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BLACK AMERICAN RACERS, INC.

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Dear Member of the News Media:

Black American Racers has been making great progress toward our objective of the Indianapolis 500. We are currently preparing to enter the Formula 5000 series, America's premier road racing series. VICEROY has continued its long-standing association with us and will be the primary sponsor of our brand new Lola T-332. Also Goodyear Tires, Champion Spark Plugs and Valvoline Oil will continue their secondary sponsorships of our team.

Benny Scott's fine performance this year in the VW Gold Cup series for Super Vees enabled us to make this major step up to F-5000. We have hired Indianapolis veteran Grant King as Chief Mechanic for the three F-5000 races at Long Beach (Sept. 28), Laguna Seca (Oct. 12) and Riverside (Oct. 26). King will prepare the BLACK AMERICAN RACERS/VICEROY LOLA T-332 in his shop in Indianapolis assisted by Mark Bridges and Elliott Platt. Former Formula One driver Skip Barber will be working with Benny Scott during our practice sessions to help acquaint Scott to the rigors of the powerful F-5000 Lola.

Many thanks to all of you in the news media who have supported us throughout the year. People all over America are now aware of Black American Racers and our goals and objectives. Almost 85 percent of the Black oriented newspapers in America have followed our team and passed on reports of our progress to their readership. Last month Benny Scott appeared on the NBC TODAY SHOW interviewed by former baseball great Bill White. For those of you who missed that interview, Jane Chastain plans to interview Benny during the Saturday October 4th CBS SPORTS SPECTACULAR telecast of the Long Beach Grand Prix.

Black American Racers has just completed making its own 20-minute film on Scott and the team. Super Vee races at Road Atlanta and Lime Rock (Conn.) are covered, and the direction, policies and people that make B.A.R. are explained. For our first film production we are very pleased. We are planning to cover the Long Beach and Laguna Seca races in a similar fashion.

The enclosed press release, photographs, and team background represent our sincere desire to service your needs. Should you desire any additional

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information, please contact us. Len Miller will continue to "run the show" from our Trenton, New Jersey office and all East Coast interviews should be coordinated through Len. Mo Campbell will move to the West Coast to oversee operations while the F-5000 team is based in California, so West Coast interviews should be coordinated through him in care of Meredith Pillon at A. C. and R. Public Relations, 9255 Sunset Boulevard, Los Angeles, Calif. 90069 (213-278-5775). Miss Pillon is West Coast Coordinator of Viceroy Special Projects and will be working closely with Black American Racers.

All interviews must be coordinated in advance. We appreciate the attention that the news media has paid to us and are very thankful. However, Benny Scott has a tremendously difficult task ahead of him and we must make sure that he is free to devote all of his needed time and energies to the job of competitively breaking into the Formula 5000 series.

We shall continue to service you in the future. With five races in the five weeks from September 21st to October 26th, Benny Scott and the entire Black American Racers team will be quite busy and should have something newsworthy to relate.

If you cannot come to Long Beach and watch Benny Scott in person, we hope you will get a chance to watch the TV coverage of the race on CBS SPORTS SPECTACULAR on Saturday, October 4th. It ought to be a great race. Chris Pook and the people at Long Beach have developed a truly exciting concept in American auto racing.

Many thanks again for your continued interest in Black American Racers and Benny Scott.

Sincerely,

Leonard W. Miller

Leonard W. Miller,
President

Mo Campbell

Alfred M. Campbell, III
Vice President