



FOR IMMEDIATE RELEASE

**BRIDGESTONE INCREASES PARTNERSHIP WITH CENTRIX FINANCIAL  
GRAND PRIX OF DENVER PRESENTED BY PACIFICARE**

DENVER—April 13, 2005—The CENTRIX Financial Grand Prix of Denver Presented by PacifiCare announced today that the Bridgestone brand increased its sponsorship support for this year's Urban Festival events as part of race-week activities. The tire company has signed on as the presenting sponsor of the Rocky Mountain Concours and Champ Car Street Party that will be held during the afternoon and evening of Thursday, August 11 at Larimer Square. Both festival events are free to the public.

"This year's Grand Prix of Denver is really a celebration of the automobile and Denver. The Rocky Mountain Concours offers an historical appreciation for vintage cars, and the Champ Car Street Party highlights one of Denver's best in musical talent. Thanks to Bridgestone, this year's Urban Festival offers more entertainment for all ages," said Jim Freudenberg, Grand Prix of Denver's general manager.

The Rocky Mountain Concours Presented by Bridgestone starts at 3 p.m. when more than 75 classic cars will line the historic square in an elegant display of American automotive history. Beginning at 5 p.m. judges will award honors for Best of Show, People's Choice and several Best in Class awards. The display will include significant collector vehicles from the last century that are predominantly local based.

The Bridgestone Champ Car Street Party begins at 7 p.m. with a free concert by Donavon Frankenreiter. The concert is free to the public and will be two hours long. In addition to the concert there will be a Champ Car showcar on display, the Johnsonville Brats World's Largest Grill, food and drink vendor booths, and drivers signing autographs.

"Combining the excitement of Champ Cars with the pageantry and heritage of the Rocky Mountain Concours is a perfect match, and Bridgestone is pleased to play a role in putting it all together in Denver," said Al Speyer, executive director of

motorsports, Bridgestone Firestone North American Tire, LLC. "This one-of-a-kind event will allow for car fans of all types to come together in a day-long celebration, first to honor glorious vehicles from the past at the Rocky Mountain Concours presented by Bridgestone, and then the lean, mean speedy machines of the present at Bridgestone Champ Car Street Party. This sponsorship continues Bridgestone's extremely active involvement in the Grand Prix of Denver since the event began here four years ago."

Besides being Presenting Sponsor and Official Tire of Bridgestone Presents The Champ Car World Series Powered by Ford, Bridgestone has been Official Tire for the Grand Prix of Denver since the first race in 2002. Bridgestone has sponsored many exciting activities surrounding the event, including the Blizzak Chill Zone inside Pepsi Center and last year's Bridgestone Champ Car Night street party. This year, the tire maker will conduct a promotion at area Bridgestone retailers giving two free Grand Prix of Denver two-day reserved grandstand tickets to purchasers of a specific set of Bridgestone tires.

### **About CENTRIX Financial, LLC**

CENTRIX Financial, founded in 1990, is a financial services firm that offers innovative auto finance lending products through its nationwide network of auto dealers and financial institutions. CENTRIX has underwritten 200,000 loans totaling nearly \$3 billion since 1998.

Since 2003, CENTRIX Financial has served as title sponsor for the CENTRIX Financial Grand Prix of Denver, and in 2004 the company acquired the race becoming responsible for promoting and managing the annual event. The CENTRIX Financial Grand Prix of Denver is a three-day urban festival that brings the stars and cars of the Champ Car World Series – the world-class open-wheel racing series – to the streets of downtown Denver. For more information on CENTRIX Financial, visit [www.centrixfinancial.com](http://www.centrixfinancial.com).

In addition to auto racing the festival includes concerts, Action Sports competitions and demonstrations, the Johnsonville Family Picnic Area and Lifestyle Expo areas inside the race circuit. Over the weekend, the Grand Prix will reach out into the city's neighborhoods and nightlife and celebrate the best of Denver's food, drink, arts and entertainment. From events at the region's best restaurants, to parties that take over city blocks, to the culminating Champ Car race – the Grand Prix offers something for every interest and taste. Tickets for this year's event are currently on sale and more information can be found at [www.gpdenver.com](http://www.gpdenver.com).

In addition, CENTRIX is the Official Auto Finance Company of NASCAR, sponsor of car No. 36 in the NASCAR Nextel Cup series, and a sponsor of the Baja 1000 and the Race of Champions. More information on CENTRIX Financial is available at [www.centrixfinancial.com](http://www.centrixfinancial.com).

**About Bridgestone Firestone North American Tire, LLC (BFNT)**

Bridgestone Firestone North American Tire, LLC (BFNT), is a subsidiary of Bridgestone Americas Holding, Inc., whose parent company, Bridgestone Corporation, is the world's largest tire and rubber company. BFNT develops, manufactures and markets Bridgestone, Firestone, Dayton and private and associate brand tires. The company is focused on wholesale and original equipment markets, supplying passenger, light truck, commercial vehicle, off-road, agricultural and other tires to its customers in North America. For more information on Bridgestone tires, go to [www.bridgestonetire.com](http://www.bridgestonetire.com).

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