Walt Disney World News

Petty Holdings Adds Exotic Driving Experience

The Exotics Course at Walt Disney World Speedway is new home to “supercars” -

LAKE BUENA VISTA, Fla. – Combine some of the world’s finest automobiles with a track specifically designed for drivers to safely experience their awe-inspiring acceleration, speed and handling and you have “Exotic Driving Experience,” the latest offering from Petty Holdings.

Best known as owner and operator of Richard Petty Driving Experience, the worldwide leader in the stock car ride and drive business, Petty Holdings has applied its expertise in delivering safe, accessible, exciting automotive entertainment to develop an experience allowing anyone with a driver’s license the opportunity to get behind the wheel of a “supercar” – a rarified class of automobile.

Exotic Driving Experience, which officially opened Jan. 16, 2012, currently features supercars by Ferrari, Lamborghini, Audi and Porsche. Future plans include the addition of other exotic models, as well.

“This exotics business is the most significant new offering from our company since the creation of Richard Petty Driving Experience in 1994? said Brian Flynn, Petty Holdings Chief Executive Officer. “This was a strategic decision intended to expand our customer base by diversifying our experiential offerings.”

Plans call for the recently launched Exotic Driving Experience to operate approximately 150 days annually on *The Exotics Course at Walt Disney World Speedway*, a new track configuration (see below) at the motorsports complex located on the grounds of the world-famous theme park.

Driving Experiences will start at $189 for six laps around the circuit. Thrill Rides with a professional driver at the wheel will be available for $99.

The Exotics Course at Walt Disney World Speedway®

Built in 1994, the one-mile oval at *Walt Disney World Speedway®* has been home to Indy Racing League (IRL), NASCAR Truck series and United States Auto Club (USAC) sanctioned races. Since 2000, it has been operated year-round exclusively by Richard Petty Driving Experience, which has seen more than 250,000 people drive or ride in one of its NASCAR race cars.

Petty Holdings recently completed an interior road course-style section at the track, specifically for Exotic Driving Experience, which features a series of quick, challenging right and left-hand turns, known as “switch backs.” Complete with barriers and rumble strips, this section replaces the frontstretch of the oval when the supercars are on track and, together with the backstretch, comprises another one-mile layout which has been named *The Exotics Course at Walt Disney World Speedway®*.

“We needed a circuit that would allow customers to really get a sense of what these incredible cars are capable of” said Rick Fedrizzi, President and Chief Operating Officer, who designed the new interior section. “Drivers can rapidly accelerate to high speeds on the backstretch of the oval and, when they come into the interior section, feel the incredible braking and handling characteristics of whichever exotic they’ve selected.”

“It is an absolute blast to drive this course in any one of these cars,” Fedrizzi said.

Reservations can be made at exoticdriving.com or by calling 815-822-0149.

About Petty Holdings:

Petty Holdings, LLC owns Richard Petty Driving Experience, the worldwide leader in NASCAR-style stock car drive and ride entertainment, which operated at 25 race tracks in the United States and Canada in 2011. It markets other Petty and Richard Petty branded and licensed ventures including Petty Safe Driving and Richard Petty's Fantasy Racing Camp. It also provides motorsports support services to the commercial and film industries, mobile marketing event services and designs and executes ride and drive events for automobile manufacturers

Headquartered in Concord, NC, Petty Holdings is a portfolio company of BV Investment Partners, a leading middle-market private equity firm, investing in the information and business services, communications, and media sectors.

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