CEO of TrueCar, Inc. "We are committed to providing our team with the tools they need to win now and in the future."

With the affiliate sponsorship, Virgin will now be included on Dragon Racing's IndyCar's piloted by TrueCar Racing driver Katherine Legge, and four-time Champ Car champion Sebastien Bourdais with branding on the nose and fuselage of the cars, team uniforms, visor of helmet and all team apparel. It will also have their logos placed on each TrueCar sponsored "Women Empowered" initiative racing team cars, including the #91 JDC Motorsports / TrueCar Mazda piloted in the Star Mazda Championship by Ashley Freiberg.





“This initiative speaks volumes on our commitment to empowering women. Given the opportunity, women race car drivers have a great capacity for success,” said Sir Richard Branson, founder of Virgin Group. “We’re excited to help TrueCar Racing and its women drivers achieve victory on and off the track.”

TrueCar Racing was created to support top female race car drivers in premier racing series, along with young rising stars across several developmental racing series. TrueCar Racing is empowering high-potential women who aspire to become championship race car drivers by providing full sponsorship support, professional coaching and training, marketing exposure, and top-tier racing team opportunities throughout the U.S. TrueCar Racing currently sponsors women in the following race series: IndyCar (Legge), Star Mazda (Ashley Freiberg /right), USF2000 (Shannon McIntosh), World Challenge (Shea Holbrook), Mazda MX-5 Cup (Emily Tominovich) and Rally America (Verena Mei).



For more information about TrueCar Racing, please visit [www.truecar.com/racing](http://www.truecar.com/racing). You can follow TrueCar Racing on Twitter (@TrueCarRacing) and become a fan of TrueCar Racing on Facebook.

**ABOUT VIRGIN GROUP:**

The Virgin Group is a leading international branded investment company and one of the world's most recognized and respected brands. Conceived in 1970 by Sir Richard Branson, the Virgin Group has gone on to grow successful businesses in sectors ranging from mobile telephony and media to transportation, travel, financial services, hotels, health and fitness, as well as renewable technologies and space tourism. Virgin employs approximately 50,000 people in 35 countries and its global branded revenues in 2011 exceeded £13 billion (US\$20 billion). For more information, visit [www.Virgin.com](http://www.Virgin.com).

**ABOUT TRUECAR RACING:**

TrueCar Racing was created to support top female race car drivers in premier racing series, along with young rising stars across several developmental racing series. TrueCar Racing is empowering high-potential women who aspire to become championship race car drivers by providing full sponsorship support, professional coaching and training, marketing exposure, and top-tier racing team opportunities throughout the U.S. TrueCar Racing currently sponsors women in the following race series: IndyCar, Star Mazda, USF2000, World Challenge, Mazda MX-5 Cup and Rally America. For more information, visit [www.TrueCar.com/racing](http://www.TrueCar.com/racing).

