



Bill Elliott Racing Proudly Announces 2010 Contingency Sponsors

As Bill Elliott Racing (BER) prepares to officially kick off the 2010 season with scheduled races in ARCA, CRA, PASS, ASA Challenge, Show Me The Money, Miller Lite, Blizzard series and Gulf Coast Championship events, the team is proud to announce their line-up of product and service sponsors.

“We are pleased to be associated with such outstanding organizations. Each and every one of these companies has worked diligently to enhance their products’ performance, knowing that every aspect of a race car attributes to the overall success of the team,” said team owner, Bill Elliott. “We are proud to promote these organizations at all of our team’s racing events throughout the 2010 season and thank each and every one of them for their support of our Driver Development Team Members. The BER team will represent these sponsors with integrity and family values. We are confident that this will be a ‘winning’ partnership for everyone.”

Alpinestars: One Goal. One Vision. Alpinestars is a world leading manufacturer of professional racing products, high-performance apparel, technical footwear and clothing. From F1 to CART, the World Rally Championship, NASCAR and Sportscars, Alpinestars works with the top drivers to bring design innovations to all aspects of professional auto racing. For more information, visit www.alpinestars.com.



Aluminum Racing Products, located in Greenbriar, Tenn., is a leading manufacturer of fiberglass composite ABC Late Model and Truck Bodies. With ARP’s commitment to quality products and excellence in service and shipping, they are the “right fit” for racers nationwide. For more information on the complete line of ARP bodies and mounting accessories, contact Brad Cook or Josh Adams at 888-245-1468. For more information, visit www.arbodies.com.



Barnes Distribution, a business unit of Barnes Group Inc. (NYSE:B), has grown to be one of the largest industrial distributors and is an industry leader in the distribution of maintenance, repair, operating and production (MROP) supplies, security products and springs.



Our highly recognized brand names include Bowman Distribution®, Curtis Industries®, Kar Products®, Mechanics Choice®, Raymond®, Motalink® and Autoliasions®. From distribution centers in the Americas, Europe and Asia, Barnes Distribution serves over 100,000 customers. For more information, visit www.barnesdistribution.com.

At **Billet Performance Karting,** we build championship-winning racing karts and supply teams with everything they need to reach the winners’ circle! Our 1,300-square-foot shop is stocked with everything you need to go racing, and if



you want something we don't have in stock, we'll order it for you. Our complete machine shop means we can do work in-house. Our DynoJet chassis dyno will help squeeze every bit of speed from your kart. And with over 25 years of experience, owner Barry Lewis has the answers you need.

Chase Elliott got his start in racing and won his first championship while working with Barry Lewis and the Billet Performance Karting team in the Colorado Sprint Championship Series in 2006 and 2007. For more information, please visit www.billetperformancekarting.com.

Spare parts from **Bosch** impress by their quality, reliability and innovative technology. They only go into serial production once they meet our very stringent requirements. With state of the art lights and brake systems, batteries with extremely long lives, wiper blades, starters and air filters that let six times less pollutants into the interior of your car, Bosch provides high quality spare parts that make driving safer, more comfortable and more eco-friendly. Naturally, Bosch spare parts are available for almost all vehicle types in ex-works quality. That means: Spare parts from Bosch have the same first class quality as those fitted in your car by the manufacturer. For more information, visit www.bosch.com.



BOSCH
Invented for life

Circle Racing Wheels has always been known for building a superior product, and this relentless adherence to strict design and quality control standards has made Circle the brand that racers can rely on. In 2005, CRW moved its operation to Fresno CA to join forces with long established wheel manufacturer, Wheel Vintiques. Under the leadership of Mike Stallings, Wheel Vintiques has grown to become one the most highly regarded wheel manufacturers in the country.



Mike Stallings has been involved in racing since childhood. Today, he campaigns both a 360 and 410 winged Sprint Car at local central California tracks, and occasionally runs with the big boys on the World of Outlaws tour. However, the realities of running a business have limited his participation to mostly local events... where he has enjoyed modest success. From a manufacturing standpoint, Mike's participation is no doubt a "best of both worlds" situation, as it gives Stallings direct contact with racers and actual hands-on experience with the company's products – plus he has the flexibility to promptly transfer this input to Circle's design, engineering and manufacturing operations.

Under the roof of the 43,000 square foot, state of the art facility, CRW builds the most competitive racing wheels on the market today. CRW employees and production management are all dedicated individuals who each take personal pride in producing the hundreds of high quality race wheels that we turn out daily. We look forward to serving you, and providing you with the best wheel values on the market. Our goal is to earn your business and provide you with the highest level of service.

For more information, visit www.circleracing.com.

FLUIDYNE High Performance is located in the heart of Race City USA, Mooresville, North Carolina. Since 1993, FLUIDLYNE has produced and sold oil coolers and custom radiators for High Performance Race Cars ranging from grassroots racers to World Rally cars and from Legends cars to Sprint Cup cars where FLUIDLYNE was the Official Oil Cooler of NASCAR for many years.



