



The Leader in Event Critical Timing Electronics

Drag Racing added at Willow Springs International Motorsports Park

RaceAmerica equipment used in famous California racetrack's New Drag Racing program

Santa Clara, Ca (May, 3 2010) - RaceAmerica is proud to be chosen as the official timing system supplier for the new 1,000 foot drag strip at Willow Springs Raceway. Introduced in August 2009, the new drag strip is incorporated into the front straight of the historic 2.5-mile road course.

Track owner, Chris Huth, whose family has been in the racetrack business for over half a century, mentions several factors that led to his decision to launch a drag racing program. The first was the closure of LA County Raceway's quarter mile drag strip in July 2007. The second was the ability to extend the operational hours of the facility, given that the bulk of the drag racing schedule occurs during the early evenings hours. However, Huth pushed the initiative into high gear when he noticed that the local street racing scene was causing problems in the community- and he hoped a safe, organized venue would help would serve as a solution.



"We are thrilled that the program is being helpful to our community while also being a commercial success, which enabled us to add additional equipment like the professional timing system from RaceAmerica," said Chris Huth, owner of Willow Springs International Motorsports Park. "We see drag racing as a win-win situation that allows us to both expand [our] business and meet our responsibility to the community. In fact, we decided to dedicate the proceeds of one of this year's events to the town of Rosamond's efforts to build a new community skate park."

The Willow Springs program is geared toward the enthusiast. Although input was given by the NHRA, the program is not aimed at professionals. In fact, participants' vehicles must be street legal, non- nitrous, and pass a safety inspection. The approach seems to be working; the first event was advertised via word-of-mouth and went off with over 100 cars racing and over 500 spectators.

"As racetracks are looking into sustaining their facilities, more are looking to add Drag Racing as it is a natural fit. Adding a drag strip does not mean it must cater to the professional drag racer but, like Willow Springs, can provide a venue for local racing while adding to the facility's offerings," said Dennis Laczny, RaceAmerica President. "RaceAmerica sees a diverse group of people purchasing drag race systems, from organizers holding an annual fundraiser, to professional tracks running almost every week. Willow Springs is a good example that if you put on a quality event, people will come."





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Mr. Huth is extremely pleased with his staff's execution of the drag race events and the fact the events are attracting new and younger faces. Additionally, the drag race program is generating interest with current customers. The car clubs are enjoying the ability to not only show their cars, but also start them and put them through their paces on the drag strip while other clients are asking to add Drag Racing to their events. Willow springs current drag race schedule can be found at www.willowspringsraceway.com.

RaceAmerica is confident Drag Racing can provide benefits for many facilities throughout the world and looks forward to working with Willow Springs International Motorsports Park as their program continues to grow.

For more information visit www.RaceAmerica.com or call 408-988-6188.

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Founded in 1991, RaceAmerica is the industry leader in advanced event critical timing electronics. The Company designs and manufactures a complete line of portable timing systems, software, and LED-based scoreboards and displays for use in both single and multi-lane snowmobile, autocross, mud bog, soap box derby, ATV, and drag racing. RaceAmerica also provides a variety of customized timing solutions for private, commercial, and industrial applications. RaceAmerica is recognized worldwide for their innovativeness, reliability, speed, and accuracy. The Company produces the world's only state-of-the-art, fully wireless drag racing timing system and continues to innovate with flexibility to match unique customer needs. RaceAmerica also supports the thousands of systems that it has operating in over 40 countries with unrivaled customer and technical assistance. Learn more about RaceAmerica at www.RaceAmerica.com.

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