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The 2010 Palm Beach Rookie Challenge Progress Strongly

The momentum continues to grow for Rookie Challenge.

Palm Beach, Fla (February 6th 2010) Palm Beach Racing (Team PBIR) wraps up another busy week this week with the cars now in full preparation for the challenge while sponsor and driver interest is continuing to mount for the 2010 Challenge.

With the interest gaining daily on the concept of the challenge, the focus for Team PBIR is now also strongly set on making sure all drivers are given an equal chance and the playing field for all drivers is equal. With that in mind the attention for the team is firmly centered on making sure all four of the BMW Single Seater racecars are prepared equally. From the teams workshop base in Speedway Indiana the cars are now under going full rebuilds including a complete gearbox over haul leaving no part unturned. "The aim is create four cars that are identical so each entrant gets equal machinery for their two 75 – mile runs in the challenge" commented co team owner Kane Williams yesterday in Indianapolis. "We very much want to make sure everyone gets the same chance in claiming one of the two great prizes".

The cars have all been transported this week, up from the teams West Palm Beach shop to have this rebuild take place before they will return to West Palm Beach in a few weeks time for the engine dyno work which John Brown of NCSRA fame and a local from the West Palm Beach area will over see. This part of the process is to once again ensure the cars are as close as possible to all been equal.

The drivers in the 2010 challenge will also be judged in a one of a kind fitness section of the challenge run by leading and well known Indianapolis based trainer Jim Leo of Pit Fit and a Media section of the challenge will also look at the drivers skills outside of the car and that will have a panel of judges including the television pilot shows host Jack Arute and leading Motorsport Television Producer David Turner.

Team PBIR in the 2010 Challenge offers entrants the chance to participate for a cost of just \$7,500 per entry. This includes a compulsory accident insurance limiting the competitor's liability across the challenge. The 2010 Rookie Challenge represents an extremely rare chance to be behind the wheel of a modern racecar over 150 actual track miles, and becoming part of a pilot television show covering the challenge and two great drive prize options.

The Palm Beach Rookie Challenge offers these two drive outcomes for the 2010 entrants. One for the younger age group of 15 – 18 years of age and one for the 18 and over. The younger driver will be presented with the chance to become a member of the team under a ladder scheme ranging from Formula Ford to Mazda and more over multiple years, while the second driver will become part of the Team's Firestone Indy Lights program for 2010.

The Team PBIR Challenge will be based at the Palm Beach International Raceway with Team PBIR's outstanding Formula BMW single seater racecars and will be held over a full week starting on March 16th 2010. Drivers will have multiple runs in the cars clocking over 150 miles in total from two 75 mile runs around the 2-mile long road course to find two up and coming stars for the world of Motorsports.

The high demand for entries for the 2010 Challenge is growing and they will be limited to the first 30 entries received. So now is the chance to become the first Palm Beach Rookie Challenge winners in 2010.

For more information, and entry inquires please call Kane Williams at Team PBIR on 561 797 3999. Check the Team PBIR website for more driver and entry information.

www.palmbeachindyracing.com