



For Immediate Release:

## **Mazda, Bob Bondurant School, Styled Aesthetic Lend Support to Team USA**

Elkhart Lake, Wis. (August 21, 2010) – The Team USA Scholarship is proud to announce the addition of three new corporate partners – Mazda, the Bob Bondurant School of High Performance Driving and Styled Aesthetic – all of which share the same goal: To help promote the careers of this country’s most promising young race car drivers.

“It’s especially satisfying in this challenging economic climate to be able to attract some new partners into the fold,” says Team USA Scholarship Founder and President Jeremy Shaw. “Mazda has led the way over the past few years in establishing a viable career path for ambitious drivers who are looking to carve a career in the sport, while Bob Bondurant was among the vanguard of top-line American racers who blazed a trail to Europe in the 1960s and went on to found an enormously successful driving academy.

“Styled Aesthetic partners Steve Welk and Kyle Werra are at the other end of the experience range, but Steve was an aspiring driver himself a few years ago and is now forging a new path by providing our program with an exciting range of apparel products which we hope can help elevate the profile of Team USA.”

Mazda has developed an enviable grassroots racing program which, in addition to including literally thousands of club racers across the country, now has in place a well-defined ladder of opportunity that allows drivers to progress from karts through the Skip Barber Racing School, the US F2000 National Championship and Star Mazda.

“We’ve admired the work of Jeremy Shaw and the Team USA program for many years and are pleased to begin our official participation,” says John Doonan, MAZDASPEED Motorsports Team Development Manager. “We’ve watched past MAZDASPEED drivers such as Dane Cameron, Joel Miller, Conor Daly and Connor De Phillippi graduate through the program and anticipate more of our racers being tapped to join this all-star team in the years to come.”

The Bob Bondurant School of High Performance Driving has provided the springboard for many champions over the years, and since 1989 has offered a variety of different cars and track configurations at its expansive base near Phoenix, Ariz. This year, for the first time, the Bondurant School will host a shoot-out to determine which of the eight nominees will have an opportunity to represent their country at two prestigious race meetings in Europe.

“It is a great honor to host the Team USA Scholarship competition in 2010,” says Bob Bondurant, CEO and Founder of the Bob Bondurant School of High Performance Driving ([www.bondurant.com](http://www.bondurant.com)). “After providing advanced driver training to champions for 42 years, it is a natural fit for my school to partner with the Team USA Scholarship, which has an equally stellar track record of opening doors for the next generation of racers.”

Also exciting is the new partnership with Wisconsin-based Styled Aesthetic to produce and market a selection of Team USA apparel, which is now available for purchase via <http://styledaesthetic.com/dg-teamusa/index.php>. The American-manufactured tee-shirts, sweats and fleeces provide an easy and cost-effective way for race fans to lend their own support to the program which has been providing opportunities for young American drivers since 1990.

“We are very excited to be able to partner with the Team USA Scholarship,” says Styled Aesthetic partner Steve Welk. “As a former driver I know how important this program is to America’s up and coming talent. So on a personal level it’s great to help support our country’s top junior drivers. From a business perspective, partnering with Team USA gives Styled Aesthetic an excellent avenue to gain credibility in the motorsports industry and expand our business as well as showcasing our online store, our apparel and design capabilities. We are extremely excited about the potential of our partnership with Team USA.”

The Team USA Scholarship also is supported by Doug Mockett & Company, Road Racing Drivers Club, Cooper Tire & Rubber Company, Walldinger Racing, Robo-Pong, Highcroft Racing, “The Road to Indy,” American Honda, Silicon Salvage, McMurry Inc., Dyson Racing, Metalore, The Gorsline Company, Integrated Performance Technology, Robertson Racing, PitFit Training, Sparco USA, Cruden America, Buttonwillow Raceway Park, iRacing.com, OnCars.com, eFormulaCarNews.com, Speedstar Management, Manifest Group and many former Scholarship winners.

For more information, please visit [www.TeamUSAScholarship.org](http://www.TeamUSAScholarship.org).