

# GLOBAL MX-5 CUP

*"The Best Value in Sports Car Racing"*



Delivered by **Batteries  
Tender**



GLOBAL  
MX-5 CUP



PRESENTED BY **BFGoodrich**



MAZDA RACEWAY LAGUNA SECA  
RACE 1, APRIL 2016

## GLOBAL MX-5 CUP

### BATTERY TENDER MAZDA MX-5 CUP PRESENTED BY BFGOODRICH TIRES

The best value in sports car racing is the Global Mazda MX-5 Cup Series. It gives sports car teams and drivers a platform to race on high-profile race weekends in an economical, entry-level professional racing series. The North American-based series, the Battery Tender Global Mazda MX-5 Cup presented by BFGoodrich Tires, features the all-new Global MX-5 Cup race cars that will race during six major motorsports events supported by sanctioning bodies such as International Motor Sports Association (IMSA). Delivering considerable exposure and value to teams and drivers, the MX-5 Cup will include two 45-minute races during each event.

In the first Global Invitational, top MX-5 Cup racers from around the world will compete at Mazda Raceway Laguna Seca in Monterey, CA to crown the Global MX-5 Cup champion. A one-day test in a Mazda Prototype race car that competes in the IMSA WeatherTech SportsCar Championship will top the list of prizes bestowed on the global champion.

### PARTICIPANT REACH

A record-high 40 competitors have pre-registered to run in the series this year. With more multi-car teams than ever before, plus many new entrants, this looks to be the most competitive season in the 11-year history of the series.

### SPECTATOR REACH

The 2016 series is expected to reach over 200,000 spectators over the course of the season.

### MEDIA REACH

PRINT - SportsCar, RACER, Grassroots Motorsports, and more.

WEB SITES - racer.com, mazdamotorsports.com, sccapro.com, mx-5cup.com, and more.

SOCIAL MEDIA - Mazda Motorsports, RACER, Grassroots Motorsports, SCCA.com, and more.

## 2016 MX-5 CUP SCHEDULE

The 2016 Battery Tender Mazda MX-5 Cup presented by BFGoodrich Tires comprises 12 action-packed races on six race weekends. MX-5 Cup races support some of North America's best road racing events, headlined by the IMSA WeatherTech SportsCar Championship. Select North American based series racers will be invited to compete in the Global Invitational.\*

### APRIL 28 - MAY 1

Mazda Raceway Laguna Seca,  
Salinas, California

Racing in support of the IMSA  
WeatherTech SportsCar Championship

### MAY 13-15

Watkins Glen International,  
Watkins Glen, New York

Racing with North American Road Racing  
Association (NARRA) and Trans-Am

### JUNE 16 - 19

Road America,  
Elkhart Lake, Wisconsin

Headlining the SCCA June Sprints

### JULY 8 - 10

Canadian Tire Motorsports Park,  
Bowmanville, Ontario

Racing in support of the IMSA  
WeatherTech SportsCar Championship

### AUGUST 26 - 28

Virginia International Raceway,  
Danville, Virginia

Oak Tree Grand Prix at VIR

Racing in support of the IMSA  
Continental Tire SportsCar Challenge

### SEPTEMBER 9 - 11\*

Mazda Raceway Laguna Seca,  
Salinas, California

"Global Invitational"

Racing with Mazda Road to Indy

### SEPTEMBER 28 - OCTOBER 1

Road Atlanta,  
Braselton, Georgia

"Petit Le Mans"

Racing in support of the IMSA  
WeatherTech SportsCar Championship

\*The Global Invitational will host select MX-5 Cup drivers from around the world to compete in a winner-take-all single race to crown the inaugural global MX-5 Cup champion.

NOTE: Schedule is tentative. Please check [mx-5cup.com](http://mx-5cup.com) to confirm dates.



MAZDA ROAD TO 24 SCHOLARSHIP DRIVER ROBBY FOLEY WINS RACE 2,  
MAZDA RACEWAY LAGUNA SECA, APRIL 2016

## MX-5 CUP SERIES BENEFITS

"The MX-5 Cup puts drivers, teams and sponsors in the spotlight. The races are all a part of large events, making them a great place to bring family, friends and sponsors," said Stevan McAleer, 2012 MX-5 Cup champion and co-owner of McCumbee McAleer Racing. "Being part of the professional sports car ladder - the Mazda Road to 24 - provides the opportunity to strive for a championship and earn a Mazda scholarship to enhance your career. For a driver, the racing is incredibly fun. With the depth of the field top to bottom, there is always someone to race, which quickly hones your skills. The lessons here translate to other series, whether you're the driver, crew, or sponsors. In 2012, it's where my career took off. I'm racing in the IMSA Continental Tire SportsCar Challenge now, but I remain a team owner in Global MX-5 Cup."

