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**HPD Supports Video Series Assisting in Young Driver Development**

- ***Based on Derek Daly Academy X Factor program***
- ***Multi-year partnership continues between Honda Racing/HPD and DDA***
- ***Five-year plan for young drivers and their families***

TORRANCE, Calif. (September 25, 2017) – A five-part video series, aimed at helping young drivers and their families map out a plan toward a career in professional motorsports, is available through the Derek Daly Academy, in partnership with Honda Racing/HPD.

The Derek Daly Academy, founded by former Formula One and IndyCar driver-turned broadcaster Derek Daly, along with Honda Racing/HPD, a North American leader in grassroots racing, created the five-part video series based on the DDA X Factor Program. The X Factor is a five-year driver development plan that combines the driving and outside-support skills needed to guide a motor racing athlete from karting to the highest levels of the sport.

"It is a well-known fact that information is king in any sport or business," Daly said. "When a sport IS the business, it's even more critical. Because our sport is so complex and expensive, Honda, through this video series, chooses to equip families with the type of information that can provide the highest possible return on any investment they might make, whether it be financial, emotional or both. This video series can be the anchor that families need when entering a sport that is still largely unstructured."

The video series walks young, grassroots racers and their families through the DDA X Factor, a five-year development plan that maps out both the sporting – or hard skills – and the marketing – soft skills – necessary to become a successful professional racer.

The entire video series is available now at <https://hondaracinghpd.vids.io>.

The five videos that make up the series utilize eLearning principals to present and support key information in a way that is unique to DDA. The series is intended not only for

drivers, but also for the drivers' support networks – family and other supporters – to put everyone involved on the same path toward the goal of creating a “complete champion”.

“Honda Racing and Honda Performance Development have long been committed to the development of young racing talent, via their financial support of karting and entry-level motorsports activities, such as the fast-growing Formula 4 US Championship and the just-announced Formula 3 series for 2018,” said Jeffrey Barrow, manager, commercial motorsports, for HPD. “Since the conclusion of his successful driving career, Derek has become a recognized authority in the development of young drivers and the tools required for them to be successful. We are extremely pleased to partner with him in this video series, and look forward to adding to our own knowledge base as we continue to develop strategies for the growth and success of young racers.”

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