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## **THE BRAKE MAN BECOMES SWEENEY RUSH 2013 MAJOR CONTINGENCY SPONSOR WITH “TOUGH BRAKE OF THE NIGHT” AT EACH TOURING EVENT ALONG WITH MAJOR GIVEAWAY ON MFG NIGHT**

By Mike Leone

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**(Pulaski, PA)**...As the 2013 Sweeney Chevrolet Buick GMC RUSH Dirt Late Model Touring Series season opener draws near on April 19 at Roaring Knob Motorsports Complex, directors Vicki Emig and Mike Leone continue its forward momentum of attracting sponsors and product contingencies for the new season.

The Brake Man, an innovative designer and manufacturer of made-in-America motorsport brake systems and components, is the newest addition to RUSH. Located in Southern California and already the brakes of choice for several drivers in the Series, The Brake Man will be involved in a substantial way not only at the August 31 “Manufacturers Night,” but also at each and every night during the 26-event Touring slate. The Brake Man will award approximately \$5,000 in product and certificates throughout the 2013 season.



***Click on the logo to view The Brake Man's Late Model Customers!***

At each of the 26 Sweeney Chevrolet Buick GMC Touring Series events, RUSH Officials will award The Brake Man “Tough Brake of the Night” to a racer whose night just didn’t go as hoped. That racer will receive three bottles of Xtreme6 Racing Brake Fluid valued at approximately \$45 along with a certificate good for either \$50 off of a purchase of \$100 or more or 20% off any The Brake Man purchase. Certificates can be used toward the purchase of parts for any other manufacturer’s brake system.

The Brake Man will also have a huge presence at the August 31 “Manufacturers Night” at Pittsburgh’s PA Motor Speedway, giving away four F3 Tornado “Anniversary Edition” Brake Calipers with an approximate value of \$1,800.

“The Brake Man Inc. is proud to be a major contingency sponsor of the 2013 RUSH Series,” stated The Brake Man’s Cory Lamarra. “The extremely competitive RUSH Late Models are an excellent showcase for our Innovative Brake Technology and its benefits. The ‘Tough Brake’ package allows The Brake Man to show support for all race teams in the Series throughout the season. We look forward to being part of the RUSH Series in 2013!”

“We’re thrilled to have The Brake Man as an integral part of our Touring Series,” stated Emig. “We continue to work hard to create more value around the events for both the tracks and promoters. No one wants to have a bad night at the races, but this will now at least give that racer a nice bonus each night. The four F3 Tornado Brake Calipers by The Brake Man are going to be quite a prize for a lucky racer on August 31. It says a lot about our Series to have these great companies getting involved in the Series.”

The Brake Man becomes the third California-based company to become a Series sponsor joining K&N Filters (Riverside) and K1 RaceGear (Carlsbad)!

The Brake Man is an innovative designer and manufacturer of made-in-America brake systems and components for motorsport, street and fleet vehicles. The Brake Man engineering team has developed inspired and race-proven technology which has revolutionized the industry while setting the standard for high-performance and durability.

The Brake Man was founded in 1993 and originally focused on high-performance brake pads, brake fluid and the most accurate brake residual pressure valves on the market. The company expanded into rotors in 1995 with the introduction of the groundbreaking Revolution rotor, the industry's first brake rotor to implement a convoluted design. The unique design put The Brake Man's indelible stamp on the racing industry. The following years saw the company roll out a string of innovative products including patented Tornado calipers, Hurricane rotors Thunderstorm calipers, and full street kits.

Today, The Brake Man brake systems and components have helped countless drivers and motorsports teams make their way to the winners circle. Victories span across a wide range of regional and national race series and events from dirt to asphalt. This industry-leading technology and durability is also available for street performance and fleet vehicles as well.

The Brake Man was founded by President and Chief Engineer Warren Gilliland. Before launching the company, Gilliland held positions with Airheart Products, Hurst Performance, JFZ Products, Toyota and Pontiac. His career highlights include involvement in the first quick-change brake calipers for Indy cars, several industry-standard racing brake pad shapes, linear brake pad compounds, the first rear cambered spindles for NASCAR, the original zero-drag calipers, convoluted rotors, and industry-leading technology to improve brake fluid flow.

Headquartered in southern California, The Brake Man is the only company producing true made-in-America brake systems and components. For more information, check out their website at [www.thebrakeman.com](http://www.thebrakeman.com) or call 805-987-7867

2013 RUSH weekly-sanctioned speedways include Allegheny Mountain Raceway (Kane, PA), Bradford (PA) Speedway, McKean County Raceway (East Smethport, PA), Pittsburgh's PA Motor Speedway (Imperial, PA), Roaring Knob Motorsports Complex (Markleysburg, PA), Sharon Speedway (Hartford, OH), and The Rock – Allegany County Speedway (Cumberland, MD).

2013 RUSH marketing partners include Sweeney Chevrolet Buick GMC, Pace Performance, Hoosier Tire, Precise Racing Products, The Brake Man, K&N Filters, Lincoln Electric, K1 RaceGear, Wrisco Aluminum, and Valley Fashions.

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