Product applications range from exotic Street Rods to rugged Monster Trucks and from 700hp Muscle Cars to 4-cycle Quads and Motorcycles. Our customers have proven FLUIDLYNE's superior performance in championships won on everything from dirt tracks to the salt flats and from the Gumball Rally to the Baja 1000.

At FLUIDLYNE High Performance, we take pride in achieving one simple goal: Making products that perform ... built by people who care!



Over the past twelve years, **The Decal Source** has taken service to a whole new level in the racing graphics industry. Our emphasis on premium quality and fast personalized service has established us as a valued partner to many of auto racing's most successful teams. From short tracks to super speedways, no job is too big or too small. "We Make It Happen" for champions from all aspects of racing. TDS designs and graphics have adorned the cars and trucks of NASCAR Sprint Cup Champions, Nationwide Champions, Camping World Truck Champions, World of Outlaw and NHRA Champions.

Visit www.TDSWraps.com for services we can make happen for you. Challenges are what we do best.

Hedman Hedders began as a one man shop in 1954. Bob Hedman, founder of Hedman Hedders, sold his highly sought after exhaust tubes to fellow racers on the salt flats of the Mojave Desert. But, what started out as a way to make a few bucks to pay for Bob's racing hobby, quickly turned into the premier hedder manufacturer for both the racing and street hedder marketplaces.



Originally designed for straightline drag racers, word spread quickly about Hedman's reputation for building hedders that gave you the best boost in power for your dollar. It wasn't long before Hedman Hedders was the brand of choice among racing's elite engine builders, racers and race series. Familiar names like Don Garlits, Warren Johnson, Shirley Muldowney, Bob Chandler and his BIG FOOT Race Team, and the IROC series.

Hedman Hedders constantly reshapes itself to meet environmental requirements and incorporates computer technology to ensure that its products offer the best performance improvement.

Whether you're a Pro or sportsman racer, Hedman Hedders builds your hedder with one goal in mind, optimum performance. Even if you're not a racer, the lessons Hedman learns at the track and on the dyno, make it into every street hedder we design.

For more information, please visit www.hedman.com.

The Lincoln Electric Company, headquartered in Cleveland, Ohio, is the world leader in the design, development and manufacture of arc welding products, robotic arc welding systems, fume extraction equipment and plasma and oxyfuel cutting equipment. The company holds a leading global position



in the brazing and soldering alloys market.

Lincoln Electric and NASCAR announced a five-year extension of their agreement in which Lincoln Electric remains an exclusive automotive partner under the NASCAR Performance brand and retains its competition contingency sponsorship which includes the Sprint Cup Series in 2009. Lincoln Electric became the exclusive NASCAR Performance sponsor of welders and welding helmets in 2000 and held contingency award programs in the Nationwide Series, Truck Series, Canadian Tire Series and the Whelen All-American Series.

For more information, please visit www.lincolnelectric.com.

Winning isn't easy. It takes teamwork, sweat and making split-second decisions in the pits. But that's only part of it. You can't get there without having the right tools on hand. Since 1992, **Mechanix Wear Gloves** have proven themselves race after race, victory after victory on the grueling tracks of NASCAR, NHRA, F1, IRL, MOTOCROSS, SUPERCROSS, and MOTO GP. They've weather real-world conditions and have consistently come out on top. Some say it's because of the technologically advanced materials we use. Others have told us that it's because they're so comfortable it's like having a second skin. So what do we say? Nothing. We just keep listening and making them better. Insist on the glove that started it all.



Mechanix Wear – The Tool That Fits Like a Glove. © For more information, please visit www.mechanix.com.

For more than 30 years, ExxonMobil has collaborated with some of the top motorsports teams in the world. This enables us to test our products in some of the harshest, most demanding environments and to use this experience to develop the next generation of high performance lubricants.



Mobil 1 Racing technology has been developed using our extensive experience in premier automotive racing series around the world, such as Formula 1, NASCAR, Le Mans, IRL, NHRA, Formula 3, SCCA GT, and ALMS. The variety of demands that each racing series requires of a lubricant helps us ensure that Mobil 1 Racing oils can meet the more extreme conditions encountered on the race track.

For more information, visit www.mobiloil.com.

The world leader in suspension technology, **Penske Racing Shocks** has been providing custom-built, high-performance shock absorbers to all forms of racing for over 20 years. Offering only the highest quality suspension products, shocks are available non, single, double, triple, and four-way adjustable configurations. All Penske Racing Shocks are hand-built, tailored to your driver feel or car set-up, and dyno tested, insuring the highest attention is paid to detail, consistency, and performance.



Penske Racing Shocks are available direct from the manufacturer or through many dealers worldwide. Visit them on the web at www.penskeshocks.com.



Racing champions know **Performance Friction** brakes. Hundreds of races and more than 1,500 championships have been won on Performance Friction Carbon Metallic® pads, ranging from NASCAR Sprint Cup to IndyCar to the Australian Porsche Cup. Last year alone, over 120 racing champions all over the world drover to victory on Performance Friction brakes.

