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## PRESS RELEASE

### **SUBARU OF LAS VEGAS / ZENKAI MOTORSPORTS - Powered by Crawford Performance, Driver Thomas Smith has double wins at Rd2 of Super Lap Battle Las Vegas "If you build it, they will come edition"**

*ZENKAI – definition: Wide Open / Flat Out / Going hella fast!*

May 28, 2010 – Las Vegas, NV – Immediately following the reveal for the Subaru of Las Vegas / Zenkai Motorsports (ZMRT) – Powered by Crawford Performance Impreza WRX STI last week, the team quickly realized that this particular race car had been born under the lucky star. On Saturday, May 22<sup>nd</sup>, ZMRT Team driver, Thomas Smith navigated the freshly-minted Time Attack STI to a 1<sup>st</sup> place finish in the Street AWD Class at the 2<sup>nd</sup> Round of Super Lap Battle at Las Vegas Motor Speedway.

With racing blood still on the boil, Smith climbed aboard the Crawford Performance—Orange Tony the Tiger STI, and treated the competition and racetrack attendees to an encore presentation with another 1<sup>st</sup> place finish in the Unlimited AWD Class.

With final completion of the ZMRT race car running into the early morning hours of Friday, May 21<sup>st</sup>, initial shakedown trials and break-in of the motor and various mechanical parts proceeded right up to race day. Nestled in the security and safety of the RaceTech competitive driver's seat, ZMRT's Thomas Smith had this to say about his first shakedown runs,

*"The car felt pretty good during the first session out, and responded even better with each adjustment we made. Dialing it in is a slow process but I think with a little bit more track time, we will be in pretty good shape. The car that Crawford Performance has created is very, very fast. It exits the corners right off the apex--thanks to the balanced and aggressive Tein Super Racing Coilovers that complement the power the Crawford-tuned Subaru EJ motor produces. The Carbonetic Triple Clutch and LSD make a huge difference too, with just the right momentum to get out of the corners. Overall, I'm very impressed with this STI Time Attack Car!"*

Quirt Crawford, Owner of Crawford Performance talked candidly about the challenges of completing the ZMRT Time Attack STI on the day before the race,

*"We had a little bit of a rush to get this car completed for this event (Super Lap Battle--Las Vegas), but we got it together. The first time out on the track during the shakedown run Thomas (Smith) set the fastest time of the day, and today the car is a little over 2 seconds faster than the closest competitor. When the dust settled, our crunch-time worked out just fine. The boys at Subaru of Las Vegas did a great job finalizing everything. Who knows? Maybe when the President of Fuji Heavy Industries (SUBARU) came to see the car, his special mojo made the car quicker. So far, the car is working fantastic and it's doing a pretty %%#\* good job for a brand new car! By the way, one of the key elements that has made this project successful right out of the chute is the group of sponsors associated with the ZMRT Time Attack STI. With a great working relationship hammered out in previous efforts, each of the sponsor's components is doing its job and performing in sync with the other components—and the results speak clearly. Talk about speaking clearly, or should I say 'LOUDLY', are this car's graphics package. Without question, every sponsor should be proud of this car and the representation it will bring to their business. This is a great looking car that's already racking up results—creating a win-win situation for everyone involved!"*

One of the ZMRT sponsors, Tein, was also at Super Lap Battle Las Vegas and had this to say,

*"We're thrilled to be a sponsor of the Zenkai Motorsports' Time Attack Subaru! We heard that Crawford Performance was onboard in charge of building and tuning the motor and were familiar with their great track record. Although this is the first time we've worked with Zenkai Motorsports, the proposal and the racing team's credentials became the deciding factor for this opportunity. The expertise we bring to the table is in the area of suspension tuning and dialing in the handling dynamics of the car. Although our manufacturing operations are overseas, the Tein team is right at hand in the U.S. for the purpose of*

*perfecting the setup and providing exceptional service--giving a big advantage to the end-users of our products. This weekend the (ZMRT) car is really looking good. It's awesome to witness the car's inaugural event, especially given the fact that debuts often don't go so well--but this car has been problem free. We're delighted to give the team what they need on the track!"*

-- Philip Chase, Sales and Marketing Manager of Tein USA

At the end of the day, even as several of the competitor team tents were dismantled by the harsh desert winds, the ZMRT event tents remained standing in celebration of Thomas Smith's 1<sup>st</sup> place Street AWD Class win. Without question it was an incredible, emotional moment for the entire ZMRT crew and sponsors alike.

The stats speak for themselves...

Timed at 1:56.000 was the ZM crested Zenkai Motorsports Subaru Impreza WRX STI Time Attack car beating the Robispec / AMS Performance Mitsubishi Lancer Evolution VIII RS by 0.278 seconds. ZMRT also celebrated with Smith his 1<sup>st</sup> place finish in the Unlimited AWD class piloting the Crawford Performance Tony the Tiger STI Time Attack car with an impressive 1: 48.714 timed result.

Capturing the dream and the drama of that historic day were the four on-board GoPro Cameras delivering amazing HD video footage of the event. Stay tuned for our monthly video update from Subaru of Las Vegas / Zenkai Motorsports – powered by Crawford Performance along with some incredible still photography.

