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K&N FILTERS JOINS SWEENEY RUSH SERIES WITH “COLD AIR INDUCTION DASH”; THOUSANDS OF \$\$\$ OF CONTINGENCIES TO BE AWARDED TO DRIVERS & FANS AT TOURING EVENTS

By Mike Leone

March 14, 2013

FOR IMMEDIATE RELEASE

(Pulaski, PA)...The Sweeney Chevrolet Buick GMC RUSH Dirt Late Model Touring Series is proud to announce a an exciting partnership with Riverside, California-based K&N Filters that will not only benefit the racers, but also the fans during the upcoming 2013 racing season.

A nightly dash will be part of each of the 26 scheduled Touring events awarding a minimum of \$200 in cash and contingencies! At six chosen events, a lucky fan will also take home a K&N Cold Air Induction System valued at up to \$500! A lucky fan at each of the remaining 20 events will receive a certificate for one free K&N Air Filter.

“This mean a lot to our Series to have a well-known, national company such as K&N Filters to become a contingency sponsor for our inaugural season,” stated RUSH Co-Director Vicki Emig. “The K&N Dash will be a nice addition to our Sweeney Chevrolet Buick GMC Tour events for the racers, while at the same time will allow attending fans the ability to win either a free filter or a cold air induction system.”

On events when time trials set the heat race lineup, the four-lap K&N “Cold Air Induction” Dash finish will determine the beginning of the feature line-up. On non-time trial events, the Dash will be for the four or five positions (depending on how many heats are run) after the redraw spots to determine those feature starting positions.

The K&N “Cold Air Induction” Dash winner will receive a \$100 K&N certificate. Second place will receive a \$50 K&N certificate. Third and fourth place finishes (or any other starters) will receive \$25 cash. The nightly Dash winner will autograph a K&N Flag that will be given to a fan in addition to a K&N hat.

In addition, points will be awarded for each night’s dash to determine the season ending “K&N Cold Air Induction Dash Championship”. Cash and a minimum of \$600 of K&N certificates will be awarded to at least the top four racers of this program at the awards banquet.

Fans can also look forward to the opportunity of winning K&N product or certificates at each of the 26 Sweeney Chevrolet Buick GMC Touring Series events. The crown jewel of the K&N program for the fans will be the chance to win one of six K&N Cold Air Induction Systems for use on their personal vehicles. Each system is valued at up to \$500.

These six exciting giveaways will take place at Hagerstown Speedway on April 20 in conjunction with the Lucas Oil Late Models, June 22 at Roaring Knob Motorsports Complex during the “Mid-Atlantic Triple Crown”, July 13 at Pittsburgh’s PA Motor Speedway during the “Cross the Borders” Speedweek finale, August 17 at Sharon Speedway for the “Gary Knollinger Memorial”, September 21 at McKean County Raceway’s “Fall Classic”, and October 26 at Lernerville Speedway’s “Steel City Stampede”.

At each of the remaining 20 Touring Series events, a lucky fan will receive a certificate good for one free K&N Air Filter, and will begin as the 2013 Sweeney Chevrolet Buick GMC RUSH Dirt Late Model Touring Series kicks off on Friday, April 19 at Roaring Knob as part of the “Battle Down the National Pike” with the Lucas Oil Late Model Dirt Series.

“When you add up the total value that K&N has generously given to the RUSH Series, the dollar amount is overwhelming especially to a grassroots racing series,” stated Co-Director Mike Leone. “We hope both drivers and fans throughout our region will choose or continue to patronize this fine company as the K&N name has become synonymous with the sport of auto racing. This program also adds to our goal of continuing to add value and excitement around each Touring Series event.”

K&N Engineering, of Riverside, California, is the inventor and leading innovator of reusable cotton gauze filter technology for automotive applications. From humble beginnings as a family run business over 40 years ago, K&N Engineering, now a truly global company with offices in the U.K. and the Netherlands, continues to operate with an enthusiast mindset and a direct connection with motorsports that carries over throughout all levels of management and manufacturing.

K&N Filters were originally developed in the extreme demands of Off-Road Racing. After over 40 years of US manufacturing, the original design still holds true. K&N’s High-Flow Air Filters are built to provide increased horsepower, long life and the valuable protection you need to perform in any condition. K&N’s vast collection of performance long life air-filters covers just about every vehicle on the road today; Big Rigs, Semi-Trucks, Diesel Pushers, RVs, motor homes, car, trucks, motorcycles and ATV’s.

K&N invented the world’s first air filter guaranteed for one million miles. That same warranty applies to their High-Flow Air Intake Systems. K&N’s products are well engineered, built with the finest materials and they stand behind them 100%. Many K&N Intake Systems are street legal in all 50 states.

K&N’s air intake systems are guaranteed to produce horsepower in your vehicle. K&N replaces the restrictive factory intake assembly with a custom designed high-performance air intake system. Manufactured in the USA, these K&N air intake systems allow your engine to breath efficiently, offering increased airflow and immediate power gains, without fuel-management modifications to your car, bike, or truck.

In addition to being a great performance upgrade for your vehicle, K&N’s air intake systems are easy to install. A typical installation can be done with a screwdriver, pliers and a ratchet-set in 90 minutes or less! K&N specifically engineer their kits to use existing factory holes and mounting points, making installation simple. The vast majority of our cold air intakes do NOT require any cutting or drilling.

K&N automotive oil filters provide high flow rates while providing outstanding filtration. High filter flow rates are especially important in racing vehicles where heavier grade oil is used and the oil is pumped much faster than in a standard vehicle. K&N automotive oil filters are engineered to handle all grades of synthetic, conventional and blended motor oils.

For more information on K&N Filters, check out their website at www.knfilters.com.

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, K1 RaceGear, K&N Filters, and Wisco Aluminum.

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