



IMSA NAMES LAUREN FOREST AS PR COORDINATOR FOR DEVELOPMENTAL CHAMPIONSHIPS

The International Motor Sports Association today named Lauren Forest as Public Relations Coordinator for the Patrón GT3 Challenge by Yokohama and Cooper Tires Prototype Lites Championship. The Suwanee, Ga., resident's background in media and communications, as well as project and operational management, will augment IMSA's leading development championships for the 2010 season.



Both series train and prepare top semi-professional and amateur drivers for potential careers in the American Le Mans Series, North America's leading endurance sports car championship.

Forest was part of the American Le Mans Series' team in 2009 and assisted in the debut demonstration of the Le Mans Prototype Challenge ORECA FLM09 racer, including marketing collateral and sales. She also served as material controller and PR manager for Cosworth Racing LLC from 2005-09; her background also includes firm management, financial analysis and academia.

"I'm looking forward to contributing to the continued growth of both the Cooper Tires Prototype Lites Championship as well as the Patrón GT3 Challenge by Yokohama," Forest said. "These are two very important championships, and the initiatives that we will have in place for 2010 will result in expanded exposure and coverage through multiple media outlets not just in race markets but on a national scale as well. I believe the 2010 season will be one the most exciting seasons yet, and I'm thrilled to be a part of these two great series as well as the IMSA organization."

Entering its sixth season, the Patrón GT3 Challenge by Yokohama is one of IMSA's leading developmental series. The 2010 championship features a seven-event schedule – with six American Le Mans Series weekends - on North America's finest natural terrain road courses.

The series will be split into two classifications - Platinum Cup for the new 2010 Porsche 911 GT3 Cup and Gold Cup for the 2009 through 2005 version of the GT3 racer. The Patrón Spirits Company returns as the title sponsor for the championship with Yokohama as the presenting partner and exclusive tire supplier. All races will be featured elements of the series' full-season television package on SPEED.

Similarly, the Cooper Tires Prototype Lites Championship - formerly IMSA Lites - will be a part of seven American Le Mans Series weekends on a schedule that features eight venues. Like the top rung of American sports car racing, the Cooper Tire Prototype Lites Championship will feature a multi-class format – L1, L2 and L3. The premier L1 class features Élan Motorsports Technologies' DP02 prototype powered by a 2.3-liter Mazda MP2 engine.

West Racing's WX10 and WR1000 chassis are eligible in the L2 class, powered by 1,000cc motors from Kawasaki or Suzuki. Élan's Formula SCCA car with a 2.3-liter Mazda MZR-R competes in the L3 class.

Both series open the 2010 season at the 58th Mobil 1 Twelve Hours of Sebring on March 17-19 at Sebring International Raceway.