### SEASON SCHEDULE

Compete in 12 races on six major race weekends in front of big crowds and much of the sports car industry.

### RACE PURSE, YEAR-END PRIZE, AND CHAMPION'S SCHOLARSHIP

Receive professional assistance from a consistent and dedicated team of operations and technical professionals at each event. These key individuals will provide tech support, conduct tech inspections, coordinate race operations, deliver PR and marketing support.

### ON-SITE STAFF SUPPORT

Receive professional assistance from a consistent and dedicated team of operations and technical professionals at each event. These key individuals will provide tech support, conduct tech inspections, coordinate race operations, deliver PR and marketing support.

### PROFESSIONAL DEVELOPMENT

Build your race craft and technical knowledge working with a professional engineer, driver coach, data expert, and crew. Many of the teams in the series offer a full-service experience.

### TURN-KEY OPPORTUNITY

Rent a ride for a race weekend or the season with a full-service race team that provides transportation, race car prep and upkeep of its MX-5 Cup cars. If you prefer to own your MX-5 Cup car, many teams will provide the same services for you.

### OPERATIONS TRAILER

The Battery Tender Technical Operations Center is the cornerstone of the vibrant Battery Tender Mazda MX-5 Cup paddock. The center will host all series' technical operations, while competitors and team personnel can also utilize it for formal and informal meetings.

AURORA STRAUS CONSULTING MMR  
CREW CHIEF AFTER A SESSION





## MRT24 SCHOLARSHIPS

The Mazda Road to 24 (#MRT24) provides driver development scholarships to championship-winning drivers on a well-defined ladder system to help them reach the top levels in sports car racing in North America. Established in 2006, Mazda created the first professional sports car racing step on the MRT24 ladder - Battery Tender Global Mazda MX-5 Cup presented by BFGoodrich Tires. The series champion receives a \$200,000 scholarship to invest in one of the next rungs of the Mazda Road to 24, which includes the IMSA Continental Tire SportsCar Challenge and the IMSA Mazda Prototype Lites presented by Cooper Tires.



## JOHN DEAN

The 2015 MX-5 Cup champion John Dean II earned his \$200,000 scholarship as a driver and team owner of the Sick Sideways team. Rather than change racing series, Dean invested part of his scholarship to purchase two of the new Global MX-5 Cup cars from Mazda, and will return in 2016 to defend his title as driver and team owner.



## GLENN MCGEE

McGee rose above all club racing and iRacing competitors in 2015 when he earned the MRT24 Shootout \$100,000 scholarship. McGee topped 23 Mazda champions from the SCCA, NASA, Skip Barber, and iRacing. The field was narrowed to eight competitors through a business proposal selection process. McGee, who earned his entry into the competition as an online iRacing champion, emerged from the two-day winner-take-all contest at Carolina Motorsports Park and will compete with the Sick Sideways team in 2016.



## ROBBY FOLEY

Foley earned the \$100,000 Mazda scholarship awarded to the champion of the 2015 Skip Barber MAZDASPEED Pro Challenge, which ran in conjunction with the MX-5 Cup races. Set to compete in the 2016 MX-5 Cup using the scholarship, Foley is poised to follow in the footsteps of past champions such as Kenton Koch.



## KENTON KOCH

Newly crowned Rolex 24 at Daytona class winner, Koch just keeps winning. He won the 2013 Skip Barber Pro Challenge and its \$100,000 scholarship to compete in MX-5 Cup in 2014; he then won MX-5 Cup, earning the coveted \$200,000 scholarship. Following his crowning in MX-5 Cup, he was nominated by the SCCA for the FIA Young Driver Excellence Academy, where he beat 11 finalists to win the FIA Americas award. Using his scholarship funds, Koch won the 2015 Mazda Prototype Lites championship earning him a seat in the IMSA WeatherTech SportsCar Championship.

When asked what drew Koch to Mazda and specifically the MX-5 Cup, he said: "It was two-fold. It was the \$200,000 scholarship for the champion and the equality of the cars to give me the best chance to earn it. For someone without a lot of funding, this was the perfect option as it was relatively inexpensive and provided a way for the driver to really show what he or she was made of. Mazda has put together an amazing ladder program, and by utilizing it, I've been able to get to where I am today." Koch also will be working hard with the Mazda Motorsports team off the track this year in his role as driver coach and mentor in MX-5 Cup.

## THE TEAMS

Many competitors choose to buy their own MX-5 Cup car, run and operate their own program; others buy their cars and align with one of several championship-caliber teams who have many years of experience operating top-tier programs. Whatever your desire, it's about fulfilling your racing dreams.

