

## Fan improvements credited for increased Grand Prix attendance

*More than 150,000 see three days of racing in downtown San Jose*

**For Immediate Release**

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**SAN JOSE (July 30, 2006)** – With improvements to pedestrian flow and general admission viewing areas given most of the credit, officials of the Grand Prix of San Jose announced a record 155,934 fans attended last weekend's second annual race.

French driver Sebastien Bourdais, who won the inaugural race a year ago – when it was the best attended sports event in the city up to that time – successfully defended his title but not without stiff challenges throughout the race.

"Percentage-wise we had more general admission fans," said Dale Jantzen, president of the race. "We've been telling people there were more viewing opportunities for general admission fans, and I think people took advantage of it."

Bob Singleton, vice president and general manager of the grand prix, said most of the improvements were to the pedestrian bridge over Almaden Boulevard and along Park Avenue that solved congestion problems experienced a year ago. And he said less of the race course was obscured by screens this year.

Competition improved on the track as well because of improvements to the Almaden Boulevard straight and widening of Park Avenue. Not only was pole-winner Bourdais challenged by Dan Clarke, who clawed his way up from the ninth starting position to second before his gearbox failed, but third-place finisher Justin Wilson won the award for the best position improvement. He started 12th.

"Our mantra throughout the year was safer, smoother, wider," Jantzen said.

The San Jose Sports Authority is the sports marketing agency for the City of San José. Since its creation in 1991, the Sports Authority has brought more 150 events to the city including six NCAA Championships, the NHL and MLS All Star Games and the U.S. Figure Skating Championships. Visit us on the Web at [www.sjsa.org](http://www.sjsa.org).