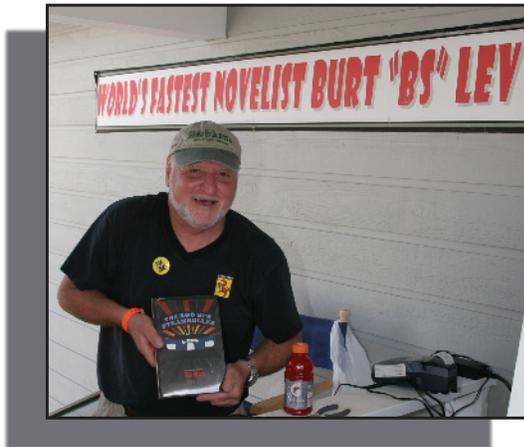


Author Burt Levy Will Raffle Off a Character in Upcoming Novel *Half of proceeds to benefit International Motor Racing Research Center*

In an unprecedented publishing move, author, race-car driver and award-winning motorsports journalist Burt "BS" Levy will raffle off an opportunity to be, or name and co-create, a supporting character in his upcoming novel, "The 200mph Steamroller Pt. II: The Italian Job." This is the sixth and penultimate book in his highly-acclaimed "The Last Open Road" series.

Half of the proceeds will be donated to the International Motor Racing Research Center in Watkins Glen, N.Y.



The new book is the second volume of Levy's highly-fictionalized parody on the Ford Motor Company's attempt to buy Ferrari and subsequent assault on the 24 Hours of Le Mans in 1962-66. It is scheduled to launch at "The Hawk" vintage racing weekend at Road America in Elkhart Lake, Wis., July 16-19, 2015.

"I've always looked for innovative ways to publish and promote my books," said Levy. "After 'The Last Open Road' was rejected by just about every major publisher in New York, my wife Carol and I took out a second mortgage to publish it ourselves in 1994. It sold out two printings, got great reviews and was ultimately picked up by a prominent New York publisher. But, we weren't pleased with the results. So, for the sequel, "Montezuma's Ferrari," I thought, 'why not fund a book project the same way my racing is funded: with sponsorships and advertising?'"

"We wound up raising enough money to not only publish the new book, but to buy back the rights and remaining copies of 'The Last Open Road' from the New York publisher. 'Montezuma's Ferrari' won a Benjamin Franklin 'Book of the Year' award for that 'novel' idea."

"The Last Open Road" is now in its ninth hardcover printing, with over 50,000 copies sold, and has become a cult classic on the motorsports and collector-car scenes. It is also on the recommended reading list at many high schools, colleges, book clubs and libraries.

"Now I have an even crazier idea," added Levy. "And, this time, half the proceeds will go to the very worthy International Motor Racing Research Center."

The raffle winner will get to name and supply physical details and character traits (along with endearing and/or annoying personal habits and real or imagined history) and be involved in deciding where and how that character will be woven into the story.

Raffle tickets are \$5.00 each, five for \$20.00, 15 for \$50.00 and 40 for \$100.00 and are available at <http://www.lastopenroad.com/images/2014/raffleticket.pdf>.

The drawing will take place at midnight on January 24, 2015, during the running of the Rolex 24 At Daytona. There will also be three second prizes (a \$250-value sponsorship in the new book) and 10 third prizes (a free copy of the new book).

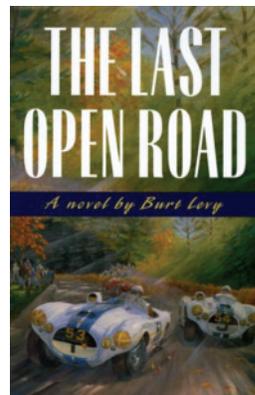
About the IMRRC:

The IMRRC is a 501(c)(3) charitable organization and archival library dedicated to the preservation and sharing of the history of motorsports, of all series and all venues, through its collections of books, periodicals, films, photographs, fine art and other materials. www.racingarchives.org

About the author:

Born and raised in the Chicago area, Burt "BS" Levy has been racing cars, instructing, and writing about cars and motorsports for over 40 years. He's worked as a car and motorcycle mechanic, a shop owner and an upscale car salesman. (He once had a Rolls-Royce Silver Shadow convertible taken from him at gunpoint on a test drive!) He also served as a stunt driver when "The Blues Brothers" movie was shooting in Chicago.

He's had a highly successful amateur and vintage racing career with nearly 100 race wins and eight season championships to his credit, and is an award-winning motorsports journalist. Two pieces he penned for Vintage Motorsport magazine won their respective categories (Best Event Story and Best Column) at this year's annual AARWBA (American Auto Racing Writers & Broadcasters Association) awards presentation in Indianapolis: <https://www.facebook.com/notes/american-auto-racing-writers-broadcasters-association/2013-aarwba-contest-winners/505391236227502>.



This is the third straight year his work has garnered first-place awards.

The June 2014 issue of webzine "Auto Track Day Monthly" featured an article on Burt Levy and his work: <http://www.autotrackdaymonthly.com/index.php/articles-general/features/track>

Levy's books have earned rave reviews in both the mainstream and motorsports press.

Additional information on Levy and his books is available at www.lastopenroad.com. Or simply web-search "The Last Open Road."