



Crowne Plaza Hotels & Resorts to Sponsor BMW Driver Joey Hand



CROWNE PLAZA

DAYTONA BEACH, FLA. – (Jan. 27, 2012) – Crowne Plaza Hotels & Resorts today announces that it will sponsor championship winning BMW driver Joey Hand during the 2012 racing season. Hand, a 32-year old Californian and the winner of the 2011 Rolex 24 at Daytona and American Le Mans Series GT class driver's title, will promote the upscale hotel brand as he travels with BMW Motorsport to racetracks around the world. With more than 400 hotels worldwide and more than 100 hotels in the pipeline, Crowne Plaza is one of the hotel industry's top growing brands.

"Joey is a dedicated, up-and-coming driver who has a bright future, and we're very pleased to have him represent us as part of the BMW team," said Adrian White, Director Partnerships & Sponsorships, IHG.

Hand will race in both North America and Europe this year. He will defend his American Le Mans championship title with the Bobby Rahal-led BMW Team RLL in the U.S. And will drive for BMW Motorsport in Europe in the uber-competitive Deutsche Tourenwagen Masters (DTM) series. Hand is the first American ever to be named to drive a full DTM season.

"I am honored to be part of the Crowne Plaza team and am looking forward to staying with them when I travel for races," said Hand. "After racing for 24 straight hours today, I'm going to be exhausted, and the best place for a good night's sleep when you're on the road is Crowne Plaza Hotels & Resorts."

As part of the sponsorship, Hand will wear Crowne Plaza branding on his race attire for several Grand Am and American Le Mans Series race events and will be part of Crowne Plaza marketing activities throughout the year. Crowne Plaza Hotels & Resorts will be the preferred hotel supplier of Joey Hand Racing throughout the 2012 season and will receive placement on the Joey Hand Racing website home page.

About Crowne Plaza Hotels & Resorts

As part of the IHG global portfolio, Crowne Plaza Hotels & Resorts is a dynamic hotel brand located in nearly 60 countries around the world in major urban centers, gateway cities and resort destinations. As the fourth largest upscale hotel brand in the world, Crowne Plaza was recently recognized by *Lodging Hospitality* magazine as one of the industry's top-growing brands and travel buyers rated Crowne Plaza as the top upscale/select-service brand in *Business Travel News'* 2011 U.S. Hotel Chain survey. Truly international, Crowne Plaza offers premium accommodation, designed for the discerning business and leisure traveler who appreciates simplified elegance combined with the practicality of the latest features, as well as value for money. At Crowne Plaza, guests can enjoy a 24-hour business service, wireless high speed internet access in the lobby plus fitness and leisure facilities. For reservations at Crowne Plaza properties, visit www.crowneplaza.com or call 1-800-2CROWNE. Twitter www.twitter.com/crowneplaza or Facebook www.Facebook.com/crowneplaza.

