



## **MOTORS & MARTINIS Â PRECIS VODKA SPONSORS RACEWORKS FORMULA RACECAR**

*Precis Vodka to sponsor Lockwood Raceworks' Formula Mazda racecar for 2003.*

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ATLANTA, GA Â Grant Lockwood and Lockwood Raceworks have found a new sponsor for their racing team in Precis Vodka. Precis, quickly becoming known as the "it" drink amongst Hollywood celebs due to its exceptional taste and elegant hand-blown, pale blue glass bottle, will support Raceworks Â Formula Mazda car for the duration of 2003. The company will also sponsor unique promotional parties for the racing team at nightclubs and restaurants in Atlanta, Georgia, location of Raceworks Â headquarters.

Â We feel that Precis Vodka Âs one-of-a-kind image and superior quality is a perfect addition to our racing team, Â states Grant Lockwood, co-owner and driver for Raceworks. Â Our racecar gives us an opportunity to showcase Precis not only within the social scene of Atlanta, but throughout the country at every racing venue we visit. Â

Lockwood will be competing at 2003 national races such as the Atlanta Grand Prix, Infineon, Laguna Seca, and the Audi Petit Le Mans as well as at regional races within the southeast. Only 25 years old, Grant Lockwood is a skilled and accomplished driver with 12 years racing experience and a loyal fan base. After a four-year relationship with Honda sponsoring the team Âs street cars in the World Challenge Series, Grant Lockwood and Raceworks have begun pursuing a new format with Mazda Formula Racing. Lockwood currently serves as a commentator at Sebring World Challenge Events. Despite all his expertise, his move into Formula racing bestows upon him the unique title of Ârookie Â and an opportunity to win Rookie of the Year in the Star Mazda series. Since Lockwood is at the beginning of his formula racing career, this partnership with Precis will be able to continue to grow and expand through imaginative marketing and promotion.

One avenue for such growth will be Atlanta Âs nightlife. The racing team plans to hold its first party with Precis Vodka in the Buckhead section of Atlanta. Buckhead inhabits a large amount of young professionals that fit both Precis Vodka Âs and Raceworks Â target audiences. Details of the event will be forthcoming.

### **LOCKWOOD RACEWORKS**

Lockwood Raceworks is a shop and a racing team located in the Atlanta-metro area. The team has been making a mark in the racing world since 1991. After a four-year relationship with Honda sponsoring the team Âs street cars in the World Challenge Series, Grant Lockwood and Lockwood Raceworks have begun pursuing a new format: Mazda Formula Racing. Two races in the Formula Mazda car have proven Grant successful once again; he recently placed 2nd at SARRC (South Atlantic Road Racing Championship) and is consistently 2 to 3 seconds within the series Â top speeds.

The Raceworks racing shop is located at 8410 Waldrip Circle, Gainesville, GA 30506. The digital storefront is [www.lockracewrks.com](http://www.lockracewrks.com).



## PRECIS VODKA

Precis Vodka is a product of Swedish handcrafted techniques and a modern distillation process. It is this modern process that derives the vodka's name; the Precision Distilling procedure, combined with the pure water of Sweden's Lake Boren, result in a vodka so clean no filtration is required.

This unique spirit is packaged in an elegant Swedish hand blown glass bottle designed to portray the hand-crafted nature and high quality of the product. The two-tone glass bottle transitions from a clear glass base to an opaque pale blue. This world class design sets Precis apart from its competitors, while attracting attention at both retail and bar establishments.

The US office is based in California and located at 1104 Adams St, Suite 103, St. Helena, CA 94574. The company can be found online at [www.precisvodka.com](http://www.precisvodka.com).

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