

Press Release

Announcing the Rally X, Gumball STI Racing goes Gravel

Toronto, January 28th, 2009 – Gumball STI Racing has expanded the team and added a new gravel rally Subaru racing car. The Gumball Rally X has been acquired and is being rally prepped as an open class weapon and the team is planning an all out assault on select National gravel rally events for 2009.

The Gumball STI Subaru race car is getting a sister, the Gumball Rally X. What the original Gumball STI is to tarmac rallying, the Rally X car will be to gravel rallying. This purchase allows Gumball STI Racing, a crowd favourite at the past two Targa Newfoundland events, to move into the gravel rally circuit. In 2009 the team will compete in select Canadian and US National level events hoping to achieve the same level of success as they have enjoyed on the tarmac.

The Rally X Subaru is being built from the ground up to be one of the top cars on the North American rally racing circuit. The builders have a solid pedigree, having built Subaru's for the X-Games rally competition and also used by the overall 2008 winner of the Rally America PGT Class. Equipped with this exciting, extreme, x country (i.e. triple X) racing machine, the Gumball STI team has their hands full learning, how to move from tarmac and master the art of gravel. The season begins for the team at the Black Bear Rally in Dorset in June.

This is an expansion year, and the team will be broadening the company's existing sponsorship portfolio, adding support from a tire sponsor, a manufacturer, and race shop as part of the team. "Our sponsors and their brand messaging is a key focus for the team and one of the main drivers for expansion" says Richard Burton, driver of the Gumball STI and Rally X. "Running two cars in multiple events will provide more value for our sponsors including a wider audience base along with more events to increase exposure to their brand."

The Gumball STI will also be active during 2009 as the team looks to continue building on its success in tarmac rallying. The well known, heart pounding Gumball STI beast (460 Hp and growing) is being overhauled with a freshly tuned engine, and upgraded drive train components which should produce quicker acceleration and increased reliability. The team plans on running the Gumball STI in one major multi-day tarmac event and a couple of smaller one-day events. Right now efforts are being made to secure the support needed to run the 2009 Gumball Rally, held in the USA.

During the 2008 season the Gumball STI team met and overcame many challenges. Through teamwork, improved rally experience, sheer determination, and key sponsor support, the team reached the Open Class podium at the 5 day - 2,200 km, Targa Newfoundland International Rally, with a 3rd place finish.

About Gumball STI Racing - Gumball STI Racing was founded in 2007. A full team, support crew, and sponsor support allows the team to be a competitive force in open class racing. The Gumball STI team has been racing for two years competing in multi-day international rally events.

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Or visit our website at www.gumballsti.com or follow our blog at <http://gumballsti.blogspot.com>