

Honda Racing Line **Grassroots Motorsports**

Launched in 2009, the *Honda Racing Line* is a program targeted at licensed grassroots motorsports participants competing in sanctioned amateur and entry-level professional racing in the USA and Canada.

The *Honda Racing Line* was formed to provide its members with a direct connection to Honda Performance Development and its unparalleled record of success at the highest levels of motorsport.

Today, the *Honda Racing Line* provides a wide range of goods and services highlighting Honda's exciting and fun automotive products. This includes, but is not limited to, racers participating in:

- QMA and USAC Quarter Midgets
- SKUSA and WKA Karting
- U.S. Formula 4
- Pro Formula F Championships
- Formula Atlantic
- NASA Honda Challenge
- SCCA Club Racing
- Pro Touring Car Championships
- SCCA Pro Solo and Solo II
- Track Days
- Spec Racer Atom
- Drifting

Whether our customers love to race their own Hondas in sanctioned motorsports events, or cheer their favorite cars and drivers to victory, American Honda's motorsports initiatives seek to bring the excitement of Honda Racing closer to consumers. As programs such as the *Honda Racing Line* grow in popularity, our customers will have enhanced access to dependable Honda Racing performance products. Through application of HPD's advanced technologies, Honda and Acura engines will continue to power racers and teams into Winner's Circles and the hearts of Honda Racing fans.

At Honda, racing offers much more than an opportunity to highlight the quality of our products or our on-track accomplishments. We hope that in 2017, the sport of racing will be more fun for our customers **because** of Honda products.