

# ***The Tire Rack One Lap of America*** ***Presented by*** ***Grassroots Motorsports Magazine*** ***Official Release***



**FOR IMMEDIATE RELEASE:**

**Contact:**  
**Solomon A. Rosenthal**  
**Solomon@RosenthalMedia.com**  
**9251 Roosevelt Blvd**  
**Philadelphia, PA 19114**  
**Ph: 215.703.7621**

## **B.R.M announced as Trophy Supplier for the 2012 Tire Rack One Lap of America Presented by Grassroots Motorsports Magazine**

*Bernard Richards Manufacture to supply two watches for the winning team and Top 10 Trophies*

Philadelphia, Pennsylvania - April 23, 2012 – The Tire Rack One Lap of America Presented by Grassroots Motorsports magazine is excited to announce that B.R.M will be providing the trophies for the top 10 finishers in this year's event. In addition to the trophies the winning team will take home two B.R.M timepieces.

"Sporting a B.R.M watch for the first time is like admiring a line of cars with extraordinary engineering on the starting line of a mythical race. The superior mechanical performance unites with the human desire to surpass ordinary expectations: to push the outer limits of human indulgence. Wearing one of B.R.M's superb timepieces makes a personal statement about life. It is like a commitment to the most beautiful competition ever. Those who wear a B.R.M timepiece are passionate about life and live it 100% to the max. This is the type of person it takes to win the One Lap;" Said a B.R.M spokesperson.

This year is going to be more exciting than ever with B.R.M reaching a new level in its commitment to motorsports. B.R.M is entering the most prestigious racing series in the world with an official partnership with Caterham F1. B.R.M's French driver, Simon Pagenaud, is starting his first full season in IndyCar with Schmidt-Hamilton Motorsports. B.R.M is also celebrating its new partnership with the Monticello Motor Club, North America's premiere private racing resort, located in the Catskill Mountains near New York.

The One Lap organization welcomes Bernard Richards Manufacture to our family.

### **About B.R.M**

A few miles away from Paris, Bernard Richards practices the superb watch making art passed down in his family. Night and day, with the help of his craftsmen, he turns and assembles the most complex parts that others can no longer manufacture. The luxury and watch making giants contact him for service or for his specialized know-how, most discreetly, to be sure. For more information or to find your nearest retailer please visit [www.BRM-manufacture.com](http://www.BRM-manufacture.com) or email [infos@brm-manufacture.com](mailto:infos@brm-manufacture.com).



## About Tire Rack

Tire Rack, family-owned and headquartered in South Bend, Indiana, is America's largest independent tire tester and consumer-direct source for tires, wheels and performance accessories. Their team of over 100 test drivers (their sales team) tests tires from every major tire manufacturer on the company's state-of-the-art, 11.7-acre test facility. The findings are then posted on the company's website, [www.tirerack.com](http://www.tirerack.com), where consumers can make an educated decision on a tire, wheel or performance accessory purchase.

Tire Rack has also collected results from more than 158,150 consumer surveys representing over 2.7 billion miles of real-world tire data, the largest known cache of such information anywhere. In addition various testing and informational videos are available online in their Video Center at [www.tirerack.com/videos](http://www.tirerack.com/videos). Since 1979, Tire Rack has grown from a single-point retail store in Indianapolis to encompass over 1.8 million square feet of space in six distribution centers across the country. A diverse and broad in-stock inventory from 17 major tire and 49 wheel brands can be delivered anywhere in the country in two days or less. A national network of more than 8,000 independent Recommended Installers are available to service customers.

## About The One Lap of America

The Tire Rack One Lap of America Presented by Grassroots Motorsports Magazine is the modern day version of the Cannonball Sea to Shining Sea Memorial Trophy Dash of 1970. Created by Brock Yates and popularized by the movie Cannonball Run, today's One Lap of America challenges it's participants to endure long transit drives of **over 400 miles daily** and to compete on **10 of Americas most challenging racetracks** in **8 days**. This year's One Lap begins **on May 5<sup>th</sup>, 2012** and **runs through May 12<sup>th</sup>, 2012**. The current event is headed by Brock Yates, Jr. and will be the 29<sup>th</sup> running of the event.