

## FANS TO DRIVE NASCAR STOCKCARS AT TENNESSEE FAIRGROUNDS SPEEDWAY

Nashville, TN, January 15, 2012 – *LA Racing USA* is bringing the hottest NASCAR driving experience in the country to Nashville for the full 2012 racing season.



*LA Racing USA* will be based at the Tennessee State Fairgrounds Speedway providing the general public an opportunity to get behind the wheel of real NASCAR racecars... and drive at speed... no racing license required!

*LA Racing USA* is the nationwide division of Los Angeles-based *LA Racing*, which operates at renowned Toyota Speedway of Irwindale in Southern California. Tens of thousands of racing enthusiasts, including major celebrities, have gone through *LA Racing's* NASCAR driving experience, which has also hosted events for corporate giants such as Microsoft and Hewlett-Packard, and has boasted sponsors Intel, the Los Angeles Dodgers, Lucas Oil and others.

*LA Racing's* visionary and CEO, Jim Cohan, is a Los Angeles-based entrepreneur who has launched several successful business ventures. Now Cohan has partnered with *The Borchetta Group*, run by established marketer and racing champion, Mark Borchetta (*yes, of that Borchetta family*), to help expand *LA Racing* across the country. And they have chosen Nashville as their first stop. "Mark and I share a similar vision and a huge passion for business," says Cohan. "Bringing his company on as a full-blown partner to take *LA Racing* nationwide is a perfect fit for us." Borchetta is an award-winning marketer whose successes include major sponsorship deals for Danica Patrick and Taylor Swift.

On the ground in Nashville *LA Racing USA* is looking forward to working with local businessman and racing champion, Tony Formosa. Formosa has been awarded the speedway management contract for the 2012 season, and Borchetta believes he will be a great partner. "It has been a real pleasure getting to know Tony," said Borchetta. "He is right there with his vision and his commitment, and his success in both racing and business shows that he walks the walk. This will be a great opportunity."

*LA Racing USA* offers individual Arrive-and-Drive passes and a Ride-Along experience that make great gifts for him, for her, or the whole family... Nearly all ages can either ride or drive! *LA Racing USA* also provides first-class corporate events, which can include your company's branded merchandise and team-building activities to create an unforgettable corporate retreat.

For pricing and available track dates visit [www.LARacingX.com](http://www.LARacingX.com) or dial 877-901-RACE.

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