

# SPORTS BOARD

SPORTS, GAMING, HORSERACING

SEPTEMBER 2, 1982



## Tropicana Offers Public Chance To Drive Formula Race Cars

Las Vegas, Nev. — The Tropicana Hotel and Country Club will be offering in conjunction with the Malibu Grand Prix Association, the opportunity for race fans and Las Vegas residents to experience for themselves the thrills and challenges of driving a real (7/10ths scale) formula race car in saluting the Caesars Palace International Formula One race.

The Malibu Grand Prix Association has 33 various locations, 32 of which are located in the U.S. and one in Australia (with others being built in Canada and

Mexico).

A temporary Malibu Grand Prix racetrack will be in operation in the parking lot of the Tropicana Hotel from September 16 to October 3, with cars running from noon to midnight. Drivers must be at least 16 years old and possess a valid driver's license. Temporary racing licenses will be issued at the sign-in area near the track, and lap tickets will be sold at the cage inside the Tropicana casino. The cars do not race in wheel-to-wheel competition, but rather against the clock, with

driver's lap times measured to the nearest hundredth of a second by a computerized timing system. All cars are equipped with safety bars, and drivers are required to wear safety helmets (which will be provided) while on the track.

Malibu Grand Prix racing offers all the hot-blooded excitement of motorsports competition without the danger, bringing 'the fantasy' within reach of tens of thousands of fans who would otherwise never get closer to a racing car than the grandstands.

## DATSUN JOINS FRONTIER 500 FAMILY

Datsun has become a co-sponsor of the inaugural Frontier 500 off-road race from Las Vegas to Reno Oct. 13-18 and has also been named the official vehicle of the 500 and for the remainder of the 1982 Coors Off-Road Series.

In addition to making a significant contribution to the drivers points fund for the Coors Series and becoming involved in several promotional projects for the exciting 500-mile race, including

the giveaway of a new Datsun 4x4 King Cab pickup truck, Datsun has provided the racing organization with four specially-prepared Datsun trucks as well as a station wagon and a Datsun 280ZX sports car.

"The Frontier 500, sanctioned by the High Desert Racing Association, promises to be one of the toughest and most prestigious off-road events in the world," said Robert B. Kent, vice president/marketing

services of Nissan U.S.A., distributor of Nissan and Datsun cars and trucks. "We feel our Datsun trucks share these qualities, making our association a logical one."

Datsun joins the Frontier Hotel in Las Vegas, the Peppermill Inn and Casino in Reno and the Adolph Coors Company of Golden, Colo., as major sponsors of the Frontier 500 which will take off-road race drivers in a variety of single and two-seat buggies, sedans, two-wheel and four-wheel drive trucks, motorcycles and three-wheel all-terrain vehicles over a 530 mile desert route through Nevada.

"Datsun's involvement is bound to significantly improve the stature of the High Desert Racing Association," said HDRA President Walt Lott, the creator and race director for the Frontier 500. "We're hoping for a long and fruitful association."

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