

ASA BECOMES FIRST TO OFFER INSURANCE PROTECTION ON-AND-OFF THE RACETRACK

DAYTONA BEACH, Fla. (December 13, 2007) – “The USA quite rightly leads the world in many, many fields, but sadly highway safety is certainly not one of them,” said Eddie Wren, executive director of Drive and Stay Alive, Inc. on their web site. And with a reported 6,328,000 highway accidents*, Wren can easily backup his claim.

Certainly, some of these accidents must have involved a racer or team heading to or from the racetrack. And while every sanctioning body can claim some level of insurance protecting these competitors during an event, only the American Speed Association now offers protection while traveling to and from an ASA-sanctioned competition.

“The ASA insurance policy has always been head-and-shoulders above anything else available in short track racing and I am very excited that we can take another innovative step forward in protecting our members by covering them on-and-off the racetrack,” said Dennis Huth, president of Racing Speed Associates which owns the American Speed Association. “They can take comfort in knowing they now have an additional level of protection from the time they leave their home right up to the time they pull back into the driveway, if they follow the basic tenets. The ASA is the only sanction to offer this unprecedented level of coverage and this is just another example of our continually working to improve the state of short track racing across the United States.”

ASA members in good standing will be eligible for a \$500,000 Excess Medical Benefit as well as a \$20,000 Accidental Death and Dismemberment Benefit. Coverage for the member begins while traveling to a location promoting an ASA-sanctioned event and continues until arrival home again, assuming the basic guidelines are followed and no exclusions, such as drinking and driving, are violated. Complete detailson the program, including all the listed exclusions, can be found online at <http://www.asa-racing.com/story.asp?StoryID=7552>.

“We are really proud to be associated with the American Speed Association and bring such a unique program to the membership,” said Don DeWitt, executive vice-president of WSIB Motorsports Insurance. “I have been able to work with Dennis and really see how he thinks outside of the box when it comes to taking care of the ASA membership. This new insurance policy to protect members on-and-off the racetrack is another example of leading the industry and setting new standards. We are extremely fortunate to have our partner carrier, Federal Insurance Company a member company of Chubb Group of Insurance Companies, work with us so closely to arrange this unique motorsports program”

ASA members can rest assured that their coverage on the racetrack won't be diminished by the announcement either. The ASA insurance program, always noted for its excellence, affords track operators the ability to purchase general and excess liability, automobile, an expanded ASA-exclusive \$500,000 participant accident medical, workers compensation and health insurance.

The ASA insurance is available to those involved in the ASA Member Track, Regional and National Racing programs.

The ASA Member Track program is comprised of 27 short tracks around the United States, as well as a variety of regional and national touring series. For more information, call (386) 258-2221 or send an e-mail to info@asa-racing.com. For news and information from all the racetracks and tours involved in the ASA, visit www.ASA-Racing.com.

**Accidents reported in 2004, according to US Department of Transportation, Research and Innovative Technology Administration statistics.*

###

For more information, contact:
American Speed Association
(386) 258-2221
info@asa-racing.com