Performance Friction brake pads and rotors are 100 percent American made in our Clover, South Carolina, production plant. With world-class manufacturing processes in place, our 200,000 square foot facility supplies brake pads and rotors for domestic and international markets, major automotive retailers including Auto Zone and Pep Boys, and thousands of brake installers through our local distributor networks. For more information, please visit www.performancefriction.com.

Quarter Master provides winning clutches and driveline components to racers from Super Speedway to the Bullring...from IRL to Rally...from NASCAR to the “Weekend Warrior”!



Quarter Master began operations in 1972, and since that date, Quarter Master products have enjoyed a long history of track-proven, race-winning results. That long-standing enjoyment has come from a “race team like effort” with attention to detail, and from listening and responding to the racer. Our products are built to exceed the racer’s demand and need for reliability, high-performance and durability. Our passion and our commitment is to the racer’s goal...winning! For more information, visit www.racingclutches.com.

Racing Electronics has been in the racing industry for over 20 years. What began as a hobby in a condo in 1988 has grown to become the #1 Company in Race Communications Worldwide. Look around at any major racing event and you’ll see Racing Electronics everywhere...helping our loyal customers...professional and amateur, racer or race fan. Racing Electronics...See us at the track!



For more information, visit www.racingelectronics.com.

HMS Motorsport is the exclusive importer and distributor for **SCHROTH Racing** Harnessbelts. They provide SCHROTH belts directly to more than 65% of the Sprint Cup and IRL Professional Drivers. SCHROTH cam lock belts are manufactured in Germany. SCHROTH Latch Link belts are manufactured at the HMS facility using German webbing, adjusters, and US supplied latch & link hardware. Both types of belts are available with either SFI 16.1 or SFI 16.5 certifications. All SCHROTH harnessbelts are made with Polyester webbing milled to a unique patented design developed by Carl Schroth. HMS can customize any belt to specific lengths and or combination of left side, right side, pull-up or pull-down lap adjusters.



SCHROTH was the first CAM LOCK approved by NASCAR in 2002. SCHROTH introduced the first 2” shoulder belt for use with the HANS, the unique Hybrid® sub-strap system, and the “Over-Under” – double shoulder belt for use with HANS. SCHROTH was also the driving force behind the new 2” lap belt now used by many Sprint Cup drivers and most IRL and Formula One drivers.

In addition to SCHROTH harnessbelts, HMS carries a full line of drivers safety equipment from Puma, Momo, G-Force, Bell, Cool Shirt, Oakley, Arai, HJC, Ringers, SafeCraft, and HANS. For more information, please visit www.schrothracing.com.

Impact Helmets and Impact Race Products offer the latest technology and innovation in auto racing safety equipment. Look for the “supercharged” logo. It is the racer’s guarantee of genuine Impact Race Helmets and Impact Race Products. For more information, please visit www.impacthelmets.com.



Multiple facilities totaling 220,000 square feet house **Seymour of Sycamore’s** corporate headquarters and manufacturing operations in Seymour, Illinois, a community located sixty miles west of Chicago. The Automotive, Industrial, Hardware, Specialty and Marine products divisions serve the professional and do-it-yourself markets with reliable, environmentally friendly paints. Seymour products are widely available through industrial supply houses, distributors, paint stores and other retailers.



A staff of 150 highly-trained individuals includes three full-time chemists plus laboratory technicians, process engineers and quality control specialists. Seymour personnel work closely with customers to guide special order projects from conception to distribution. Seymour boasts extremely fast turnarounds, and its minimum requirements for custom orders and direct purchases of proprietary products are among the lowest in the industry. The company employs state-of-the-art manufacturing and testing equipment and the finest raw materials to ensure customers consistently receive superior quality and value.

For more information, visit www.seymourpaint.com.

Since 1939, **Wix®** Filters has been an innovator in filtration products. WIX designs, manufactures and distributes products for automotive, diesel, agricultural, industrial and specialty filter markets. Its product line includes oil, air, cabin interior, fuel, coolant, transmission and hydraulic filters for automobiles, trucks and off-road equipment. WIX, a member of the Affinia family of brands, is the number one filter in NASCAR and an exclusive NASCAR Performance Product. Its NASCAR relationship also includes the WIX Filters Lap Leader Award, which recognizes the drivers leading the most laps in each race.



For more information, visit www.wixfilters.com.

Sponsorship opportunities with Bill Elliott Racing are still available, including some primary sponsorships. Interested parties should contact Cindy Elliott at Bill Elliott Racing, 706-265-3030 cindy@billelliott.com .

For more information the Bill Elliott Racing team, please visit www.BillElliott.com, www.chaseelliott.com , and www.billelliotttracing.com

About Bill Elliott Racing: In 2008, NASCAR legend Bill Elliott launched a Driver Development program as an extension of Bill Elliott Racing. Based on the principles of teamwork, strong work ethic and positive attitudes, the program aims to guide young drivers through the highs and lows of life in auto racing and to make them leaders on and off the track.

Please visit www.BillElliott.com for more information on the Bill Elliott Racing team.

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