



FORMER DAYTONA 500 CHAMPION THROWS HIS HAT INTO THE "CHAMPIONSHIP BETWEEN THE CONTINENTS – SOUTH AFRICA VERSUS USA MOTORSPORTS"

By: Kevin Ramsell

DAYTONA BEACH, FL (INSERT RELEASE DATE) – American Speed Association officials have announced that 1986 Daytona 500 and 1987 IROC Series Champion Geoff Bodine will be competing in the "Championship Between the Continents – South Africa versus USA Motorsports" that will take place on January 29-31, 2010 at the Phakisa Freeway Circuit in Welkom, South Africa. The first ever ASA venture outside of North America.

Bodine is no stranger to international activities as he has made two trips to visit the American Troops and this year his Bo-dyn Bobsled that will be used by the United States Bobsled Team as they strive for the gold at the Winter Olympics.

"I am looking forward to making this trip," Bodine said. "This will be my first time traveling to the continent. The thought of going to South Africa to race is very exciting and I would certainly like to be the first driver to win this enormous event."

"It's an honor to have a legend such as Geoff Bodine compete in this historical event," Dennis Huth, ASA President said. "He has been very successful in all of his endeavors from winning the Daytona 500 to providing the United States Bobsled Team with the most competitive sleds they have ever had. His competitive spirit will be welcomed to this event and I know he will want to be the first one to win this."

Bodine has been competing in the ASA sanctioned International Sport Compact Auto Racing Series (ISCARS) DASH Touring, driving for car owner Joey Jones where he is currently third in the point standings. Bodine also lends his expertise to mentoring drivers in the Geoff Bodine/ISCARS Driver Development Program which is a new arm of the Drive Tech Racing School.

Drive Tech Racing School is the Official Racing School of the American Speed Association. The school will be open the month of January to train the drivers who will be going to compete in this historical event.

"Since our announcement of this event, we have had many inquiries from local drivers interested in competing," Huth said. "Many of the local drivers are very interested in competing with previous Cup stars like Bodine in this event."



Phakisa Freeway Circuit is a multi-purpose racing facility featuring a 1.5-mile oval which is where the "Championship Between the Continents" will be contested. This D-shaped oval, located southwest of Johannesburg is reminiscent of the Las Vegas Motor Speedway. As an interesting side note, "Phakisa" means "Get Moving" in South Sesotho language, a fitting name for a racetrack.

The American drivers invited will not only get a chance to compete on one of the finest racetracks outside of the United States, but will enjoy many off-track opportunities to see the various sights of South Africa; this includes a private tour of "Savannah" the wildlife preserve that holds the distinction of being just one of three accredited worldwide breeders of the Cheetah.

"The 'Championship Between the Continents' is designed to foster friendship, competition, and knowledge both on-and-off the racetrack between South Africa and the United States. I have no doubt this will be a life-changing experience for those that attend from both our countries and that this will foster a bond that goes beyond just a motorsports competition," said Huth.

To learn more about Phakisa Freeway, visit <http://www.phakisa.com/GeneralInformation.htm>

To learn more of the Daytona Beach, Fla.-based American Speed Association call (386) 258-2221 or send an e-mail to info@asa-racing.com. For news and information from all the racetracks and regional tours involved in the ASA, visit www.ASA-Racing.com

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