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San Diego, California – The wife and parents of a La Jolla, California internationally renowned Internet marketing guru settled their lawsuit against Porsche and the racetrack where Corey Rudl was killed when riding as a passenger of Ben Keaton in a Porsche Carrera GT, a \$440,000 exotic “racecar for the streets.” Mr. Keaton was also killed when the Porsche left the track at the California Speedway on June 2, 2005, crashing into a concrete barrier at a speed estimated to be nearly 100 mph. Rudl and Keaton were participants in a Ferrari Club event being held at the track.

“The expensive sports car was not equipped with Electronic Stability Control, a lifesaving safety feature which would have prevented Mr. Rudl’s death,” according to [Craig McClellan](#), who represented the Rudl family. The track was dangerously designed with the concrete barrier that the Porsche hit being placed in the “run off” area where the vehicle is supposed to be given room to slow down, according to the lawsuit.

The defendants paid \$4.5 million dollars to Rudl’s wife, Tracy, and parents, John and Patricia. Mr. Rudl was the founder and President of the Internet Marketing Center, Inc., the largest Internet marketing company when Mr. Rudl owned it. “The family hopes that this lawsuit and the redesign of the track that resulted from it, will save the lives of others,” according to McClellan.