



For Immediate Release

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Price Cobb joins Velocity Motorsports

Prospect Hill, N.C. - Veteran race car driver Price Cobb joined Velocity Motorsports as the teams Director of Race Operations. Cobb, a champion racecar driver, former IRL team owner and team manager, most recently helped lead Synergy Racing to the 2005 GT driver's championship in the Rolex Sports Car Series. One of Cobb's biggest driving achievements was winning the 1990 Le Mans 24 Hour event for Jaguar. He was also the winner of the World Porsche Cup and holds records in winning the North American Porsche Cup. From Karts to Atlantics to IMSA GTP, Cobb brings a wealth of knowledge in racing to the Velocity Motorsports Team.

Quotes:

Ken Erb, Team Principal

"When I found out that Price was no longer managing the race operations at Synergy Racing, I immediately contacted him to discuss the possibility of taking our program to the next level.

As I mentioned in a recent interview in Formula Car Magazine, to succeed in any business you must surround yourself with the best possible talent. While we have acquired some of the best mechanics in the Star Mazda Paddock, the opportunity of working with someone of Price's caliber is rare. I have known Price for several years as he competed in the Star Mazda Series when G&W (Synergy) ran Brad Coleman and Brian Frisselle. The thing that struck me from the first time I met Price was his gregarious personality and straight forward style of communication, which makes him very easy to deal with. After spending a considerable amount of time with him during the past several months discussing how we might be able to work together, I can tell you that along with the high level of success Price has achieved in racing, his people and business skills show a sharp business person."

Price Cobb, Director of Race Operations

"Having watched Ken Erb's Velocity Motorsports grow over the last few years, it was a welcome surprise that I was asked to join the team. What a perfect place for me to be involved since I enjoy helping young people in the sport grow, be it in the mechanical or driving end of the spectrum. What separates Velocity from the crowd is Ken's burning desire to be the best in the paddock and to treat everyone with respect, dignity and honor, not common traits today. Even though the Star Mazda series is often just a stepping stone for up and coming drivers and technicians, it is Ken's desire to be the place that those drivers and budding mechanics turn to along their paths to their dreams. I look forward to helping Velocity Motorsports continue to mold

and nurture this wonderful environment where everyone works towards the common goal of winning, both on and off the track!"
As always for updated team information and photos, visit www.velocitymotorsport.com.