Join us at the next event (Schedule below) as history continues to unfold, and be sure to follow our twitter and FaceBook updates for the latest news.

To see the ZMRT prologue documentary video, direct your browser to

<http://www.drivingsports.com/site/2010/05/zenkai-time-attack-2010-suzuki-sx4/>

<http://www.youtube.com/watch?v=RjHQVqLr6Xo>

## Zenkai Out!

# # #

Subaru of Las Vegas / Zenkai Motorsports powered by Crawford Performance (ZMRT – Zenkai Motorsports Racing Team) is also pleased to announce the following top global automotive companies as partner/sponsors:

<b>Crawford Performance</b>	<a href="http://www.crawfordperformance.com/">http://www.crawfordperformance.com/</a>
<b>Subaru of America / SPT (Subaru Performance Tuning)</b>	<a href="http://www.subaru.com/">http://www.subaru.com/</a>
<b>C-West</b>	<a href="http://www.c-westusa.com/">http://www.c-westusa.com/</a>
<b>Carbonetic</b>	<a href="http://www.carbonetic.net/">http://www.carbonetic.net/</a>
<b>5Zigen</b>	<a href="http://www.5zigenusa.com/">http://www.5zigenusa.com/</a>
<b>Tein</b>	<a href="http://www.tein.com/">http://www.tein.com/</a>
<b>Motul</b>	<a href="http://www.motul.com/">http://www.motul.com/</a>
<b>RaceTech</b>	<a href="http://www.racetechseatsna.com/">http://www.racetechseatsna.com/</a>
<b>GTSpec</b>	<a href="http://www.gtspec.com/">http://www.gtspec.com/</a>
<b>GoPro</b>	<a href="http://www.goprocamera.com/">http://www.goprocamera.com/</a>
<b>Grafik Impact</b>	<a href="http://www.grafikimpact.com/">http://www.grafikimpact.com/</a>
<b>Garage Uehara</b>	
<b>Pacific Custom Paint</b>	
<b>Driving Sports TV</b> as the official media supporter	<a href="http://www.drivingsports.com/">http://www.drivingsports.com/</a>

For the mid-season sponsorship opportunity and media inquiries, please contact Yujiro Otsuki / ZMRT PR Officer at [yotsuki@findlayauto.com](mailto:yotsuki@findlayauto.com) or call +1-702-495-2105.

ZMRT is scheduled to participate in the following competitions for 2010, along with team appearances at various automotive related events and conventions. Please follow us on twitter, Facebook, YouTube, and UStream Live Streaming Channel for the latest breaking news with the team.

<http://www.twitter.com/subaruofvegas/>

<http://www.facebook.com/zenkaimotorsports/>

<http://www.youtube.com/user/subaruofvegas/>

<http://www.ustream.tv/channel/subaru-of-las-vegas>

Also check out the Crawford Performance blog to see what the team is up to.

<http://blog.crawfordperformance.com/>

**Time Attack Events** (Subject to change)

May 22	Super Lap Battle	@Las Vegas Motor Speedway	Las Vegas, NV
			<b>Result: 1<sup>st</sup> Place (Street AWD Class)</b>
Sept 18-19	Redline Time Attack	@Spring Mountain Motorsports Ranch	Pahrump, NV
Oct 9	SUBIEFEST	@Willow Springs Raceway	Rosamond, CA
Nov 10	Super Lap Battle Final	@Buttonwillow Raceway	Buttonwillow, CA
Nov 12-14	Redline Time Attack	@AutoClub Speedway	Fontana, CA

**Carshow / Events** (Subject to change)

June 19	Subaru Summer Solstice	San Diego, CA
Sept 12	Japanese Classic Car Show 2010	Long Beach, CA
Nov 2-5	SEMA Show 2010	Las Vegas, NV
Nov 6	SUBIE JAM 2010	Las Vegas, NV

**About Subaru of Las Vegas / Zenkai Motorsports**

<http://www.subaruoflasvegas.com/>

Zenkai Motorsports, founded in August of 2009, is headquartered in Subaru of Las Vegas – located at 5385 W. Sahara Ave. Las Vegas, Nevada 89146. Zenkai Motorsports specializes in Subaru Performance Tuning and modifications including OEM and premium aftermarket performance upfittings. Since its inception, Zenkai Motorsports has been engaged in grassroots motorsports events and skunkworks projects including the restoration of a 1969 Subaru 360 Van for the SEMA Show 2009, and the creation of the ZMRT(Zenkai Motorsports Racing Team) program. With acknowledgement and appreciation from Crawford Performance and their affiliates, Zenkai Motorsports has proven to be an emerging resource in performance tuning and a proponent of competitive racing.

**About Crawford Performance**

<http://www.crawfordperformance.com/>

Crawford Performance, founded by Quirt Crawford in 2002, specializes in designing and building high-performance vehicles, including the infamous Gymkhana 1 and Gymkhana 2 vehicles driven by Ken Block, that excel in rally, drift, road, gymkhana and time attack racing formats. Recognized around the world for its successful customization of the Subaru Impreza STI which consistently exceeds expectations on the world stage, Crawford Performance also manufactures proven street components for racing enthusiasts and racing professionals alike.