



For Immediate Release

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## **Mazda Motorsports Announces Sebring Activation Schedule**

*- On-track action only half of the fun at Sebring for Mazda Motorsports fans –*

IRVINE, Calif. (March 13, 2018) – While the pair of Mazda RT24-P DPi's that will compete in the 66<sup>th</sup> Annual Mobil 1 12 Hours of Sebring will bring excitement for the trackside fans, Mazda will provide its fans additional excitement off the track during the three-day race weekend.

At the all-new Mazda display, located in the midway at Sebring International Raceway, spectators will have the chance to take an up-close look at the full lineup of Mazda consumer vehicles and the Mazda RT24-P DPi, race at Sebring virtually on Mazda racing simulators, meet the Mazda Team Joest drivers during autograph sessions, and take part in a Mazda Instagram Hunt with special prizes being awarded to the winners.

A tech session for the Mazda RT24-P will be hosted by Mazda Team Joest, providing fans an in-depth look at Mazda's prototype racecar. Fans will also have the opportunity to look at Mazda's newest turbocharged vehicle during a presentation of the new 2018 Mazda6, and all-new Mazda Motorsports team gear will be available throughout the weekend at the display as well.

For aspiring photographers, Mazda Motorsports will also host two Takumi Sessions with Mazda Motorsports photographer Al Arena. Arena will share techniques for shooting the best images during both day and night time at Sebring.

**Thursday, March 15<sup>th</sup> – Mazda Display open 9:30 AM – 5:30 PM**



10:00 AM	New 2018 Mazda6 Presentation
11:00 AM	Mazda Instagram Scavenger Hunt
12:00 PM	New 2018 Mazda6 Presentation
1:30 PM	Mazda Team Joest Driver Appearance
2:00 PM	Mazda Instagram Scavenger Hunt
4:30 PM	Takumi Session – Art of Photography

**Friday, March 16<sup>th</sup> – Mazda Display open 9:00 AM – 6:00 PM**

9:30 AM	New 2018 Mazda6 Presentation
10:00 AM	Takumi Session – Art of Photography
11:00 AM	Mazda Instagram Scavenger Hunt
12:00 PM	New 2018 Mazda6 Presentation
2:00 PM	Mazda Instagram Scavenger Hunt
3:10 PM	Mazda Team Joest Driver Appearance
3:30 PM	Mazda RT24-P DPi Tech Session

**Saturday, March 17<sup>th</sup> – Activation open 9:00 AM – 9:00 PM**

10:00 AM	New 2018 Mazda6 Presentation
11:00 AM	Mazda Instagram Scavenger Hunt
12:00 PM	New 2018 Mazda6 Presentation
2:00 PM	Mazda Instagram Scavenger Hunt
5:00 PM	Mazda Instagram Scavenger Hunt

Join the social conversation throughout the weekend at Sebring by using #ExperienceMazda. Tickets to the 66<sup>th</sup> Annual Mobil 1 12 Hours of Sebring must be purchased to participate in all Mazda activations. Gifts while supplies last. Programming schedules are subject to change.



## **Mazda Motorsports**

Mazda Motorsports boasts the most comprehensive auto racing development ladder system of any auto manufacturer in the world. The Mazda Road to 24 (#MRT24) program offers a number of scholarships to advance drivers up the sports car racing ladder, beginning with the Global MX-5 Cup series and culminating with the Mazda Prototype team. The Mazda Road to Indy (#MRTI) is a similar program that includes Mazda-powered categories of USF2000, Pro Mazda and Indy Lights. In grassroots road racing, more Mazdas race on any given weekend in North America than any other manufacturer. Mazda is also the title sponsor of the renowned Mazda Raceway Laguna Seca in Monterey, Calif. Follow all of the latest news at [MazdaMotorsports.com](http://MazdaMotorsports.com), @MazdaRacing on Twitter, and MazdaMotorsports on Instagram and Facebook.

## **Mazda North American Operations**

Mazda North American Operations is headquartered in Irvine, California, and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States and Mexico through nearly 600 dealers. Operations in Mexico are managed by Mazda Motor de Mexico in Mexico City. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at [InsideMazda.MazdaUSA.com/Newsroom](http://InsideMazda.MazdaUSA.com/Newsroom).

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