### ALARA RACING

Owner: Ara Malkhassian  
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713-398-3314  
ara@alararacing.com  
www.alararacing.com

### ATLANTA MOTORSPORTS GROUP

Owner: Jason Hoover  
Manager: Tony Silva  
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### COPELAND MOTORSPORTS

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### GB RACING

Owner: Bill Harrison  
Manager: Shea Hughes  
Co-Manager & Crew Chief: Bo Spurling  
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### MEATHEAD RACING

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### MODSPACE MOTORSPORTS

Co-Owner: Stevan McAleer  
Co-Owner: Chad McCumbee  
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### NIXON MOTORSPORT

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### PRL MOTORSPORTS

Owner: Patrick Linn  
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### SICK SIDEWAYS

Owner: John Dean II  
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352-875-6856  
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### WINDING ROAD RACING TFB

Co-owner: Tim Barber, TFB Performance  
Co-owner: Tom Martin, Winding Road Racing

### TFB PERFORMANCE

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### WINDING ROAD RACING

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## THE PARTNERS

### BATTERY TENDER

DelTran Battery Tender® a family owned and operated company since 1965 specializes in Battery Charging, lithium batteries, and ISM™ Technology. To this day, the Battery Tender® battery charger is the US leader in sales and technology and is sold all over the world. Our new products, while retaining our heritage, use new technology to deliver the same high quality care to batteries.

With battery technology changing at a very rapid pace and the increasing pressure by end users to develop more power and capacity from a smaller package, charging methods have also changed. For the past 51 years, DelTran has worked closely with all major battery manufacturers in the world and has developed the most advanced battery chargers available. All DelTran chargers operate with ISM™(Infinite Sequential Monitoring), deciphering millions of messages of feedback from the battery and automatically applying the proper, safe charge sequence every time.

Each and every DelTran Battery Tender® sold is designed and developed in the USA. Proprietary design, software development, testing, and selection of the highest quality of components are what separate us from our competitors. Our strategic initiatives have continued to focus on innovation and customer satisfaction. "Because if you can't start it, you can't use it."® For more information on all DelTran Battery Tender® chargers, batteries, and technology go to [batterytender.com](http://batterytender.com)



**BFGoodrich**  
Tires



### BFGOODRICH TIRES

BFGoodrich Tires is the presenting sponsor of the series, using the g-Force slick as the spec tire for all competitors. The purpose-built race tire is designed, engineered, and made in America for drivers who take winning seriously, helping racers turn their fastest laps by inspiring confidence through predictable grip. Using motorsports as a proving ground for more than 40 years, BFGoodrich is involved in many types of racing, including road racing, autocrossing, desert, dirt closed course, rally and extreme rock crawling. BFGoodrich Tires combines technological expertise with vast motorsports experience, delivering a high-performance tire for every type of vehicle.

### MAZDA

Mazda North American Operations is headquartered in Irvine, Calif., and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States and Mexico through nearly 700 dealers. Operations in Mexico are managed by Mazda Motor de Mexico in Mexico City. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at [www.mazdausamedia.com](http://www.mazdausamedia.com)

### MAZDA MOTORSPORTS

Mazda Motorsports boasts the most comprehensive auto racing development ladder system of any auto manufacturer in the world. The Mazda Road to 24 program offers a number of scholarships to advance drivers up the sports car racing ladder which culminates in the Mazda Prototype team that races in the top level of IMSA sports car racing in North America. The Mazda Road to Indy is a similar system in open-wheel racing, which includes USF2000, Pro Mazda and Indy Lights racing categories with Mazda power. The new Global MX-5 Cup car makes its debut in 2016, with affordable, turnkey race cars available direct from Mazda. In the grassroots categories, more Mazdas road race on any given weekend in North America than any other manufacturer.

## THE PARTNERS



### PAGID

Here at PAGID RACING, we believe that the key to our success is the strong partnerships that we have built and maintained over the decades with manufacturers and race teams, from club sport level to professional factory teams. As a division of TMD Performance, we are building on a combined 100+ years of experience in racing alongside brands such as Textar and Mintex, and have shown unprecedented success on the track dating back to an overall win at Le Mans in 1953 to 2015 IMSA with up to 80% of the field choosing to use PAGID Racing brake pads. Based on a foundation of trackside development and extensive research and development, PAGID Racing is continuously working to improve their friction formulations.

### SCCA

Sanctioned and operated by SCCA Pro Racing, the Battery Tender MX-5 Cup Series features twelve races at prestigious road racing events across North America. For nearly 70 years, the Sports Car Club of America has been serving the needs of grassroots motorsports enthusiasts, and for more than half that time, Mazda drivers have played a key role in its activities. The 60,000-member organization sanctions more than 2000 events each year through its 115 regions.

