Team Hardpoint Marches On Road Atlanta With IMSA Michelin Pilot Challenge Effort

Rob Ferriol and Spencer Pumpelly will Focus on GS Effort at this Weekend's VP Racing Stay Frosty 240

BRASELTON, Georgia (September 2, 2020) - Team Hardpoint returns to action this weekend at Michelin Raceway Road Atlanta, running the No. 31 Team Hardpoint/GridRival.com Audi R8 GT in IMSA Michelin Pilot Challenge Grand Sport (GS), with co-drivers Rob Ferriol and Spencer Pumpelly behind the wheel.

With Team Hardpoint only contesting IMSA WeatherTech Sports Car Championship Sprint Cup races in 2020, the four-hour Michelin Pilot Challenge race retains the team's focus this weekend. The VP Racing Stay Frosty 240 gets the green flag at 12:10 p.m. EDT on Sunday and is streamed live through TrackPass on the NBCSN app.

Ferriol and Pumpelly teamed up at Road Atlanta a year ago to cap off the 2019 season, just missing the podium with a fourth-place finish. In an effort to take another step forward, Team Hardpoint is enlisting the help of championship-winning engineer and former Director of Operations and Race Director with Porsche Motorsport North America Owen Hayes. Hayes is providing Team Hardpoint with engineering and strategy support this weekend at Road Atlanta.

"Both Spencer and I are very comfortable at Road Atlanta," Ferriol said. "I look back to last year, and that was only the third event in the car, yet we were super competitive. I ran up at the front in my stint. Spencer charged up to the front after and ill-timed pit stop and still managed to land a P4. It will be great having Owen there this weekend. I'm confident he'll represent yet another step forward for our growing team. We had a bit of a rough and tumble weekend the last time out at VIR but we've left that in Virginia and are heading to Atlanta with a full head of steam."

For Pumpelly, the Road Atlanta event is an opportunity to stay close to his Atlanta home.

"Road Atlanta is one of my favorite places to race, and it's also fun to sleep in my own bed on the race weekends," Pumpelly said. "Hopefully we can carry some of what we learned last weekend to Road Atlanta and just keep the efficiencies that the team has built into itself up and running, and I don't see why we couldn't have a great event there."

The VP Racing Stay Frosty 240 at Michelin Raceway Road Atlanta for the IMSA Michelin Pilot Challenge weekend begins with two hours of practice on Friday, and a 15-minute qualifying session on Saturday afternoon at 6:35 p.m. EDT. Sunday's race begins at 12:10 p.m. EDT, live via TrackPass on the NBCSN app.

About Hardpoint Motorsports:

Hardpoint Motorsports was founded by Rob Ferriol in 2018 with the vision of combining his experience as a successful entrepreneur with his passion for racing. The Hardpoint brand brings together three distinct entities into one motorsport ecosystem. Team Hardpoint is the brand's racing arm, providing its partners and customers opportunities to compete, brand, and promote in the IMSA WeatherTech SportsCar Championship GT Daytona class and the IMSA Michelin Pilot Challenge. Hardpoint Outfitters helps other teams and drivers extract more value from their motorsport investment by bundling branding, activation, and digital marketing services into customized turnkey packages, including design, apparel, hospitality, and social media management. The Hardpoint Paddock Foundation is the newest element of the ecosystem, created as a charitable foundation to support out of work paddock workers through the COVID-19 shutdown. As the shutdown comes to an end, the 501(c)3 Foundation is expected to grow into a more sustained model of providing vocational and educational support services to the professional sports car paddock community. More information on all of the Hardpoint Motorsports enterprises can be found at www.hardpoint.com or through its strong social media presence on Facebook, Instagram and Twitter.

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