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**Atlanta Motorsports Park Off to a Roaring Start with Successful Event Sponsors and Partners Coming on Board, Including SPEED Channel's Bob Varsha**

DAWSONVILLE, GA – With nearly 150 people in attendance at Lamborghini of Atlanta, including the MAV TV which is doing a documentary on the building of the AMP project, the first event for Atlanta Motorsports Park (AMP) on Thursday, January 22, was a roaring success. Add to that the big names in sports and racing who are joining the AMP sponsorship/partnership team and the 152-acre driving country club is destined for success.

“January has been an awesome month for us,” said Jeremy Porter, founder of AMP. “The SPEED Channel's Bob Varsha has signed on as a sponsor and we've lined up a partnership with Driving Impressions and TeamDI. It's all coming together.”

Bob Varsha, *SPEED* Channel on-air personality and lead commentator for Formula 1 practice, qualifying, race day, and debrief, will be the “voice” of AMP as well as AMP spokesperson for special occasions. He is a founding member of AMP and joins the ranks of other high-profile members, including Chipper Jones and David Murry.

Driving Impressions will be AMP's sole racing apparel retailer.

“AMP not brings only brings a new level of enthusiasm to the motorsport industry, but also has chosen one of the best locations in the country,” says Robert Zecca, President of Driving Impressions. “We are excited to expand our physical presence into such a strong market that Atlanta has to offer. AMP is providing a high-class facility and services that are unmatched.”

The January 22 event was held at Motorcars of Georgia / The Bimmer Store and served as an introduction for the public to the details of the facility, which will be built in Dawsonville. It will be a 152-acre country-club where members can drive their motorcycles, high-performance automobiles and karts on specially designed driving courses. The current site plan also calls for a members-only lounge, a 10,000-square-foot clubhouse with lockers and shower facilities and a pool, hiking trails and tennis courts.

For information, contact [www.AtlantaMotorsportsPark.net](http://www.AtlantaMotorsportsPark.net) or 678-513-3278.