

PRESS INFORMATION

Japan Race Promotion Inc. Announces New Race Series Name:
“Japanese Championship Super Formula”

Tokyo, August 5, 2012—Japan Race Promotion Inc. (President: Hiroshi Shirai, Head Office: Chiyoda-ku, Tokyo, Japan) announced today that the “Japanese Championship Formula NIPPON” series will be officially renamed “Japanese Championship Super Formula” (official abbreviation: SF) starting January 1, 2013.

Organized by Japan Race Promotion Inc. (JRP) and fully sanctioned by the Japan Automobile Federation (JAF), the Japanese Championship Formula NIPPON series has been Japan’s top formula racing category ever since it was first launched in 1996. Following an illustrious 17-year history and to signal the taking of another step forward, the public at large was invited to submit proposals for a new race series name. The new “Japanese Championship Super Formula” series name has been chosen from these proposals following an in-house selection process.

This new naming illustrates the desire to establish the series on an equal footing with the FIA Formula One World Championship and the IZOD IndyCar Series as the undisputed, standard-bearer top formula racing in Asia under the motto “Moving ahead from tradition, setting a giant step forward into the future.”

The official logo mark will be announced at this year’s seventh and last round of the Japanese Championship Formula NIPPON series scheduled in Suzuka Circuit on November 11 and 12. This will be followed by an award ceremony to honor the winner of the series naming selection process during the JAF Grand Prix SUPER GT and Formula NIPPON FUJI SPRINT CUP 2012 scheduled in Fuji Speedway on November 16, 17 and 18.

For any further information kindly forward your inquiries to:
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