



FOR IMMEDIATE RELEASE

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The Canadian Motor Speedway (CMS) is excited to present **Jeff Gordon's #24 Chevrolet SS 2013 NASCAR Sprint Cup Car** at this year's Canadian Motorsports Expo. The 2013 vehicle incorporates the new body design that enhances manufacturer brand recognition – looking more like the cars in our local dealer showrooms. Chevrolet will introduce the SS for the 2013 Sprint Cup season and CMS will be the first to showcase Jeff's 'Gen-6' car in Canada thanks to Jeff Gordon and Hendrick Motorsports. Fans will have an amazing opportunity to see Jeff Gordon's new #24 car up close at our booth #226 at the Canadian Motorsports Expo, Feb 8th–10th at Toronto's International Centre, Building 6.

Also at the CMS booth will be **John Bickford Sr**, the Vice President and General Manager of Jeff Gordon, Inc. Mr. Bickford is also the stepfather and man behind the illustrious career of Jeff Gordon, (4-time NASCAR Sprint Cup Champion and designer of the Canadian Motor Speedway). John will be greeting fans at the CMS booth on Friday, February 8th and Saturday, February 9th.

Visitors also have the opportunity to discuss their thoughts on what they would like to see in the design of the track with internationally renowned motorsports facility architect, **Paxton Waters**. Meet the **CMS Management Team** in person to find out about hiring, sponsorship opportunities and CMS community programs. As well, the CMS team will be available for B2B discussions with suppliers and to explore potential business partnerships as construction moves closer. Get the most up-to-date inside scoop about CMS, find out about the development process and receive cool CMS souvenir giveaways!

ABOUT THE CANADIAN MOTOR SPEEDWAY: The Canadian Motor Speedway (CMS) is a \$150 million dollar World class motor sports and entertainment development to be situated on 820 acres of land in Fort Erie, Ontario. It is directly adjacent to the QEW within 2 minutes from the Canadian/U.S. border at Buffalo, NY and 15 minutes from iconic Niagara Falls. CMS will include connected ancillary construction for; industrial, recreational, and commercial / retail uses, as well as a motorsports innovation park in collaboration with McMaster University's renowned Faculty of Engineering expanding the build-out to \$400 million. The core of the project consists of a standalone 1-mile 'Jeff Gordon Designed Signature Speedway' consisting of a banked oval, which combines to form a 2.6 mile FIA / FIM grade road course through an innovative system of tunnels and bridges. Every one of the 65,000 stadium seats provides expansive views of both; the speedway and road course, as well as, vistas for maximum enjoyment of a comprehensive list of motorsports and non-motorsport events. 5,000 enclosed club seats and VIP suites will favour the customer with first class catering and access. The development will provide world class racing events for up to 100,000 spectators in a variety of motor sports platforms including stock car and open wheel racing, motorcycles, karting, drifting and various motorized and non-motorized categories.

For more information, visit: www.cdnmotorspeedway.com, www.facebook.com/cmsnation, or on Twitter @CMSnation



ABOUT JOHN BICKFORD: John Bickford is Vice President and General Manager of Jeff Gordon, Inc. He is also stepfather to NASCAR driver Jeff Gordon. Bickford started Gordon's racing career on a makeshift racetrack in Vallejo, California in 1976 at the age of 5. At the same time, he started MPD, which is a company that produces products for physically challenged people to enable them to drive cars without the use of their feet. The company also produces racecar products. In 1985, he moved east to further Jeff Gordon's racing establishing a base in Pittsboro, Indiana. In 1996, following a move from Pittsboro to Concord, North Carolina he became the Executive Vice President of Action Performance. While with Action, he spent 18 months in Europe working on Formula One and SBK World Super Bike. In 2004, he returned to Jeff Gordon, Inc. where he remains Vice President and General Manager.

ABOUT PAXTON WATERS: Paxton Waters, AIA, is president of Paxton Waters Architecture, an Indiana design firm whose main focus is on Motorsport Facility design. A native of Omaha, Nebraska, Paxton has 34 years of experience as an architect and is registered in 22 states. Paxton's first involvement with motorsports was in 1990 with the design of various buildings at the Indianapolis Motor Speedway, including their 60,000-sft headquarters. In 1994, Paxton was the lead designer for the California Speedway, shortly followed by the Las Vegas Motor Speedway and Pikes Peak International Raceway near Colorado Springs. Other facilities designed by Paxton are US 131 Speedway, Monroe Speedway, Mansfield Motor Speedway, and Iowa Speedway. Paxton has consulted on more than 50 feasibility studies from New York to California. Paxton is currently co-designing the Canadian Motor Speedway, in Ontario, Canada, with NASCAR legend Jeff Gordon.

ABOUT THE CME: The 7th Annual Canadian Motorsports Expo Powered by Inside Track Motorsport News takes place February 8, 9 & 10, 2013 at Toronto's International Centre, adjacent to Pearson International Airport. The show features motorsports content geared to racers and fans. For information about the show, including exhibitor and sponsorship opportunities, call (416) 962-7223, or email info@CanadianMotorsportsExpo.com. The CME's website is located at www.CanadianMotorsportsExpo.com.