



04-10-2024, For Immediate Release:

Sunora Bacanora to partner with Czubok-Simpson Motorsport's IMSA Michelin Pilot Challenge program at Laguna Seca, the third round of the Championship, coming up on May 11th.



Indianapolis, IN (April 10th, 2024)

IMSA Porsche GT4 team Czubok-Simpson Motorsport is pleased to announce that it has partnered with Missouri based Sunora Bacanora for the 2024 IMSA Michelin Pilot Challenge Championship events, beginning with the third round of the Championship at WeatherTech Raceway Laguna Seca, Monterey California on May 11, 2024.

The #67 Czubok-Simpson Motorsport Porsche GT4 RS Clubsport entered in the GS class category of the IMSA Michelin Pilot Challenge Championship with drivers Nikita Lastochkin and Sebastian Carazo will carry Sunora Bacanora logo branding for the race at WeatherTech Raceway Laguna Seca on May 11th.

Quotes:

Ruben Lopez, Co-Founder and CEO of Amigo Brands / Sunora Bacanora

"Sunora Bacanora is thrilled to announce an exciting new partnership that promises to bring enhanced exposure of our spirit to motorsport fans. As part of our ongoing commitment to growth and excellence, we have joined forces with Czubok-Simpson Motorsport, a sports car race team renowned for their expertise and dedication to excellence and innovation in auto racing.

In 2024 Czubok-Simpson Motorsport will campaign a two car program in the 2024 IMSA Michelin Pilot Challenge Championship running two Porsche Cayman 718 GT4 RS Clubsport.

Sunora Bacanora is a distinctive and artisanal spirit that offers a taste of the rich cultural heritage and natural beauty of Sonora, Mexico. Its smoothness, complexity, and unique flavors make it a beloved choice for those seeking a truly authentic Mexican drinking experience. It has been described as the "missing link" between Mezcal and Tequila.

This partnership marks a significant milestone in our journey, amplifying our capabilities and expanding our reach as a luxury brand. Czubok-Simpson Motorsport and Sunora Bacanora have common interests, blending tradition with innovation, and creating memorable moments."

Nikita Lastochkin, Driver of the Czabok-Simpson Motorsport # 67 Cayman 718 GT4 RS Clubsport / Brand Ambassador Sunora Bacanora

"Very excited to have Sunora Bacanora join us for the next round. Big thank you to Ron La Velle and the entire Amigo Brands team, we talked about doing something together back when I was running Indy Lights, and I am very happy that we can finally bring "the Original Outlaw Spirit" to the track. Thanks to CSM on the help making this happen. During our first two races I was able to witness firsthand the passionate fan base and outreach that IMSA brings out every weekend. May is always a very special month in racing, and I can't wait to get back to work on track!"

Matthias Czabok, Managing Partner, Czabok-Simpson Motorsport

"We are super excited that Sunora Bacanora will join us as a partner on the # 67 Czabok-Simpson Motorsport Porsche for our race at Laguna. They have been a big supporter of Nikita Lastochkin one of our drivers for the # 67 entry together with Sebastian Carazo in the past and it's great to have them on board for our next race."

About Sunora Bacanora

Sunora Bacanora Blanco – 100% Agave Pacific - The Original Outlaw Spirit™
Produced and distilled using only artisan methods, Sunora Bacanora is carefully hand-crafted in small batches to assure it meets the high standards set forth by its original makers, several generations ago.

In old-style tradition, the cores (or piñas) of the harvested Agave Pacifica are first roasted in stone pits lined with mesquite wood and charcoal. To release their juices, the cooked piñas are crushed using large stone wheels. The juice is then carefully fermented then triple distilled for purity. This simple, old-world method is the secret behind Sunora Bacanora's alluring flavor: Dry, Complex, and Peppery with a Smoky, Earthy Finish.

For more information about Sunora Bacanora visit: www.sunorabacanora.com

For more information about Czabok-Simpson Motorsport visit:

www.CzabokSimpsonMotorsport.com