



FOR IMMEDIATE RELEASE  
Contact: Mandy Skinner  
Phone: 847-708-7713  
Email: [press@juncosracing.com](mailto:press@juncosracing.com)

## Juncos Racing Announces Comprehensive Partnership with Auto a Fondo Media



Brownsburg, Ind. (January 9, 2012) – Juncos Racing and international multi-media company Auto a Fondo Media have formed a comprehensive partnership going into the 2012

racing season. Auto a Fondo Media, an automotive content publishing company, joins the Mazda Road to Indy team as a highly credited media partner that will increase the international exposure of the team, drivers, and sponsors through its guaranteed television, social media, magazine, radio, and on-site/off-site marketing programs. Auto a Fondo Media plans to cover 100 percent of all Juncos Racing activity throughout the year including races, events and tests where they will interview drivers and team members for use in their media programs.



"I'm so glad to be announcing such a big deal," stated Team Principal Ricardo Juncos. "This partnership with Auto a Fondo is huge for us, and it will give all our drivers and sponsors at Juncos Racing an immense amount of exposure that reaches millions of viewers in North, Central, and South America. This program is going to allow us to offer one of the most important aspects of driver

development which is exposure for young drivers. With this new partnership, we are also hoping to provide a bigger media footprint and strengthen the international exposure for everyone involved in the Mazda Road to Indy program—the series, drivers, partners and other teams as well.

(more)

## Juncos Racing Partners with Auto a Fondo Media (Page Two)

“Like I said before when we announced our move to Indianapolis and our new Firestone Indy Lights team, we at Juncos Racing really believe in the Mazda Road to Indy program, the IZOD IndyCar Series, and all of the personnel. I really have to thank Auto a Fondo for this exciting commitment and for becoming a part of our team.”



In addition to the Firestone Indy Lights and Star Mazda Championship presented by Goodyear television packages, Auto a Fondo has its own television program that is broadcast throughout the continental U.S.A. by Azteca America and in Latin America by Canal SPEED, reaching a total of 32 countries and a combination of over five million people. The company also hosts Auto a Fondo Radio Live every

Saturday morning in the U.S.A. and publishes Auto a Fondo Magazine, a bimonthly national magazine that can be found both at Pep Boys locations across the U.S.A. and as an application for the iPad. Furthermore, Auto a Fondo's Facebook page is the number one automotive content page in the Spanish language in the U.S.A. with an audience of over 220,000 yearly fans.

Auto a Fondo's principal, Ricardo Rodriguez-Long, is an accomplished driver himself and recently won the Historic F3 championship in 2010.

“After 25 years of club racing, I understand how important it is for teams and their drivers to broadcast their efforts,” stated Rodriguez-Long. “Juncos Racing's professionalism and results really impressed me, and I know that together we can offer a platform that benefits all parties involved in this exciting new endeavor.”

For more information, including the full media coverage and benefits associated with Auto a Fondo, please contact Ricardo Juncos at [info@juncosracing.com](mailto:info@juncosracing.com) or Ricardo Rodriguez-Long at [ricardo@autoafondo.com](mailto:ricardo@autoafondo.com). To view television segments and interviews by Auto a Fondo and for more information, please visit [www.autoafondo.com](http://www.autoafondo.com) and [www.juncosracing.com](http://www.juncosracing.com).

[www.twitter.com/autoafondo](http://www.twitter.com/autoafondo)

[www.facebook.com/autoafondo](http://www.facebook.com/autoafondo)

[www.youtube.com/autoafondo](http://www.youtube.com/autoafondo)

(more)

## Juncos Racing Partners with Auto a Fondo Media (Page Three)

[www.twitter.com/juncosracing](http://www.twitter.com/juncosracing)

[www.facebook.com/juncosracing](http://www.facebook.com/juncosracing)

[www.youtube.com/juncosracing](http://www.youtube.com/juncosracing)

**About Juncos Racing:** Juncos Racing's headquarters are in Brownsburg, Indiana, U.S.A., just outside of the "racing capital of the world", Indianapolis. The team also has a shop in Fort Pierce, Florida to promote year-round testing. Juncos Racing operates out of a state of the art facility which houses vehicles suitable for all levels of racing, from go-karts to open wheel Formula race cars. It is one of the few teams in the United States which offers a development program starting from racing go-karts to racing professional open wheel race cars. The team's goal is to provide young and older drivers alike with a foundation upon which they can build a career in motorsports. Juncos Racing offers two and three-day racing schools which cover theoretical and hands-on driving techniques. With your dedication and the team's expertise and advanced training techniques, Juncos Racing is confident that you will achieve and master the fundamentals of racing. For more information, please visit [www.juncosracing.com](http://www.juncosracing.com).

-##-