

## **AIM Autosport returns to Grand-Am competition at Homestead Debut race for new partner, Pacific Mobile™**

Woodbridge, Ontario (2010.03.01) This weekend at Homestead-Miami Speedway, AIM Autosport will launch its 2010 racing season in the No. 61 Ford Riley at the Grand Prix of Miami with drivers Burt Frisselle and Mark Wilkins. This will also be the first of a two race primary sponsorship by Pacific Mobile™, a division of Canadian based company Pacific Group™ Inc. Pacific Mobile™ specializes in Bluetooth accessories for mobile devices.

The No 61 Ford Riley will roll off the trailer at Homestead sporting a brand new livery designed by Pacific Group's brand strategy and industrial design division, Pacific Creative Group. The intricate design is quite unique and unlike anything you would expect on a racecar. AIM and Pacific Mobile™ enlisted the assistance of Beyond Digital Imaging, experts in vinyl wrap systems, to take the new livery from concept to completion.

Shawn Thompson, CEO of Pacific Group™ Companies, parent to Pacific Mobile™ recently stated "Pacific Mobile™ is pleased and excited to have partnered with AIM Autosport on their Daytona Prototype program; AIM is a respected top contender renowned for their attention to detail in preparing these sleek, prototype race cars. These are values and business practices that align nicely with the Pacific Mobile™ brand".

"We are happy to have Pacific Mobile™ as part of our Grand-Am Rolex Sports Car Series program to start the season", commented team principal Willis. "We are working closely with them on a B2B program that adds value to both our companies and we hope this will translate into more opportunities to carry the Pacific Mobile™ logo and livery through the rest of the season."

The B2B initiative is part of Pacific's business model to develop "Win-Win" partnerships with select retailers. Professional motorsports provides access to business leaders in distribution and industry channels that are a fit with Pacific Mobile's goals and AIM will utilize its racing program to reach those prospects and develop mutually beneficial relationships.

AIM took the car to Carolina Motorsport Park (CMP) last week for some shakedown testing. They had the advantage of Burt and Mark both racing on the new 2010 Pirelli tire during the Rolex 24 at Daytona and being able to provide additional feedback. The test was deemed a success and drivers, crew and team principals are all looking forward to getting to Homestead for the race this weekend.

The Pacific Mobile™ No. 61 Ford Riley is currently in Fort Pierce, Florida being prepared for this coming weekend's race, the Grand Prix of Miami at Homestead-Miami Speedway on March 6th. The race will be broadcast live on SPEED TV starting 5:00 p.m. ET. The race will also be aired live on the Motor Racing Network (MRN) and streamed live online. For more info visit [www.motorracingnetwork.com](http://www.motorracingnetwork.com)

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### About Pacific Mobile™

Pacific Mobile™ is a brand of products designed exclusive to support consumers looking for affordable and user-friendly mobile device accessories. Positioned as tech for the non-techie, Pacific Mobile™ products are ready to capture everything mobile from hands-free legislation to listening to music while staying in touch with your mobile communities. For more information login and join the brand on Twitter, Facebook and YouTube or visit the official Pacific Mobile™ website - [www.gopacificmobile.com](http://www.gopacificmobile.com)

### AIM Autosport Facts:

Established in 1995, AIM Autosport's mandate is to identify, train and manage emerging motorsport talent. AIM has provided many young drivers with a solid foundation on which to build a career in professional racing. The success of the AIM driver development programs has been achieved through the dedication of our employees and the ongoing support of our commercial and technical partners. Away from the track, AIM Autosport serves the needs of the racing community with a purpose-built preparation shop situated in the Toronto suburb of Woodbridge, Ontario. AIM fields the No. 61 Ford Riley with drivers Mark Wilkins and Burt Frisselle in the Grand-Am Rolex Sports Car Series. The team also competes in the Star Mazda Championship presented by Goodyear and the Cooper Tires presents the USF2000 Series powered by Mazda. Both series are an integral part of the new Road to Indy driver development series. AIM won the 2008 Star Mazda Championship with driver John Edwards.

### related web sites:

[www.aimautosport.com](http://www.aimautosport.com)

[www.gopacificmobile.com](http://www.gopacificmobile.com)

[www.bdimaging.com](http://www.bdimaging.com)

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