

***First to the Finish* Fact Sheet**

The Story Behind *First to the Finish*

- *First to the Finish* breaks new ground by focusing on the two young female drivers, and female team owner of Mazda MX-5 Cup, offering a rare look at up-and-comers who are reshaping the motorsport world, a traditionally male-dominated space.
- The docu-series centers on the Mazda MX-5 Cup, a professional racing series run by IMSA (which is part of NASCAR). Known for its competitive edge, the MX-5 Cup serves as a key steppingstone for up-and-coming drivers of all backgrounds to transition from amateur racing to the professional level.
- The series captures thrilling races at some of North America's most iconic tracks, including Daytona and Sebring. Known for their fast-paced action and nail-biting finishes, these venues provide the perfect backdrop for the drama of the MX-5 Cup.
- While the action on the track is the centerpiece, *First to the Finish* also explores the personal lives of the drivers. From Heather's graduation to Shea's home life, viewers get an intimate glimpse into the challenges, sacrifices, and triumphs that shape the athletes' journeys.
- For many of the drivers in the MX-5 Cup, the series marks their first real test as professionals after years of dominating amateur ranks. This shift is often humbling, providing both the opportunity and the challenge to prove their abilities at the highest level.

***First to the Finish*: Reflecting Mazda's Core Values**

- *First to the Finish* embodies Mazda's challenger spirit, showcasing motorsports as a platform for passion, resilience, and precision—values at the core of every Mazda vehicle.
- By showcasing the journeys of women drivers and team owners, Mazda continues to empower the next generation of motorsport talent, challenging expectations and supporting those who break new ground in the sport.