



Primetime Race Group Selected For IMSA Tire Development Program



December 3rd, 2009 Hollywood, Florida After being named the 2009 Drivers Champion in IMSA Lites, Joel Feinberg and his Primetime team continue their efforts in assisting the growth of the newly renamed "Cooper Tires Prototype Lites Series". As the International Motor Sports Association and Cooper kick off the new partnership, Primetime has been carefully selected to facilitate the testing and transition from the previous Hankook racing slick to Cooper's new and improved version of the new spec race tire.

As a 4 year veteran and champion in IMSA Lites, Feinberg and his team were the logical choice. In 2008 they were selected by Élan and IMSA to test and develop the DP-02 tunnel floor system which proved to be a significant upgrade from the standard flat floor and ultimately shaving close to two seconds per lap. Since raising the bar for competition in 2009, Feinberg logged 9 podium finishes including 5 wins, 3 pole positions, and 215 championship points on his way to his first ever drivers championship and just shy of winning the team championship as well.

For next week's exercise, the team will be testing at Roebling Road, a popular test track in Savannah Georgia where Primetime previously tested for Hankook and Hoosier Tires. Feinberg will be behind the wheel of his championship winning Élan DP-02 to perform the test while Cooper has spec'd 3 different possible options for the 2010 season hoping that the testing will uncover a solid base for IMSA Lites 2010 competition.

As the new title sponsor and spec tire supplier for the multiclass support series, Cooper brings further notoriety and reliability to the series. Since the inception in 2006 IMSA Lites has been branded as a stepping stone into the American Le Mans Series. Approaching its fifth season, the series continues to expand its car count as well as talent pool and now with the addition of Cooper Tires it will deliver a championship prize fund and take on the role of a true ladder system through the rungs of American sports car racing.