



Honors, cash bestowed on PI race team

With honors and accolades for winning the 1984 NASCAR Winston Cup Grand National Championship still coming in, Terry Labonte and the Piedmont race team haven't had much of an off-season since clinching the title in November.

First there was the Winston Cup awards banquet in early December at a site far removed from the noise and hot asphalt tracks of the Grand National circuit.

In tuxedos and black ties, Labonte and the team accepted the Cup and \$295,706 in award money at the Waldorf-Astoria Hotel in New York City. Bill Howard, Piedmont's president and chief executive officer, joined other Piedmont executives in honoring the team there and in being honored for sponsoring the top race team in 1984. With the racing world's eye on Labonte and Piedmont, publicity dividends mounted.

Then Labonte traveled to Los Angeles where he was named to the 1984 Skoal All-American racing team — one of just 11 drivers from different motor sports named to the team and, at 28 years old, the youngest driver in that elite group.

The pit crew that supports Labonte on the tracks wasn't for-

gotten either. In January, the crew was honored with the 1984 Skoal Motorsports Award of Excellence as the best all-around team in Grand National racing. A \$10,000 prize came with the honor, awarded by the 40-member Skoal Motorsports Press Panel.

'Driver of the Year'

Next on the list of honors was one of the most prestigious: the "Driver of the Year" award, compliments of the National Motorsports Press Association. Add not only \$30,000 to Labonte's earnings, but a touch of special pride also.

"This award means a lot to me because the press voted on it and, as everybody knows, I don't talk that much," Labonte said. "I'm very cooperative with the media, but I don't talk as much as some of the other drivers."

pole position

On the same day that Labonte was named Driver of the Year, he was also named to the pole of the newest race on the Grand National circuit — The Winston — a 105-mile, 70-lap sprint with a \$500,000 purse, the richest in motorsports' history.

All winners of Grand National races last year will compete in The Winston, to be raced May 25 at the Charlotte Motor Speedway. As Winston Cup Champion, Labonte got the pole, a nice compliment to his having the best top-five and top-10 record of any driver last year: 17 finishes in the top five — including two wins — and 24 finishes in the top 10.

best finish

In late January, Labonte flew to Chicago where he was honored for receiving the Union 76 award and its \$76,000 prize. The award is given to the driver who uses Union 76 products and finishes the highest in Winston Cup points. And on that same trip, he attended the Lathrop-Chicago Boys Club's annual National Driving Championship Recognition Dinner, a nationally-known charity banquet that honored Labonte and two other 1984 racing champions: Mario Andretti of the Indy cars, and Cale Yarborough, who won the International Race of Champions event.

Labonte has been named to the limited field of top drivers for the I.R.O.C. event in 1985.

These are just the standouts of all the awards, honors and appear-

ances that Labonte has enjoyed since winning the championship. Closer to home, Labonte was honored by INT-RES soon after clinching the title with a "Terry Labonte Day" — complete with luncheon for the team, a raffle and plenty of autographs that Labonte signed for Piedmont employees and the general public who attended.

It's been a busy time but, as Labonte said when named Driver of

the Year, "It's been the most enjoyable year of my life."

The next racing year has already begun. The Daytona 500 Week began February 10 with the Busch Clash. As a pole winner in 1984, Labonte was also in that field for the 50-mile, \$200,000-purse sprint. It should be the start of another great season for Labonte and the Piedmont race team.



NASCAR Champion Terry Labonte in his Piedmont racecar.

Join Labonte Fan Club and Follow your team

Fans of Winston Cup Champion Terry Labonte and the Piedmont Airlines race team can join the Terry Labonte Fan Club and follow the team closely throughout the 1985 Grand National season.

Annual membership is just \$6 single and \$10 family. You get a membership certificate, photographs, newsletters, ID cards, decals, patches and other items that keep you informed about Terry and the racing season.

To join, write: Terry Labonte Fan Club, PO Box 4617, Archdale, NC 27263. You'll receive a membership application and be part of Terry's and Piedmont's bid for another successful year on the Grand National circuit.

Piedmont's Public Affairs Department has recently produced an exciting film about Terry Labonte's championship season. The 11½-minute tape, shown at the recent management meeting, is now available in both VHS and Beta cassettes through the employee store in Winston-Salem. The cassettes sell for about \$15.

1985 NASCAR WINSTON CUP GRAND NATIONAL SCHEDULE

February 17	Daytona 500	July 4	Pepsi Firecracker 400
February 24	Miller 400	July 13	Pepsi 420
March 3	Carolina 500	July 21	Like Cola 500
March 17	Coca-Cola 500	July 28	Talladega 500
March 31	Valleydale 500	August 11	Champion Spark Plug 400
April 14	Transouth 500	August 24	Busch 500
April 21	Northwestern 400	September 1	Southern 500
April 28	Sovran 500	September 8	Wrangler 400
May 5	Winston 500	September 15	Delaware 500
May 11	Coors 420	September 22	Goody's 500
May 19	Budweiser 500	September 29	Holly Farms 400
May 26	World 600	October 6	Miller 500
June 2	Budweiser 400	October 20	American 500
June 9	Van Scoy 500	November 3	Atlanta Journal 500
June 16	Miller 400	November 17	Winston Western 500