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BBS ANNOUNCES AWARD PROGRAM FOR THE PATRÓN GT3 CHALLENGE BY YOKOHAMA

BRASELTON, GA. March 12 – BBS of America has joined the Patrón GT3 Challenge by Yokohama as an official partner of the series, and is introducing the BBS of America “Pole Award” and “Grand Award” Program.

Mike Simons, Series Manager of the Patrón GT3 Challenge by Yokohama, is pleased to have BBS join the series. “The International Motor Sports Association is proud to partner with BBS for the 2010 season,” said Simons. “BBS provides the highest quality in racing wheels and incomparable service to their customers. Their support of the Patrón GT3 Challenge by Yokohama has been unwavering, and we are looking forward to having them as a part of our team.”

The BBS “Pole Award” will be presented to the driver posting the fastest qualifying lap at an event in both the Gold Cup and Platinum Cup classes. During the first race of each event, the competitor with the fastest race lap in each class will also garner an additional award.

The BBS “Pole Award Grand Prize” will be awarded at the completion of the 2010 season. During each of the eight scheduled events on the Patrón GT3 Challenge by Yokohama schedule, points will be accumulated by the top ten finishers of each first race, both in the Gold Cup and Platinum Cup classes.

BBS is no stranger to motorsports or to the Patrón GT3 Challenge by Yokohama. With so much invested in research, design, and engineering, it’s no surprise that cars racing on BBS wheels have enjoyed a spectacular series of victories on the racetrack. Whether endurance racing, touring car racing, or Formula 1, BBS has been there to help racing teams break records and edge out competitors year after year.

The Patrón GT3 Challenge by Yokohama features semi-professional drivers racing head to head in one of the world’s most successful race cars, the Porsche 911 GT3 Cup car. As a developmental series designed to prepare drivers and teams for professional careers in sports car racing, the multi-class structure of the series teaches drivers essential skills for improving maneuvering abilities and driving techniques – all necessary proficiencies for an eventual career in the American Le Mans Series presented by Tequila Patrón.

Both the Gold Cup and Platinum Cup classes feature the Porsche 911 GT3 Cup car, a racing machine used in most prominent racing around the world. The Gold Cup class incorporates the 2005 ½ - 2009 models, while the Platinum Cup class will debut the new 2010 Porsche 911 GT3 Cup car. With a larger engine, increased horsepower, and additional downforce from an extended rear wing and lower front spoiler lip, the 2010 Porsche 911 GT3 Cup car is guaranteed to raise to the level of racing.

The 2010 season of the Patrón GT3 Challenge begins March 18, at the 58th Annual Mobil 1 Twelve Hours of Sebring presented by Fresh from Florida, with the first race at 3:35pm EST. Please visit www.imsachallenge.com for more information and a complete schedule.

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