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NORRIS FORMULA 5000 TEAM:

POSEY, WOODNER, BARBER AND
McCORMACK COMPETE WITH NEW "TALON"

With two Norris Talons finishing in the top ten at Ontario following spectacular qualifying performances, the Norris Industries Formula 5000 team of three young, fast drivers ... three new American-built cars ... a new racing company ... and a top-notch crew ... will make a determined bid for victory at Laguna Seca on Sunday, October 13.

Setting their sights collectively on the checkered flag are drivers Sam Posey, Jon Woodner, and Skip Barber, and builder-owner-chief mechanic Jack McCormack.

They will pit their Norris Talons -- Posey in his #34, Woodner in #36, and Barber, newest addition to the team, in #35 -- against a fiercely competitive field in the sixth of this year's seven-race Formula 5000 series.

The all new Talons have repeatedly demonstrated power and versatility since the season opener in June, but no new product gets off the ground without its fair share of birth pains and the Talons were no exception.

The cars went from the drawing board to the opening race at Mid Ohio in just six short months with no time for final testing before the inaugural race. At Mid Ohio and Mosport, the team started sorting out the bugs and by

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Watkins Glen, things were beginning to take shape. At the Glen, Sam Posey drove the #34 Talon to a fifth place finish despite intense pain from a fractured right foot. At Road America, Jon Woodner was doing battle for fourth position in his #36 Talon before transmission trouble caused him to ease up and settle for a sixth place finish.

At Ontario, Posey and Woodner finished a strong second and fourth, respectively, in the qualifying heat after challenging aggressively for the lead. Then, in the inaugural Grand Prix, a series of mishaps -- blistered tires and a broken connecting rod for Posey; a bent right front suspension system following a spin-out for Woodner -- gave Sam tenth place and Jon eighth.

Sam Posey, who began the season as the second leading point scorer in the history of the 5000 Pro-Series, is widely recognized as one of the most expressive and gifted drivers in modern racing annals. Absent from the series in 1973 due to USAC commitments, Sam finished second in the Formula 5000 point standings in 1971 when he won at Lexington, Ohio, and Kent, Washington, and again in 1972 when he won four pole positions. Going into this year, Posey was second only to David Hobbs in total all-time points scored in the 5000 series.

Posey's teammate, Jon Woodner, began Formula 5000 racing in 1973 when he finished ninth in points standings and was the only rookie to break into the top ten. Jon's sixth place finish at Road America and eighth at Ontario whetted his appetite and he will be pushing hard for a win on Oct. 13.

Newest team member, Skip Barber, is no newcomer to Formula 5000 racing having set two lap records and one qualifying record in 1972. In 1970

he won national championships in Formula Ford and Formula B after having won the 1969 Formula Ford national championship.

Jack McCormack is a master builder whose credentials span seventeen years of creating and maintaining every kind of race car from dragsters to Indianapolis cars, super modified and midgets to Can-Am sports cars.

The Norris Industries Talon, itself, took shape at the San Juan Capistrano California, headquarters of the newly established McCormack Racing Enterprises -- the shop housed in a 6,000 sq. ft. industrial facility at 32992 Calle Perfecto.

The 1,450-lb. Talon incorporates performance characteristics that make this new American racing car highly responsive to the severely demanding, and often unpredictable, challenges of road racing terrain. This includes the ability to accelerate from zero to sixty miles per hour in 3.1 seconds.

The Norris Talon is powered by a 305 cubic inch stock block, Chevrolet V-8 type engine capable of supplying 550 horsepower, combined with the major fuel efficiencies needed in road racing this year.

McCormack Racing estimates that to fuel all of the Norris Talons (five have been built) at all seven Formula 5000 races in which the Norris "Team of Champions" will compete will require, totally, less than one tank truck of gas.

At the same time, development of the engine resulted in a redesign of the engine pan. This permitted the engine to be dropped several centimeters closer to the ground, giving the Talon an unusually lower center of gravity and greater dynamic stability.

McCormack and the three drivers are convinced, despite their problems earlier in the year, that the marriage of their unusual professional skills and experience to the exceptional capabilities of the Talon and the resources of McCormack Racing will propel the Norris team to victories in the 1974 Formula 5000 series.

The conviction that the Norris team can translate its special blend of experience, talent and technology into a winning formula is shared by Norris Industries' Chairman, President and Chief Executive Officer, Kenneth T. Norris Jr.

Now in its fifth year as a major sponsor of auto racing, Norris Industries -- a broadly diversified, Los Angeles-headquartered manufacturing firm -- has sponsored entries on virtually every major racing circuit in North America from the U. S. Auto Club Championship trail to the NASCAR Grand National Stock Car circuit and both the Trans-Am and Can-Am series.

Of this year's shift to the Sports Car Club of America Formula 5000 tour, Ken Norris noted that the series has grown dramatically in scope and competitive intensity.

"We are extremely proud, at the outset, to be associated with the development of a new American car by a new manufacturing company. We have complete confidence in the car and the soundness and originality of its engineering," Mr. Norris commented.

"Norris Industries is a company which places a great deal of stress on the engineering of its products and we see in the Talon and its capabilities a

product that might as easily, and quite representatively, have come out of one of our plants."

Mr. Norris continued: "There were other factors as well which influenced our decision to move into road racing -- the lower speeds, the significantly greater fuel efficiencies and possible important contribution in engine design, maneuverability, or car stability that road racing may be able to make this year or in the near future to more efficient and safer passenger vehicle travel.

"This is particularly true since road racing more closely simulates the conditions and hazards of automobile travel -- of course, in a highly accentuated form -- than any other type of competitive racing," the Norris Industries chief executive added.

The remaining races in the schedule are as follows:

Oct. 13	Laguna Seca Sports Car Course Monterey, California	\$50,000
Oct. 27	Riverside International Raceway Riverside, California	\$50,000