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Honda Performance Development To Continue Support For Quarter-Midget Racers

SANTA CLARITA, Calif. (March 2, 2011) – One of this country’s most popular entry-level racing categories, quarter midgets, will receive continued support from Honda, plus a new source for Honda GX series engines, parts and technical support.

Support for quarter-midget racers will be offered through Honda Performance Development (HPD), Honda’s racing company within North America, and its *Honda Racing Line* program.

Although the Quarter Midgets of America (QMA) recently announced a plan to phase Honda engines out of competition, both HPD and Honda Power Equipment will continue to support QMA racers and provide engines, parts and product support to quarter-midget racers competing in events sanctioned by other organizations, such as the United States Auto Club (USAC).

“It’s unfortunate that Quarter Midgets of America has elected to phase out Honda engines, based on an erroneous belief we have plans to discontinue production of the popular GX120 engine,” said HPD General Manager Marc Sours. “We have no such plans, and QMA’s decision brings no interruption to our ongoing support for quarter-midget racers, in either QMA or in other racing series.

“Honda has a 15-year history of active participation in quarter-midget racing, and we remain committed to continuing our efforts to grow participation in this entry-level racing category.”

The *Honda Racing Line*, the racers’ direct connection to HPD, will join and supplement Honda Power Equipment in expanding sales and product support to quarter-midget racers. HPD will provide a variety of engines and parts utilized by quarter-midget competitors, including complete “crate” GX120 and GX160 engines; individual engine parts, such as cylinder heads and pistons; and technical support via e-mail and phone. In addition, Honda Power Equipment and HPD will continue work initiated last summer and aimed at developing an engine specifically for use in quarter-midget racing, at a price point which compares favorably in the marketplace.

Through the *Honda Racing Line*, quarter-midget and other racers will be able to arrange direct, door-to-door delivery of parts and complete engines. The HPD sales staff also can provide technical support. In tandem with this new sales channel, independent race shops and engine builders will remain able to purchase their parts through traditional Honda Power Equipment channels, and also purchase parts from HPD through the *Honda Racing Line*.

“Historically, quarter-midget racing has been one of the earliest forms of motorsport available to youth with an interest in racing,” said Sours. “Our first CART Champion, Jimmy Vasser, got his start in quarter midgets while still in grade school.

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“One of the goals of the *Honda Racing Line* is to support these novice racers. Through our quarter-midget program, we hope to make it easier for these young racers and their families to discover and enjoy our sport.”

To join the *Honda Racing Line*, a racer must simply provide current membership information in a nationally-recognized sanctioning body; provide official race results from at least two events in the past year; complete and submit the registration form; and be a resident of the U.S. or Canada.

Honda Performance Development (HPD) is the Honda racing company within North America. Founded in 1993 and located in Santa Clarita, Calif., HPD is the technical operations center for high-performance Honda racing cars and engines. HPD is the single engine supplier to the IZOD IndyCar Series and spearheaded championship-winning efforts in the 2009-2010 American Le Mans Series, 2010 Le Mans Series and the 2010 24 Hours of Le Mans.

Launched in 2009, the *Honda Racing Line* is a program targeted at licensed participants in sanctioned amateur and entry-level professional racing. The *Honda Racing Line* was formed to provide its members with a direct connection to Honda Performance Development and its unparalleled record of success at the highest levels of motorsport.

Competitors may register for the Honda Racing Line through www.HondaRacingLine.com.

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