



To: All JS F4, F4 U.S. and FR Americas Teams.

Re: New Jersey Motorsport Park Event
Shelby Club of North America
Media training for all JS F4, F4 U.S. and FR Americas drivers

We will be sharing the track with the Shelby Club of North America at New Jersey Motorsports Park. They will be operating on track both Thursday and Friday mornings. With this, we will begin on track after lunch both days, and have worked with NJMP to extend our run time until 7 p.m. on both Thursday and Friday. Please see the attached schedule for additional information and further details.

Media Training:

Parella Motorsports Holdings (PMH) is bringing in Larry Berger, a media training expert, to hold a training seminar for all FR Americas, F4 U.S. and JS F4 drivers on Friday morning at NJMP. Berger leads the sports video department at USA TODAY Sports, and writes articles for USA TODAY's website and social accounts. Previously, he spent 16 years with NBA Entertainment.

Attendance at the media training seminar is mandatory for all drivers. Additionally, parents and team owners are welcome (and encouraged!) to come and observe. Please bring your preferred method of notetaking to the seminar, as we expect the training to convey a lot of useful information in a short timeframe.

To prepare for the training, please give some thought to the top three or four image-enhancing pillars that make up your personal brand—the things that are most important to you and/or what you want to be known for. Come to the seminar ready to share those ideas, as we begin our discussion and training.

The training session will be held from 10 a.m. to 12 p.m. at the Officers Club, which is located inside the track, not far from the garages. The Officers Club is the hanger-looking building just inside Turn 3. Please plan to arrive by 9:45 a.m., as the seminar will start promptly at 10 a.m.

Live Streaming:

All races from NJMP will air on SpeedTourTV's YouTube channel: [YouTube.com/SpeedTourTV](https://www.youtube.com/SpeedTourTV)

NJMP Event:

New Jersey Motorsports Park is generally one of the hottest venues we visit on our schedule. I expect the temperatures to rival the temperatures we experienced on Saturday at Mid-Ohio. Please prepare yourself leading up to the event and set a plan for hydration going into the weekend, as well as throughout the event.

