



## **Honda Becomes Presenting Sponsor Of 2006 Pinnacle Exceptional Driver Championship**

Long Drivers of America (LDA) announced today that Honda has become presenting sponsor of the 2006 Pinnacle Exceptional Driver Championship.

The PEDC, a grass roots event involving amateur golfers in a skills contest that rewards accurate driving, will officially become known as the "2006 Pinnacle Exceptional Driver Championship Presented By Honda."

In addition to a \$50,000 first prize, the 2006 PEDC winner will receive the keys to a Honda S2000 convertible.

"We appreciate Honda's stepping up and assuming the role of presenting sponsor," said Art Sellinger, owner and chief executive officer of Southlake-based LDA, which manages and produces the competition.

"It takes the drives of a lifetime for a golfer to win the PEDC," said Tom Peyton, Honda's senior manager of advertising. "So it's fitting for us to reward the champion with the ride of a lifetime."

"The PEDC prize money is great, of course," added Sellinger, "but you should have seen [2005 champion] Jason Swihart when he slid into the front seat of his new Honda convertible. He lit up like the Fourth of July."

Local qualifying for the 2006 PEDC began in March and continues across North America throughout the summer and early fall. Qualifying dates and sites are listed at **www.**

**longdrivers.com.**

Information on 2006 PEDC qualifying is also available at (888) 233-4654.

Winners of 128 local qualifying events will gather at Laughlin Ranch GC in Laughlin, Nevada on November 8-11 for the 2006 finals of the Pinnacle Exceptional Driver Championship Presented By Honda.

The winner will ride off into the Nevada sunset and, thanks to Honda, do so in grand style.