



For Immediate Release:

Team Pelfrey Forges New Partnership with TORGOEN Swiss Watches



ST. PETERSBURG, FLA. (March 27, 2012) – Team Pelfrey is delighted to announce a partnership with watchmakers TORGOEN Swiss for the 2012 Star Mazda Championship Presented by Goodyear. The brand, which is headquartered in New Jersey and specializes in professional pilot watches, will feature on all Team Pelfrey drivers' cars and overalls along with branding on the team transporter and pit equipment.

The association aims to build on the success of last year's arrangement with 21-year-old former karting standout Jack Hawksworth, from Bradford, England, who carried the distinctive red TORGOEN Swiss colors on his helmet and placed fourth in the prestigious Formula Renault 2.0 UK Championship – in his first-ever season of car racing.

"We are delighted to welcome TORGOEN Swiss to our team as a sponsor for this season," said Team Pelfrey Team Manager Geoff Fickling. "We share wholeheartedly their commitment to precision and high-quality performance so we welcome the chance to work alongside them for this year and hopefully many more to come. Their growth in the aviation industry has been excellent and we hope to provide a smooth transition into the automotive industry."

The new relationship began in style this past weekend at the team's hometown race in St. Petersburg where Hawksworth made a stunning North American debut, claiming a win and a second place from the opening two races of the season to take the early championship lead. Team Pelfrey also leads the Team Championship.

"TORGOEN Swiss has a long heritage in creating timepieces for pilots, so the high speed and thrills of motorsport are a natural continuation for the brand as we explore potential new areas of growth," said Mike Winn Lockett, executive vice president of TORGOEN Swiss. "We are delighted to partner with such a well-established and successful outfit as Team Pelfrey and especially look forward to building our bond with Jack Hawksworth, who looks like a driver who could go all the way to the top of the racing ladder here in the U.S. We look forward to collaborating with them over the coming year and beyond."

As Team Pelfrey bids for another title challenge, after clinching the coveted Star Mazda Team Championship in its debut campaign in 2011, the TORGOEN Swiss slogan of "Nothing Impossible" fits perfectly with the positive spirit within the team.

The Star Mazda Championship, part of the Mazda Road to Indy ladder system, will continue this weekend at the scenic and challenging Barber Motorsports Park road course, near Birmingham, Ala., where two more races will be held in support of the IZOD IndyCar Series.

About Team Pelfrey:

Dale Pelfrey's race team, based in the St. Petersburg, Fla., area, is built upon the same principles he used 35 years ago when establishing his business career – hire the best, acquire the best and demand the best in order to achieve the most. After fielding cars in the IZOD IndyCar Series from 1998 until 2000, Team Pelfrey was reformed in 2011, winning on its Star Mazda debut and going on to earn the Team Championship as well as second and third in the drivers' title-chase with Connor De Phillippi and Nick Andries. Team Pelfrey is fielding three cars in the 2012 Star Mazda series in addition to expanding its driver development program within the Mazda Road to Indy ladder system by supporting Spencer Pigot in the USF2000 Championship.

For more information, please contact Geoff Fickling at 727-329-8860 or gf@team-pelfrey.com