

MEDIA ALERT

Rolex Monterey Historic Automobile Races Monterey, CA, USA

ROLEX MAKES MAGIC WITH *ROLEX MOMENTS IN TIME* DISPLAY

August 04, 2009

Every year at the Rolex Monterey Historic Automobile Races, attendees look forward to indulging in Rolex's award-winning *Rolex Moments in Time* display, which honors six different historic racing cars and their most significant achievements. This year, for the 36th edition of the famous Rolex Monterey Historics, which run from Friday, August 14 through Sunday, August 16 at Mazda Raceway Laguna Seca, the museum-quality exhibit will be more dramatic than ever, theatrically staging amazing cars from the 1960s and 1970s within the context of the history they made.

Perhaps most extraordinary will be the inclusion of the Gulf Ford GT 40 and the 908LH Porsche that famously exchanged leads in the 1969 24 Hours of Le Mans until the GT-40 prevailed, with only four seconds to spare, marking the closest margin of victory ever at Le Mans. Porsche had made an all out effort to win that year's 24 Hours of Le Mans with its 917. However, both 917s retired with clutch problems, and it was the Championship leading Porsche 908 driven by Hans Herrman and Gerard Larrousse that battled with the Ford GT-40 driven by Jackie Ickx and Jackie Oliver for the win.

1970 looked to be "The Year of the Titans" as horsepower and extreme speed became the necessary ingredients to win races. Porsche and its incredible 917 were to be challenged by Ferrari and its new 512S, both cars putting out over 550 horsepower. While the two cars were very close in performance, the 917 dominated the Championship. The 512 was always a threat but never able to rise to the level of the Porsche in the hands of the John Wyer Gulf Team.

Harkening back to that time, the Gulf 917K that will be displayed in the *Rolex Moments in Time* display is the car driven by Pedro Rodriguez in the 1970 1000 km race at Spa, Belgium, where it led until it retired. The Gulf's stablemate, driven by Brian Redman and Jo Siffert, won at the amazing average of 149 mph. The Ferrari 512S that also will be in the display is the car driven by Jacky Ickx at the opening round at Daytona and Nino Vaccarella at Monza and Targa Florio where it finished 2nd and 3rd, respectively.

"The cars were as purposeful as their designers and drivers were determined and courageous," said Steve Earle of General Racing, Ltd., which owns and organizes the Rolex Monterey Historic Automobile Races. "The *Rolex Moments in Time* exhibit brings to life past eras of racing in a way that lets you feel the presence of these cars and their achievements."

Rounding out the display will be the 1972 McLaren M20 (on loan from the National Auto Museum, Reno, NV), Team McLaren's last challenger in the Can-Am Series that the team dominated for seven years, and the 1976 Porsche 936/81, winner at Le Mans in 1977, second place in 1978 and 12th in 1981. This car was the first of the three Porsche 936 cars built and the only one to compete in five Le Mans races. It was driven variously by Jurgen Barth, Reinhold Joest, Hurley Haywood and Vern Schuppan, all of whom will be at the Rolex Monterey Historics.

Autograph sessions with some of history's greatest names in automobile racing will be held at the *Rolex Moments in Time* display on Friday morning, Saturday morning and afternoon, and Sunday morning. Instructions for picking up first-come, first-serve tickets to participate will be announced

Porsche is the Featured Marque for the 2009 Rolex Monterey Historic Automobile Races. Of the 450 vintage cars that will be racing at the event, 145 are Porsches.

About Rolex

Internationally recognized as the premier luxury timepiece, Rolex, with its headquarters in Geneva, Switzerland, has an unrivalled reputation for quality and craftsmanship. Rolex's presence in motorsports began in the 1930s, and truly solidified its position in the sport in 1959 when the company began an association with the Daytona International Speedway in Florida, and later became the title sponsor of its preeminent endurance race, the Rolex 24 At Daytona, in 1992. It was shortly after its initial affiliation with the race track that Rolex introduced a watch designed for lovers of speed, the Cosmograph Daytona, which allowed its wearer to clock elapsed times and calculate average speeds.

Today the company sponsors some of the most prestigious events in the motorsport industry including endurance races such as the Rolex 24 At Daytona, The 24 Hours of Le Mans, the European Le Mans Series and the Rolex Sports Car Series. In addition, Rolex has supported the bygone era of racing by celebrating design, speed, passion and endurance in sponsoring historic races such as the Goodwood Revival, the Rolex Monterey Historic Automobile Races and Historic Sports car Racing as well as concours events such as The Pebble Beach Concours d'Elegance, the Pebble Beach Tour D'Elegance presented by Rolex, and The Quail, a Motorsport Gathering.

The presence of the Rolex brand in automobile racing has grown steadily over the years and currently two key figures in the sport are among the Rolex Testimonees: Sir Jackie Stewart of Scotland, and the American Roger Penske.

Tickets Available Online

Tickets, parking directions and information on Mazda Raceway Laguna Seca are available by visiting www.MazdaRaceway.com or calling (800) 327-SECA. For more information on the Rolex Monterey Historic Automobile Races, please visit www.caracingnews.com and www.montereyhistoric.com or contact General Racing, Ltd., info@generalracing.com, +1 (805) 686-9292.