

GoRacingTV.com boosts coverage

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GoRacingTV.com is boosting its content with coverage of arguably, in terms of number of competitors, one of the most popular motorsports in the world while unveiling a new look to the Web site that will give viewers more opportunities to interact and share their videos from the racing world.

GoRacingTV.com is a bi-weekly, web-based video show that began airing episodes in February. Originally targeting the club racing enthusiast, the show is now adding the sport of autocross to its programming lineup. The segments will be hosted by veteran auto crossers Mike "Junior" Johnson and Pat Griffith.

"This is a great opportunity to highlight this challenging sport," Johnson said. "Autocross events are held throughout the country nearly every weekend, and we want to showcase those competitors from the people who are out to win championships to those that come out just for the fun of it. We also review some of the products that these racers use to hone their own skills or give their cars that competitive edge."

In addition to the autocross content, the new look of the site includes a news feed to the main page to keep enthusiasts up to date with the latest news and events from around the country. There is also now a "Videos" section where racers can upload and share their own racing videos, and there will be a track information section that gives links to North America's road courses. Visitors can also go to the "Product Reviews" and "Interviews" section to find individual topics from past show episodes.

Henry "Chip" VanVurst and Errol Tucker, executive producers and co-hosts of GoRacingTV.com, say that their bi-weekly show provides racing industry businesses a cost effective and unique opportunity to market their products directly to the racing consumer. "Because club racing and autocross are so very heavily web-based, both in terms of exchange of information among enthusiasts, and the purchase of products, our show offers businesses a fast and economically viable way to reach their target customer, the racing enthusiast," Tucker said.

Both Johnson and Griffith have been auto crossing for more than 10 years. Johnson, who recently started club racing, won the SCCA's Overall Pro Solo Championship in 2007 and has won a total of seven Solo and Pro Solo class championships. Johnson is also co-owner of the Evolution Performance Driving School. In addition to autocross, Griffith participates in high performance driving events where he instructs with SCCA and NASA, and he also road raced for a few years in Improved Touring.

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