



Michigan Racer Wins \$20,000 Engine

A Kalamazoo, Mich.-area racer won a \$20,000 race engine at the season finale of **US 131 Motorsports Park** in Martin, Mich.

Rick Baad of Mattawan received the engine, which was supplied by **Engine Pro, Dart Machinery, Performance Engineering** and others. Performance Engineering built the motor and planned to help Baad get it on the dyno and placed into his 2008 dragster, according to a press release.

Brooke Nellis of Muskegon was runner-up in the engine giveaway contest and walked away with a \$250 gift certificate from **Pro Finish Powder Coating**. **Andy Wroblewski** of LaPorte, Ind., won a six-switch panel from **R&R Wireloom**, the release added.

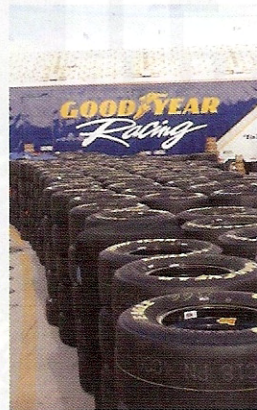
This was the third year that Engine Pro has sponsored and coordinated the engine build and giveaway at the western Michigan track. Other participants included **Clevite, JE Pistons, Hastings Racing, Ferrea, Oliver, PRW, Melling Engine Parts** and **Stef's Performance**.

Goodyear, NASCAR Extend Agreement

The **Goodyear Tire & Rubber Co.** and NASCAR have signed an extended agreement for Goodyear to continue as the exclusive tire used in NASCAR's top three racing series for the next five years.

The agreement, which extends through the 2017 season, renews Goodyear as the exclusive tire supplier of NASCAR's Sprint Cup Series, the NASCAR Nationwide Series and the NASCAR Camping World Truck Series, according to a press release.

"This extension is the continuation of a relationship between experts," said **Pierre Jambon**, vice president of Goodyear's off-highway business. "NASCAR is clearly the expert in stock car racing, and it has chosen Goodyear because of our expertise in delivering outstanding performance. Our tire performance on the track validates our brand, inspires confidence for drivers and helps create exciting racing for fans. We are proud to continue to be an integral part of NASCAR."



Goodyear has had an uninterrupted commitment to NASCAR since becoming a race tire supplier in the 1950s, making it one of the longest-running supply programs in any sport, according to the release. In addition, Goodyear has been the exclusive tire supplier for all three of the circuit's top series since 1997.

"Our longtime relationship with Goodyear is a testament to the company's consistent high-quality tire it supplies the race teams," said **Jim O'Connell**, NASCAR's chief sales officer. "Not only are they experts in tire performance, but they are also a brand that understands how to effectively engage and connect with our fans through creative activation."

SEMA Receives Export Grant

The U.S. Department of Commerce has named the **Specialty Equipment Market Association** as one of five recipients of the Market Development Cooperator Program grant for 2011.

As a result, SEMA will receive \$500,000 in matching funds over the next three years to support U.S. manufacturers that export automotive specialty equipment products to emerging international markets, according to a press release.

The grant is intended to stimulate U.S. exports of specialty equipment products as part of the administration's National Export Initiative, which aims to double U.S. exports by 2014 in support of several million U.S. jobs, according to the release.

"SEMA is pleased to partner with the Commerce Department to expand the association's initiatives bringing together U.S.

manufacturers with distributors and retailers in the fastest-growing markets in the world," said **Chris Kersting**, SEMA president and CEO. "The fact that SEMA has been selected for a MDCP award from the U.S. Department of Commerce reinforces the value of our growing Business Development Conference program and provides financial support to members seeking to participate in this and other association export initiatives."

SEMA was selected from among nearly 50 applicants based on a number of factors, including export success, performance measurement, partnership potential with the Commerce's International Trade Administration (ITA) and compatibility with ITA priorities, creativity, institutional capacity and program sustainability following the grant period, according to the release.