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**The Inaugural Lotus Cup USA championship kicks off in March at Willow Springs Raceway**

*Las Vegas, NV, January 17<sup>th</sup>, 2011* – The Inaugural season of the Lotus Cup USA racing championship kicks off on March 5<sup>th</sup> and 6<sup>th</sup> at Willow Springs Raceway and includes eight West Coast events. Lotus Cup USA is a racing series designed to offer Lotus owners the opportunity to experience their sports cars on the best racetracks in North America. The series caters to drivers of all skill levels, from the experienced racer to track enthusiast.

For 2011, the Lotus Cup USA championship has partnered with Redline Time Attack to host five rounds of the season. Redline has seen phenomenal growth and support from the motorsports community and is the perfect arena to showcase the new Lotus Cup USA championship. “We’re excited to partner with Redline and bring the Lotus Cup to their events,” said series director Robbie Montinola. “We have a great opportunity to work with Redline to enhance our new series and provide an exciting racing experience for both participants and fans.” In addition to Redline, the Lotus Cup USA will race at several Speedventures and the Lotus Owners Group events throughout the season.

The season kicks off at the “fastest track in the west”, Willow Springs Raceway and visits several world-class venues including Mazda Raceway Laguna Seca, Auto Club Speedway, Miller Motorsports Park, and Las Vegas Motor Speedway. An exciting mix of road courses to challenge the drivers of the Lotus Cup USA series.

**The 2011 Lotus Cup USA Schedule:**

<b>EVENT DATE</b>	<b>TRACK</b>	<b>LOCATION</b>
March 5 <sup>th</sup> -6 <sup>th</sup>	Willow Springs Raceway	Rosamond, CA
April 9 <sup>th</sup> -10 <sup>th</sup>	Firebird International Raceway	Phoenix, AZ
May 28 <sup>th</sup> -29 <sup>th</sup>	Auto Club Speedway	Fontana, CA
June 25 <sup>th</sup> -26 <sup>th</sup>	Mazda Raceway Laguna Seca	Monterey, CA
August 27 <sup>th</sup> -28 <sup>th</sup>	Miller Motorsports Park	Salt Lake City, UT
September 24 <sup>th</sup> -25 <sup>th</sup>	Buttonwillow Raceway	Buttonwillow, CA
October 15 <sup>th</sup> -16 <sup>th</sup>	Spring Mountain Raceway	Pahrump, NV
November 5 <sup>th</sup> -6 <sup>th</sup>	Las Vegas Motor Speedway	Las Vegas, NV

Each event includes the Lotus Cup USA race, Time Attack, and VIP Driving Experience. For more information, please visit [www.lotuscupusa.us](http://www.lotuscupusa.us).