



## **RaceQueens? - RaceQueen.org, a new ranking web directory, specializes in them.**

([PRWEB](#)) December 14, 1999 -- "There's so much out there that you might never find unless you already knew about it -- take RaceQueens, for example," says Mark S.Theobald, creator of the highly successful <http://www.crashtest.com> and <http://www.carlynx.com> automotive websites. He's referring to the Japanese phenomenon of pretty, demurely-clad young women wearing company logos who grace each and every motorsports event in Japan.

"Racequeens are totally unknown in the Western world," says Theobald, "but I've got over six hundred sites that specialize in them." In Japan RaceQueens enjoy the celebrity and respect a movie star would command in the US. "Most of the Japanese sites are impossible to navigate without a working knowledge of the language, so I've created English indices to the most popular Japanese sites."

If you're looking to simplify the search process and find the best RaceQueen, CamGal, Cos-Play, and Import Model sites, RaceQueen.org is there to help. "Our staff has personally visited every link and have developed a Top Ten, and Hot 100 ranking in each category based on their collective surfing experiences." proclaims Theobald. Finally an alphabetical listing of all remaining homepages is available for the dedicated web-surfer in each modeling category.

At Japanese trade-shows the RaceQueen's corporate counterpart, the CamGal (aka: Campaign Girl, Event Girl, or Companion), demonstrates the latest consumer products ranging from automobiles to video games. Many RaceQueen models moonlight as CamGals when the racing season is in hiatus. Auto shows in the West occasionally feature models in the CamGal mold, but the US corporate world shies away from anything that could be seen as politically incorrect.

"The bulk of our links consist of tribute sites, run by enthusiastic fans who idolize the RaceQueen," notes Theobald. "Many of the models have their own home pages, and corporate racing teams and sponsors proudly display RaceQueens on their websites."

The growing European and Asian performance scene has adopted a form of RaceQueen called the Import Model. Initially the girlfriends of modern day hot-rodders, they have developed into established modeling agencies and "crews". Most of the models are of Asian (primarily Philippine "Pinoy") or mixed Asian-American ("Hapas") heritage. The after-market performance industry utilizes Import Models to draw attention to their products at the quarterly SEMA (Specialty Equipment Manufacturers Association) exhibitions and at major import drag-racing events.

Hynas are another domestic RaceQueen variant that can be found at Lowrider and Import Performance ("Euro



or Compact) car shows. "Hynas are usually Latinas associated with a regional lowrider car club who represent the feminine side of "la raza" at lowrider cruise nights, shows, and events." says Theobald. As the import performance ("Euro") scene slowly merges with the existing lowrider community, the distinction between Import Models and Hynas will evaporate.

Another RaceQueen.org category new to western surfers would be the Cos-Play, which is pronounced "Ko-Su-Pu-Re" in Japanese and translates as Costume Player. Japanese girls who like comics, Japanese animation (anime), RaceQueens, and video games dress in their favorite fantasy character's costume. These sites exhibit photographs of cute and pretty Cos-Play girls taken at various Cos-Play festivals held in Japan (mostly in Tokyo). The top Cos-Play models often enter the real Japanese modeling world and become professional RaceQueens and CamGals.

In Japan, RaceQueens are part of the Idol (celebrity) segment of popular culture. Idols are usually models, pop stars, or television actors and actresses. Surprisingly female news anchors enjoy the same celebrity as movie or pop stars. RaceQueen.org lists the Top Ten Idol Sites, the Hot 100 Idol sites, then finally an exhaustive alphabetical listing of the remaining Idol homepages.

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