### VP RACING FUELS

VP Racing Fuels is best known as the World Leader in Race Fuel Technology™, fueling champions in virtually every form of motorsport on land, sea and air since 1975. In addition to SECA, VP is the Official Racing Fuel of the WeatherTech SportsCar Championship, World of Outlaws Sprint Cars and Late Models, AMA Supercross, Formula Drift, NMRA, NMCA, Pirelli World Challenge, PDRA and Rally America, among more than 60 VP-sponsored series and sanctioning bodies.



MAZDA RACEWAY LAGUNA SECA RACE 2 PODIUM, APRIL 2016  
LEFT TO RIGHT: JOHN DEAN II, ROBBY FOLEY, DEAN COPELAND

## BIRTH OF THE 2016 MX-5 CUP CAR

“The 2016 Global Mazda MX-5 Cup car is a key priority for Mazda,” said John Doonan, director of Mazda Motorsports, Mazda North American Operations.

“Our corporate headquarters in Japan gave our North American motorsports team the honor of developing the next generation MX-5 Miata, the most road raced car in the world, as well as the best-selling two-seat roadster in the world, into the 2016 Global Mazda MX-5 Cup car.”

Mazda North America Operations offers the most comprehensive motorsport ladder program in the world.

“We’ve been able to leverage our experience while continuing to surround ourselves with the right people,” continues Doonan. “We have been very fortunate for all the interest shown in this program, and the large number of purchasers of the new car. With contributions from our development and build partner Long Road Racing, plus industry leading racing component manufacturers, and support from our North American

and Japanese offices, we have been able to deliver a product that we believe is the best value in sports car racing.”

Throughout 2015, Mazda Motorsports has chronicled the development of the race car. The development story began with selecting the right team - Long Road Racing.

Glenn Long, owner and team principal for Long Road Racing, provides insight into the development process for the 2016 MX-5 race car, “Long Road Racing is honored to develop the Global Mazda MX-5 Cup spec and race cars. Located in Statesville, North Carolina, we were able to take advantage of the specialized auto racing and technological resources in the Charlotte area, expanding our talented team. Once we received three pre-production MX-5s, we began the computer simulations and on-track testing. A focus of both ours and Mazda’s has been to build race cars with quality, durability and reliability as the key pillars.



“We’re proud to have built the MX-5 that has been so well received at SEMA in Las Vegas, the LA, Tokyo and Chicago auto shows, MSX, and now our customers as they take delivery of the race cars.

“This car is already a world traveler and I expect racers all over the planet to embrace the MX-5 with its lightweight and ultra-nimble handling characteristics. If the reaction thus far is any indication, Mazda has a real winner on its hands.”

With more than 40 MX-5 Cup cars currently being built to compete in the 2016 North American MX-5 Cup and many more being built for grassroots racing, track day participation, and countries such as Canada, Germany, Australia and Japan, the vision for Global participation is unfolding before our eyes.

Top: Winding Road Racing TFB preps for Mazda Raceway Laguna Seca Race (MRLS), April 2016

Bottom: Dean Copeland, Copeland Motorsports, enjoys the moment after his podium finish Race 2, MRLS, April 2016

## SELECTING THE RIGHT TEST DRIVERS

John Doonan, Director of Motorsports for Mazda North American Operations, explains what went into selecting the test driver to develop the fourth generation MX-5.

“We wanted someone with substantial MX-5 Miata racing experience. A driver that would be responsible for providing feedback to the rest of the development team when testing different performance parts, such as shock packages, brake pads, tires, and more. There is likely nobody on the planet with more races in every platform of the MX-5 than current factory driver of the No. 70 Mazda Prototype, Tom Long. Not only has Tom raced each version of the, but he has coached countless numbers of MX-5 drivers over the years. Tom knows each model year platform and its attributes by heart. In the summer of 2014, Tom went to Japan to test the new 2016 platform, and he became the first person outside of Mazda employees to drive all generations of the MX-5. In and out of the car, Tom is a terrific representative of Mazda’s brand and understands what we are trying to accomplish for our customers.”



“It’s an honor to help Mazda develop the next-generation Global MX-5 Cup car,” said Tom Long. “The MX-5 is one of the most popular, reliable, and incredibly fun-to-drive cars in the world, and it was exciting to develop an existing masterpiece into a race car. Knowing how every previous generation has surpassed expectations, I have ever reason to believe this model will do the same.”



Left: Tom Long pictured center

Above: Tom Long, Mazda Prototype Factory Driver

## WOULD YOU LIKE TO LEARN MORE?

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