

SuperMiata Race Series Under New Management, Becomes SuperSpec Cup, Sets Goal to Double Participation By Partnering With Shops & New Brands

Successful regional wheel-to-wheel series now under Speed Ventures umbrella to be powered by consortium of race shops.

“The successful formula pioneered by SuperMiata and 949 Racing will remain largely unchanged. However, under Speed Ventures management we expect to broaden the series’ reach by opening the doors to all shops and vendors and maintaining an open dialogue with these influencers to drive more participation. Our supersprint format, standing starts featuring actual burnouts, and most of the innovative ideas that built SPM’s success will continue to attract competitors and speed us towards everyone’s goal, which is more cars in the field.” --Aaron Bitterman, CEO Speed Ventures, Inc.

Los Angeles, November 23rd — Grassroots racing series SuperMiata (SPM) will get a new name and new management for the 2020 season. It becomes SuperSpec Cup (“SuperSpec”) and is now operated by Speed Ventures, the open track, racing school, and race competition promoter and sanctioning body which has hosted SPM since its debut in 2013. SuperMiata, a Miata parts development and sales operation owned by 949 Racing, founded its namesake series as a more competitive, more cost-effective, more community-oriented alternative to traditional club racing.

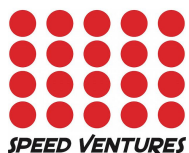
This successful formula will continue in the 2020 season with a neutral sanctioning body now overseeing the series. This shift will make SuperSpec Cup even more attractive to race shops, performance brands, and racers. Series organizers have been soliciting feedback from shop owners and drivers alike to grow the series for 2020 and beyond. Less than five years after its inception, SuperMiata fields have regularly reached 15 or more cars. SuperSpec Cup organizers aim to double that number over the next 24 months.

SuperSpec Cup will maintain the structure of SuperMiata’s popular S2 class, a spec class based on the 1st and 2nd generation Mazda Miata. Instead of a long and complicated rule set, the class is chiefly governed by a power cap which can easily be achieved with a standard motor and affordable bolt-on modifications. Cost containment was a guiding factor in SuperMiata’s development and will continue to be so in SuperSpec Cup.

SuperSpec will run eight rounds of competition in 2020 beginning at Buttonwillow Raceway Park on January 25-26. Subsequent rounds take place at Willow Springs International Raceway, Chuckwalla Valley Raceway, Auto Club Speedway, and Sonoma Raceway. More information, including a full schedule and guidance on how to get started in SuperSpec Cup, is available at the new website: www.superspecracing.com.

About Speed Ventures, Inc.

Founded in 2001, Speed Ventures has become one of the largest road racing organizations in the U.S., introducing thousands of drivers to performance driving at events held year-round on the best tracks in California, Nevada, and beyond. Speed Ventures organizes its On Track Performance Driving School, open test and tune days, racing schools, time trial competitions, and wheel-to-wheel racing. Speed Ventures also hosts corporate and media events and sanctions races for several successful competition series.



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