

FROM TRACK TO STAGE: MEET THE WOMEN BEHIND FIRST TO THE FINISH, THE NEW PRIME VIDEO SERIES, LIVE AT DETROIT 2025

Detroit, MI (May 29, 2025) – The Women Automotive Summit: Detroit is thrilled to announce a powerful new panel inspired by the acclaimed Prime Video docuseries *First to the Finish*, taking place live at the 2025 summit. Sponsored by **Mazda**, this exclusive session will shine a spotlight on the women who are breaking boundaries in motorsport and driving innovation across the automotive sector.

Join **Shea Holbrook** (*MX-5 Cup Team Owner, BSI Racing*), **Heather Hadley** (*MX-5 Cup Racecar Driver, Hendricks Motorsports*), and **Sally Mott** (*MX-5 Cup Racecar Driver, JTR Motorsports Engineering*) as they share their inspiring journeys in the world of competitive motorsports. This live panel will explore the adrenaline of race day, the behind-the-scenes realities of life in a male-dominated industry, and how these women are redefining what it means to be a champion — both on and off the track.

Adding essential perspective on innovation and industry impact, **Jennifer Morrison** (*Director of Vehicle Safety, Mazda North American Operations*) will speak to Mazda's commitment to improving on-road safety and driving progress for all. The session will be **moderated by Shea Adam**, MX-5 Cup Announcer and Personality.

Titled “**First to the Finish: Safety On and Off The Track**,” the session is inspired by the Prime Video docuseries *First to the Finish*, which follows women competing in the elite-level Mazda MX-5 Cup. The series goes beyond the racetrack to showcase passion and purpose, from earning a place on the podium to earning the industry's highest awards in safety. It offers a rare behind-the-scenes look at their journeys — a narrative that aligns strongly with the Summit's mission to elevate and empower women in the automotive world.

“The popularity around women's motorsports is continuing to grow. The opportunity to work with Mazda on the First to the Finish docuseries has allowed us to put the MX-5 Cup Championship series, our lives, and women in motorsports on a national playing field. It's been an amazing opportunity to continue opening the door for other women who aspire to achieve their dreams.”

— *Shea Holbrook, MX-5 Cup Team Owner, BSI Racing*

*“At Mazda, safety isn't just a feature—it's a philosophy. I'm proud to lead our efforts in vehicle safety for a brand that consistently delivers some of the highest-rated cars on the road today. In *First to the Finish*, you witness these groundbreaking drivers pushing their limits, relying on cutting-edge technology to perform at their best. That same spirit drives our approach to safety engineering. Integrating advanced sensors, reinforced structures, and comprehensive occupant protection systems to help keep our drivers and passengers safe.”*

— *Jennifer Morrison, Director of Vehicle Safety, Mazda North American Operations*

This must-see session is part of a wider programme at **Women Automotive Summit: Detroit 2025**, bringing together over 400 leaders, innovators, and change-makers to connect, share insights, and shape a more **progressive future** for the mobility industry.

EVENT DETAILS

Women Automotive Summit: Detroit 2025

3rd June 2025

Suburban Collection Showplace, NOVI, MI

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About Women Automotive Network

With a robust presence across Europe, the US, Mexico, and more than 150 countries worldwide, the Women Automotive Network (WAN) is the premier global community connecting professionals, organisations, and advocates to drive innovation in the workplace, foster meaningful collaboration, and collectively address the most pressing challenges facing the automotive

industry.

About Mazda North American Operations

Proudly founded in Hiroshima, Japan, Mazda has a history of sophisticated craftsmanship and innovation, and a purpose to enrich life-in-motion for those it serves. By putting humans at the center of everything it does, Mazda aspires to create uplifting experiences with our vehicles and for people. 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, Canada, Mexico and Colombia through approximately 795 dealers. Operations in Canada are managed by Mazda Canada Inc. in Richmond Hill, Ontario; operations in Mexico are managed by Mazda Motor de Mexico in Mexico City; and operations in Colombia are managed by Mazda de Colombia in Bogotá, Colombia. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at news.mazdausa.com.

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