

FOR IMMEDIATE RELEASE

## **Automotive Racing Products (ARP) To Sponsor Spectacular \$50,000-To-Win Bonus Prize for the Mopar Twin 25's Indianapolis**

*MSD Ignition, Beyer Trailers Add to Growing Associate Sponsors List*

LAGUNA BEACH, CALIF. – The excitement and the number of corporations continue to build for the Mopar Twin 25's, scheduled September 26, 2003, at Indianapolis Raceway Park.

Mopar, one of the most powerful brand names in the automotive performance aftermarket, had already signed on as the title sponsor for the 2<sup>nd</sup> Annual Twin 25's USAC Midget race at IRP, having performed the same role at the recent Twin 25's held this past April at Irwindale Speedway, the first of its kind to run in Southern California.

Premier Racing Entertainment announced another key sponsorship position has been filled. Automotive Racing Products (ARP) will sponsor the \$50,000 Bonus Prize for a driver who wins both 25-lap feature races. Chris Raschke, ARP's Sales Manager and Race Director, jumped at the opportunity to participate in the race. "We are involved in virtually all forms of racing, and we're very happy to support this event." The Ventura, Calif.-based company has enjoyed a strong relationship with race teams through its multiple product lines. It is most widely known for its popular line of fasteners for racing applications. "ARP parts can be found in most of the engines in open wheel racing," Raschke added.

Also joining the Mopar Twin 25's Indianapolis as Associate Sponsors are MSD Ignition and Beyer Trailers.

Russell Stephens, National Sales & Marketing Director for MSD "grew up watching Midget racing," citing Mel Kenyon as one of his favorite drivers. "Although MSD is relatively new to the midget market, we're big fans. The company is deeply involved in Sprint Car, NHRA Drag Racing, World of Outlaws and NASCAR, but we've introduced some new products specifically for Midgets, and we thought it was important to be a part of the Mopar Twin 25's."

Boyd Beyer, owner of Beyer Trailers, echoed Stephens' comments. "While my roots are in drag racing, I'm a huge Midget fan. I'm moving toward doing more custom trailers and truck conversions for open wheel teams, having built a custom rig for the Beach Boys' USAC racing effort, so I'm anxious to participate."

Returning as Associate Sponsors are Team ASE, K&N Engineering and *Racer Magazine*, all of whom participated in the Mopar Twin 25's at Irwindale.

The Mopar Twin 25's Indianapolis will run the Friday night of the weekend the Formula One series comes to Indianapolis Motor Speedway. Last year's inaugural running of the event saw both local open wheel race fans as well as many European spectators witnessing their first Midget race.

The format of the Mopar Twin 25's features a huge \$50,000 ARP Bonus Prize to the driver who wins both of the night's 25-lap feature races. The format of this race is based on a Monza-style setting, with the winner of the first 25-lap feature race starting dead last in the second. This means the winner of the first race must pass the entire field in 25 action-packed laps in order to win the \$50,000 ARP Bonus.

At last years' Indianapolis Twin 25's event, Dave Steele took the bonus prize in a spectacular display of driving skill, savvy and guts. He earned the biggest payout ever for a USAC Midget race.

"We're very pleased to have such strong involvement from both the racing industry and among the drivers," Steve Lewis said. "We plan a full afternoon and evening of events at IRP, and know that it will be a very special race day for all involved, especially the fans."

*Tickets are available at [www.twin25s.com](http://www.twin25s.com) or at 949.499.5414, or outside Calif. at 800.515.8445.*