

TIME ON HIS SIDE

SCOTT PRUETT IS AN UNDISPUTED CHAMPION, ON AND OFF THE TRACK.

Among the many rewards of success in sports, perhaps the best is garnering the respect and admiration of fans and peers. But for those athletes competing in Rolex-sponsored events, the grand prize comes in the form of a luxury timepiece, a goal drivers set for themselves long before they're strapped into their racecars.

One man, Scott Pruett from Auburn, California, is a true champion in all forms of motor sports, with the additional honor of having won more Rolex-sponsored races than any other driver. Thus, he has become the proud owner of racing's largest collection of Rolex timepieces.

Pruett has won the Rolex 24 at Daytona four times. He's also won the Grand-Am Rolex Sports Car Series Championship three times and was awarded a Rolex timepiece for each of these accomplishments. In all, Scott owns 12 Rolex timepieces, of which 10 were awarded for his brilliant race wins.

"My first Rolex is by far the one I love the most," he confides. "When I won the Championship in 1986 while driving for Jack Roush and Ford Motor Company, I was invited to compete in what was known as the International Race of Champions (IROC). It was such an honor just to be invited to compete in this series, and I promised myself that if I were ever to win one of these races, I'd go out and buy myself a Rolex timepiece. At the last race ever to run at Riverside Raceway in California, and with just a few laps left in the race, I took the lead and held on to take the win. The first thing I did after that was to go out and buy my first beautiful Rolex Submariner." (In addition to this Submariner, Pruett also bought himself a solid gold GMT-Master.)



ROLEX / TOM O'NEAL

As a world famous racecar driver still at the top of his game, it's remarkable that Pruett makes time for other ventures. He and his wife Judy have joined forces to establish Pruett Vineyard, as well as Word Weaver Books, publishers of a series of children's books they authored. Not surprisingly, the theme is racing, including titles like *Twelve Little Race Cars*, *Rookie Racer* and *Racing Through the Alphabet*. Based on actual aspects of Scott's racing career, these books provide inspiration and excitement for young readers.

As for his winemaking business, Pruett explains that even though racing and winemaking are spectrums apart, the feelings of accomplishment are similar. "Racing is literally minute to minute, day to day; things happen in a matter of seconds. Wine making, on the other hand, takes years: you can't rush the process; the wine absolutely tells you when it's ready. But it's the blend of chemistry and artistry in winemaking that I find so rewarding. I'm not one of these athletes who puts my name on a project without involvement; in fact, I am totally hands on at my winery, involved in every aspect of the process (pressing, corking, labeling), with the help of some incredible winemakers."

Scott Pruett began his career in karting at the age of eight and has raced every year since. 2011 was his 43rd year of racing and it was another extraordinary one. With teammate Memo Rojas, Pruett won the Grand-Am Rolex Sports Car Series Championship, earning yet another Rolex timepiece. "At 51 years old, I'm racing against drivers half my age," says Pruett, "so being the fastest driver out there is incredible! But I never take it for granted: I've been blessed with this ability and feel very fortunate."