

MAZDA RACEWAY LAGUNA SECA ADDS V.P. WITH PEDIGREE TO LEAD HISTORIC RACES

Historic Races Veteran Barry Toepke to Guide Event into New Era

MONTEREY, Calif. (October 26, 2009) – Mazda Raceway Laguna Seca officials today announced that automobile industry veteran Barry Toepke will be joining the company as Vice President, Historic Races.

“I have known and worked with Barry throughout both of our Historic Racing careers and I am so pleased to have him on our team,” said Gill Campbell, CEO/general manager for Mazda Raceway Laguna Seca.

“I’m thrilled to assume this important role and look forward to continue honoring the preservation and restoration of the world’s finest historic race cars,” said Barry Toepke. “I have been involved with the Rolex Monterey Historics in various capacities for 19 years and I can’t think of any better way to celebrate my 20th anniversary than by participating in this extraordinary event.

“Simply put, this event is about two things: bringing together authentic race and sports cars that are rarely seen on track and honoring the people who made them famous,” Toepke added.

Toepke, who previously was VP of Global Communications at RWB Marketing & Communications, will work together with the expert staff at Mazda Raceway Laguna Seca and will be responsible for overseeing all aspects of sales, marketing, operations and the execution of the vision for the new era. Toepke will work closely with Gill Campbell to ensure this world renowned event will continue to draw the top vintage automobiles and drivers as well as expanding the fan experience. Toepke can be reached at barry@mazdaraceway.com.

The Historic Races are the foundation of Monterey Peninsula’s Classic Car Week, a veritable feast of things to see and do for car lovers, and for the true motorsports enthusiast there is no event quite like the Historic Races at Mazda Raceway Laguna Seca. Not only are history's most significant race cars accessible in paddock areas for

spectators to admire at close range, but over 400 historic race cars traditionally compete, racing wheel-to-wheel before more than 40,000 thrilled fans who annually attend.

The 37th annual Monterey Historic Automobile Races® will be held August 13-15, 2010. Tickets go on sale November 17, 2009 by phone (800) 327-7322 or at www.mazdaraceway.com.

Mazda Raceway Laguna Seca was established in 1957. The world-renowned raceway has been operated since its inception by the Sports Car Racing Association of the Monterey Peninsula (SCRAMP), a not-for-profit 501C(4) corporation. Each race season, SCRAMP donates its net proceeds to the volunteer groups that help put on the races.

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