

ARTIST PETER HEARSEY SWEEPS UP MAZDA AWARD WITH "THE KING AT GOODWOOD?"

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AMELIA ISLAND, Fla. - May 11, 2010 - Automotive Fine Arts Society member Peter Hearsey won the Mazda award for his latest masterpiece, "The King at Goodwood," featured during the 2010 Amelia Island Concours d'Elegance on March 11-14, 2010, in Amelia Island, Fla. "The King at Goodwood," an 18" x 24" oil on canvas painting, depicts the former NASCAR champion Richard Petty behind the wheel of a 1972 Dodge Charger at the exclusive Goodwood Festival of Speed. For the ninth consecutive year, Mazda North American Operations has sponsored this spectacular show filled with rich art and automotive design.

"When we saw Peter's work, we knew immediately that it was the embodiment of the award," said Jay Amestoy, Vice President, Public and Government Affairs, Mazda North American Operations. "When we created the 'Emotion of Motion' award, we wanted to find a way to link the AFAS artists' incredible works of art with our cars, and emotion is that link that everyone understands."

Hearsey paints Petty speeding off in the No. 43 Charger past the sylvan setting of Goodwood in the South of England. His use of a bright, vibrant red and blue captures the essence of speed as Petty roars off to bring the painting to life.

"I decided it would be interesting and unusual to paint Petty at the Goodwood Festival of Speed, just after he left the start line, since it would be extremely different from the normal images of him on NASCAR circuits," said Hearsey. "He was one of the few asked to participate in this prestigious annual hill climb, and that's a moment in history that needed to be portrayed."

After growing up in London and studying at Kingston-upon-Hull College of Art from 1960-64, Hearsey enjoyed a successful creative career in advertising and later as a freelance illustrator. In 1977, he moved to the Isle of Man, where the island's rich motorsports heritage inspired him to paint full time and specialize in automobiles.

Peter Hearsey Wins Mazda award for his "The King at Goodwood" (2/2)

A master impressionist, Hearsey is known worldwide for his ability to move seamlessly from the earliest decades of motoring to current Formula One cars. His attention to detail combined with his exploration of color and tone gives his work a distinctive and personal quality. Hearsey has been a member of the AFAS since 1993. His many awards include four "Awards of Excellence" from the Meadowbrook Hall Concours and five AFAS "Athena Awards of Excellence" at Pebble Beach.

He has been commissioned by Ford, Rolls Royce and the Indianapolis Hall of Fame Museum, among others. Hearsey has also created the official poster for Lord March for the Goodwood Festival of Speed since the event's inception in 1993. He recently completed a new set of stamps due for release on May 7, 2010, featuring Model T Fords, commissioned by the Isle of Man Philatelic Bureau.

For more information about Peter Hearsey and his artwork, visit www.peterhearsey.com [1].

About the Mazda North American Operations

Celebrating its 40th Anniversary in the United States in 2010, Mazda North American Operations is headquartered in Irvine, Calif. and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States, Canada and Mexico through nearly 900 dealers. Operations in Canada are managed by Mazda Canada, Inc., located in Ontario; and in Mexico by Mazda Motor de Mexico in Mexico City. Visit www.MazdaUSA.com [2] for more information.

About the Automotive Fine Arts Society

AFAS was established in 1983 by a group of artists who are acknowledged by critics to be among the best in their field. Members work in many diverse mediums including oil, watercolors, acrylics, wood, gouache, pen & ink, clay and metal. AFAS participates in select shows across the country including the Pebble Beach Concours d'Elegance and the Amelia Island Concours d'Elegance. Information about AFAS is available at www.autoartgallery.com [3] or by calling Laura Sayed at 214.520.3430 ext. 306 or lsayed@tprm-usa.com [4].

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