



## COMP Cams® Renews Partnership With DIRTCar HP For Upcoming Season

**Memphis, TN** – COMP Cams® will serve as a major sponsor of DIRTCar HP in 2014, marking the valve train leader's fourth consecutive season of involvement with the unique dirt engine builder/manufacturer alliance. The program, of which COMP® was a founding partner, provides a direct line of communication between manufacturers and builders to help create better and more cost-effective engine components.

DIRTCar HP includes the World of Outlaws STP Sprint Car Series, World of Outlaws Late Model Series, Super DIRTCar Series and UMP DIRTCar Summer Nationals "Hell Tour." Since its inception in 2011, the program has grown from an original membership of 200 engine builders to more than 550 at the start of the 2014 season. Throughout the year COMP Cams® provides product certificates to drivers and engine builders competing in each of the 200 races across all four traveling circuits. The result is a variety of relationships with racers and builders in every corner of the country.

"We're proud to support the talented teams and engine builders that take part in all of these grueling series," said COMP Cams® VP of Marketing, Chris Douglas. "It's a major accomplishment to win a race on these tours, let alone a championship. The passion and dedication that these individuals show is a perfect fit for COMP Cams® – a place where similarly driven employees turn out the world's best valve train components on a daily basis."

DIRTCar HP hosts five engine builder luncheons during the calendar year to bring engine builders and manufacturers even closer together. Newsletters and other promotional material are also distributed throughout the season to keep members abreast of the latest technology. In addition, COMP Cams® banners are present at every track and cars must run COMP® decals to be eligible for contingency awards. Nearly 1,500 unique entries compete in one of the four DIRTCar HP-sanctioned touring series each year.

"Both the number of cars that compete and the breadth and scope of tracks visited are major reasons for the continued involvement of COMP Cams® in this program," Douglas explained. "Being able to reach so many racers and fans at the track, along with millions more on television and online, is a great opportunity for our brand."

The COMP Cams® brand features the industry's largest and most highly trained engineering staff, revolutionary manufacturing techniques and extensive testing in the shop and at the track. That commitment to excellence for more than 35 years has made the company The Absolute Leader In Valve Train Technology today.

### About COMP Cams®

Founded in 1976 and based in Memphis, TN, COMP Cams® has become the automotive performance aftermarket's "Absolute Leader in Valve Train Technology." With an ISO 9001:2008 Certification, our mission is to produce the highest performing products possible, provide superior customer service and lead the industry in technological development. Additional information about COMP Cams® and its products can be found at [www.compcams.com](http://www.compcams.com) or at 1.800.999.0853. Also, visit us on Facebook ([facebook.com/COMPWins](https://www.facebook.com/COMPWins)), Twitter ([twitter.com/COMPCams](https://twitter.com/COMPCams)) or YouTube ([CPGNationTV.com](https://www.youtube.com/CPGNationTV.com)).

**Media Contact:** Dan Hodgdon, [dhodgdon@compcams.com](mailto:dhodgdon@compcams.com), 901.795.2400, ext. 1237.

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