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## RACEQUIP BECOMES SAFETY PARTNER OF ROAD AMERICA

**ELKHART LAKE, Wis., (June 16, 2014)** – Road America announced today a new sponsorship agreement with RaceQuip, a manufacturer of high quality auto racing safety equipment, as its new safety partner. RaceQuip's safety apparel and gear will be available for purchase at Road America's Paddock Shop and RaceQuip will also have a presence on-site at Road America events through venue signage while displaying its full line of products for competitors at many Road America events. In addition, RaceQuip representatives will be on hand at various events to answer questions and provide support to the race teams and attendees who are interested in, or use RaceQuip safety equipment.

"RaceQuip produces a wide range of auto racing safety gear for both the professional and club racer. This diversity in our product line allows us to cater to the full spectrum of racing participants regardless of sanction or series," said Patrick Utt, RaceQuip President. "We are very excited to be working with Road America and offering our products to such a wide competitor base at Road America events."

First introduced in 1975, the RaceQuip brand has built a reputation for manufacturing and distributing high quality auto racing safety equipment at affordable prices. RaceQuip continues to build on that reputation and in 2006, the Safe-Quip and RaceQuip brands were joined together under Vesta Motorsports, USA to offer expanded U.S. manufacturing capabilities and further compliment the line of value-priced, quality built SFI rated auto racing fire retardant suits, shoes, nomex gloves, Snell SA helmets, and SFI & FIA seat belts & harness sets. The SFI and FIA certified auto racing and motorsports safety gear manufactured by RaceQuip is designed for use in many racing series and sanctions, such as: IMSA, ARCA, Chump Car, Lemons Racing, NASCAR, NASA, NHRA, NMCA, NMRA, NTPA, SCCA and SVRA.

"We are thrilled to welcome RaceQuip into the Road America family of marketing partners," said Mike Kertscher, programs manager for Road America. "RaceQuip safety equipment is widely used by competitors at many of our events and having the opportunity to sell quality RaceQuip safety gear and provide customer service to our many competitors during our events is just one more example of how we are improving the experience for everyone at Road America."

Road America's season continues this week with Pirelli World Challenge action on Friday, June 20, followed by more incredible door-to-door Pirelli World Challenge excitement on Saturday morning, June 21. The green flag drops at 2:06 p.m., Saturday afternoon for the **Gardner Denver 200 Fired Up by Johnsonville** NASCAR

Nationwide race, which will also be broadcast live on ABC. Additional SCCA Pro Trans-Am Series racing rounds out the action-packed weekend on Saturday evening. Tickets are available and additional event details; ticket pricing and camping information can be found at [www.roadamerica.com](http://www.roadamerica.com) or by calling 800-365-7223. Kids 12 and under are free with an adult. Racing runs rain or shine.

**About Road America:** Established in 1955 as the first permanent road racing course in the United States, Road America is located midway between Milwaukee and Green Bay in Elkhart Lake, Wisconsin. The world's best racers have competed at this legendary four-mile, 14-turn road circuit for over 55 years. The 640-acre, park-like grounds offer amazing viewing opportunities, fantastic concessions and high-speed excitement to hundreds of thousands of spectators each year. In addition to public race weekends, Road America offers a variety of group event programs, the Blain's Farm & Fleet Motorplex for karting and supermoto, and the Road America Motorcycle and Advanced Driving Schools. For more information, visit [www.roadamerica.com](http://www.roadamerica.com) Follow Road America on [www.facebook.com/RoadAmerica](https://www.facebook.com/RoadAmerica) and on Twitter: @roadamerica or call 800-365-7223.



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