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**FOR IMMEDIATE RELEASE**

**PORSCHE RETURNS AS TITLE SPONSOR OF GRAND-AM EVENT AT BARBER**

BIRMINGHAM, Ala. (Feb 14) -- ZOOM Motorsports announced today that Porsche Cars North America has announced its continued sponsorship of the Grand-Am Road Racing Series event at Barber Motorsports Park.

The ninth annual Porsche 250 is scheduled for March 30-31 and is part of the Honda Indy Grand Prix of Alabama presented by Legacy weekend. The weekend also includes the Continental Tire Sports Car Challenge.

"Barber Motorsports Park consistently hosts one of the most attended races on the Grand-Am calendar and Porsche's involvement has been a huge part of its success," said Gene Hallman, president and CEO of ZOOM Motorsports, the exclusive event promoter of the Barber Motorsports Park. "We're very pleased to continue our partnership with Porsche and look forward to growing the relationship and the event together."

Barber Motorsports Park is home of the Porsche Sport Driving School, a high-performance driving curriculum that is definitely not for the faint of heart.

"We are pleased to continue our title sponsorship of this Rolex Grand-Am event such a short distance from our corporate headquarters in Atlanta," said Detlev von Platen, president and CEO of Porsche Cars North America. "Beautiful Barber Motorsports Park provides a great setting for our employees to witness Grand-Am in person, and, with our sweep of the GT podium last month at Daytona, all of our Porsche fans are looking forward to seeing continued success on the race track."

The Porsche 250 is the second event of the season for the Grand-Am Series. A kick-off party is set for March 29 at Tom Williams Porsche and will feature Porsche racers as well as live entertainment.

Kids 12 and under are admitted free with a ticketed adult at the Honda Indy Grand Prix of Alabama. And new this year is free on-site parking Friday and Saturday of race weekend. For tickets or additional information, visit [www.barbermotorsports.com](http://www.barbermotorsports.com).

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**About Barber Motorsports Park and ZOOM Motorsports:**

Barber Motorsports Park opened in the spring of 2003. Since its inception, ZOOM Motorsports, LLC has been the exclusive event promoter for the events at the Park. The 2.38 mile racing circuit is 45 feet wide, with 17 turns and elevation changes of more than 80 feet. The Barber Motorsports Park has been considered one of North America's finest road courses for car and motorcycle racing, and has served as the venue for several international product launches. The Barber Motorsports Park also features the

Barber Vintage Motorsports Museum. This 144,000 square-foot facility houses more than 1,000 vintage and modern motorcycles from 17 different nations and more than 125 manufacturers. For more information, please visit [www.barbermotorsports.com](http://www.barbermotorsports.com).