

TEQUILA PATRÓN PREPARES FOR 2011 AMERICAN LE MANS SERIES

Ultra-Premium spirit brand unveils new livery on ESM Ferrari F458s

Tequila Patrón proudly returns again to American Le Mans Series racing this year as the Presenting Sponsor of the nine-race 2011 season, and the lead sponsor of the Extreme Speed Motorsports team, owned by veteran driver Scott Sharp.

The first competition of the 2011 season takes place Saturday, March 19 with the 59th running of the Mobil 1 Twelve Hours of Sebring presented by Fresh from Florida.

“Last season proved why we so enthusiastically chose to become the Presenting Sponsor of the American Le Mans Series – it was a year marked by enormously competitive, energetic world-class racing that truly captured what our high-quality luxury spirits are all about,” said Patrón Spirits Chief Marketing Officer Matt Carroll. “We’re looking forward to another terrific year of American Le Mans Series racing.”

The Patrón colors will be unmistakable on the track this season, as the Tequila Patrón-sponsored Extreme Speed Motorsports team will sport a brand new, eye-catching and bright livery on its two new Ferrari F458 GTs. The sleek black Ferraris are splashed with Patrón’s distinctive green colors and bee design. The 01 car will again be driven by team owner Scott Sharp, along with Johannes van Overbeek. Behind the wheel of the 02 Ferrari is the duo of Ed Brown and Guy Cosmo. For the season’s two endurance races, at Sebring and Road Atlanta, the team has again enlisted the talents of Dominik Farnbacher in the 01 car, and new team member Rob Bell in the 02 Ferrari.

Tequila Patrón is also the title sponsor of the April 16 Tequila Patrón American Le Mans Series at Long Beach race, and the American Le Mans Series Monterey competition on September 17.

“This continues to be a partnership that is – to borrow a phrase – ‘simply perfect.’ There are so many synergies between the American Le Mans Series and Tequila Patrón that it is difficult to list them all,” said Scott

Atherton, President and CEO of the American Le Mans Series presented by Tequila Patrón. “We enjoy consumer bases that are passionate and upscale, and both represent the premium brand of our respective platforms. We are grateful for the continued and increased investment of Tequila Patrón in our Series. This relationship has grown every year and we believe that our best days – and biggest benefits for all involved - are still to come.”

At several races this season, Patrón will also work with local race organizers to bring “Club Patrón” to the track, for age 21-and-older fans to enjoy signature Patrón tequila, Ultimat vodka, and Pyrat rum cocktails while taking in the weekend fun.

“Club Patrón was designed with race fans in mind. It’s a relaxed, open-

air lounge located right in the center of the action at the track,” added Carroll. “As the presenting sponsor and official spirit of the American Le Mans Series, this fully-contained mobile entertainment venue provides an ideal opportunity and location for people to come sample and enjoy our high-quality ultra-premium spirits.”

Simply Perfect in every way, Patrón tequila is an ultra-premium luxury white spirit that’s deli-

cious on the rocks, and mixes flawlessly into most any cocktail. From the highest-quality Weber Blue agave plants grown in the highlands of Jalisco, Mexico, to the centuries-old distillation process, to the signed, handcrafted glass bottles, Patrón is produced with unparalleled attention to detail. Imported and marketed by The Patrón Spirits Company, brands in the portfolio consist of Gran Patrón Burdeos, Gran Patrón Platinum, Patrón Silver, Patrón Reposado, Patrón Añejo, Patrón XO Cafe (coffee liqueur), and Patrón Citrónge (extra fine orange liqueur), as well as Pyrat XO Reserve, and Pyrat Cask 1623 Caribbean rums, and Ultimat ultra-premium vodka. For more information, please visit patronspirits.com.



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