



State of New Mexico

Office of the Governor

Bill Richardson

Governor

For immediate release
8/5/03

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Governor Richardson Announces Auto Racing Initiatives **Wants New Mexico to become “Destination State”** **for Professional Auto Racing**

Santa Fe: Governor Bill Richardson announced today several steps he has taken to help make New Mexico a destination State for professional auto racing:

“New Mexico has produced some of the world’s greatest auto racing drivers, with members of the Unser family winning an astounding nine times at the Indy 500 alone and winning the Pike’s Peak competition so many times that it has become known as ‘Unser Mountain.’ It is time for New Mexico to become a destination State for the staging of this increasingly popular sport,” Governor Richardson said.

Among the steps Governor Richardson has initiated so far are:

1. The New Mexico Salsa 100 race. In coordination with the Sandia Motor Speedway on the West Side of Albuquerque, New Mexico’s first modern paved motorsports complex, and the interstate United States Late Model Association, a Governor’s Cup trophy will be presented to the winner of the New Mexico Salsa 100 late model stock car race at the Speedway. The first Salsa 100 will take place on Saturday, October 18, 2003, and will be televised to a national cable audience at a subsequent date. The winner will receive the permanent Governor’s Cup trophy and a \$5000 check for first place. Also on the program will be the nationally-sanctioned ARCA (American Race Car Association) East-West Shootout for race trucks. This debut race program will bring large numbers of drivers and fans from other States, and will benefit not only New Mexico’s racing fans, but the New Mexico tourist industry and economy as a whole.
2. The New Mexico Race Driver Championships. Beginning with the 2004 racing season, the Governor will recognize The New Mexico Governor’s Racing Champions, who will earn their State racing championships in season-long competitions in various racing divisions on New Mexico’s asphalt and dirt race tracks. An advisory board to administer the championship program is being formed from members of the State’s auto racing community by 2004 chairman Charles Daniels of Sandia Motor Speedway. These championships will encourage growth of the racing industry in New Mexico, will recognize the local stars of the sport, and will help provide a basis for development of the successors to the New Mexico racing stars on the national stage.



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3. Gross Receipts Tax Reform. To assist in the growth of this New Mexico program and the beneficial impact on our State's economy that will result, the Governor will seek legislation to exempt professional motorsports events from gross receipts taxation.