



For Immediate Release

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***THE TEXAS MILE AND BRM PARTNER TO RECOGNIZE PARTICIPANTS
AT THE WORLD RENOWNED SPEED FESTIVAL ON OCTOBER 21-23, 2011***

Beeville, Texas, September 30, 2011.

The Texas Mile and BRM watches are proud and delighted to announce the birth of a new and exciting partnership based on a common and unabated passion for the world of motorsports and high performance. The next event to be held by the Texas Mile will take place on October 21-23, 2011, at the Chase Field Industrial Complex, in Beeville, Texas, a new location replacing the Goliad Industrial Airpark in Goliad, Texas.

Set on an airfield providing plenty of room for top speeds and family entertainment, the Texas Mile was created in 2003 by the Matus' to offer North American motorsports and grand touring enthusiasts an opportunity to enjoy the full scale of their machines' performances without risking a huge ticket on the freeway. This year again, on October 21-23, the world renowned event will feature a wide range of vehicles, from land speed racers to street legal automobiles and motorcycles, racing in the most dynamic, fun and contemporary environment.

To serve their passion for speed, outstanding sportsmanship and bold engineering, BRM and the Texas Mile share the same set of core values: a commitment to efficiency and excellence, camaraderie, and a solid infrastructure based on precision technology, experience and challenge. It was therefore only natural for the French luxury watch manufacturer and the Texas Mile to decide to join forces for all future events. To celebrate the spirit of racing and its new partnership with the Texas Mile, BRM will reward the new top speed record achiever for the Texas Mile course in Beeville, Texas with a unique edition V14-44 wristwatch featuring the Texas Mile logo. Like all BRM models, the V14-44 is a concentrate of modern technology made of titanium and superfine 18/8 stainless steel, as well as an ode to the greats of motor racing. BRM and the Texas Mile will also reward selected VIPs with gorgeous BRM key chains adorned with the event's logo. All spectators will be given the opportunity to vote who should be recognized as some of the VIP's.

Stay tuned for more announcements regarding the criteria for these coveted recognitions.

The Texas Mile is taking place on October 21-23, 2011 at the Chase Field Industrial Complex in Beeville, Texas. Come out and join in on the fun. Spectators and Vendors welcomed to the three days of the event.

Texas Mile at the Chase Field Industrial Complex, 2745 Byrd Street, Beeville TX, 78102
<http://www.texasmile.net/directions.php>