

FOR IMMEDIATE RELEASE



Honda Named Title Sponsor of the Indy Grand Prix of Alabama

Presented by Legacy Credit Union

BIRMINGHAM, Ala. (September 9, 2010) – ZOOM Motorsports and the Barber Motorsports Park announced today that Honda has been named the title sponsor of the 2011 Indy Grand Prix of Alabama. The partnership will continue through 2013 and will be entitled the Honda Indy Grand Prix of Alabama presented by Legacy Credit Union.

“Barber Motorsports Park will be a great addition to the Honda family of IndyCar events,” said Steve Center, vice president, national marketing operations, for American Honda. “The Barber facility is incredible; it’s state-of-the-art and very spectator-friendly. It has already developed a large and enthusiastic fan base, and many of the associates at our nearby Alabama auto assembly plant are a regular part of that audience.”

Honda is the sole engine supplier to the IZOD IndyCar Series and is a significant promotional partner for not only the Series but also several events on the racing calendar. Honda Manufacturing of Alabama has also been a longtime supporter of the Barber Motorsports Park and its events.

“Honda has made a huge economic impact in the state of Alabama and this is a continuation of a great relationship,” said Gene Hallman, president of ZOOM Motorsports, the promoter of the Honda Indy Grand Prix of Alabama and Barber Motorsports Park. “We’re excited to have them as our title sponsor, and we look forward to growing the Honda Indy Grand Prix of Alabama together for at least the next three years.”

ZOOM also announced a one-year contract extension with sanctioning body IZOD IndyCar Series to host the Honda Indy Grand Prix of Alabama at Barber Motorsports Park through 2013.

"After a successful inaugural event at Barber Motorsports Park, we are thrilled to have the IZOD IndyCar Series return to this first-class facility through 2013. Fans throughout the South enthusiastically turned out for our first event in Alabama and continue to embrace our sport," said Terry Angstadt, president of the commercial division for the IZOD IndyCar Series. "With a great promoter like ZOOM Motorsports and entitlement from our long-time partner Honda, this event is poised for further success."

The 2011 Honda Indy Grand Prix of Alabama presented by Legacy Credit Union will be held April 8-10, and tickets are tentatively scheduled to go on sale in November. The race will take place the weekend prior to the Spring NASCAR race at Talladega Superspeedway. In partnership with Talladega, the Honda Indy Grand Prix of Alabama presented by Legacy Credit Union will offer a joint discount ticket package for both race weekends so fans can enjoy two of the most prestigious racing events in the country, while also visiting local tourist attractions, hotels and restaurants. Additionally, a new website, www.hondaindygpofalabama.com, will be launched in the near future with event-specific information regarding tickets, camping and hospitality, IZOD IndyCar fan activities, spectator information and more.

About American Honda Operations:

In a North American open-wheel racing history that dates to 1994 – beginning with nine seasons (1994-2002) in the former CART/Champ Car Series, now the IZOD IndyCar Series – Honda has recorded 174 race victories, 12 drivers' championships, 10 Manufacturers' Championships and seven Indianapolis 500 victories.

The 2010 Indianapolis 500 marked the 100th Honda victory in IndyCar Series competition. The company recorded its 109th IndyCar win in the most recent IndyCar event at Kentucky Speedway on September 4.

For the fifth consecutive year, Honda powered the entire 33-car starting field in May's Indianapolis 500, and for a record-extending fifth consecutive time – the only five times in Indy 500 history – there was not a single engine failure.

For more information on Honda multiple racing programs, explore the Honda Racing/HPD website at <http://hondaracing.com/hpd>.

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.

About IZOD IndyCar Series

The IZOD IndyCar Series is the premier open-wheel series in the United States, competing on a challenging combination of superspeedways, short ovals, scenic road courses and temporary street circuits. In 2010 the IndyCar Series will conduct 13 races in the U.S., two in Canada and one both in Japan and Brazil, all available worldwide through comprehensive, long-term agreements with ABC and VERSUS in high-definition. The IZOD IndyCar Series continues to be the fastest and most competitive racing series, attracting a diverse lineup of drivers including Marco Andretti, Ryan Briscoe, Helio Castroneves, Scott Dixon, Dario Franchitti, Ryan Hunter-Reay, Tony Kanaan, Danica Patrick, Will Power, Graham Rahal and Dan Wheldon. A leader in motorsports technology, the IZOD IndyCar Series is the first racing series to power its Honda engines on 100 percent fuel-grade ethanol, a renewable and environmentally friendly fuel. For more information on the IZOD IndyCar Series, visit www.indycar.com.

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