

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



FOR IMMEDIATE RELEASE:

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KICKER Performance Audio joins the 2012 One Lap of America

Philadelphia, Pennsylvania – February 20, 2012 – The Tire Rack One Lap of America Presented by Grassroots Motorsports Magazine is excited to announce KICKER Performance Audio as a partner for the 2012 One Lap. Kicker Performance Audio will be hosting a lunch for the One Lap competition on May 7th, 2012 at Hallet Motor Racing Circuit.

KICKER Performance Audio has been an industry leader since 1980 in premium mobile audio, including high-quality speakers, amplifiers and accessories for the auto aftermarket and selected Original Equipment Manufacturers. In addition, KICKER is the provider of high-performance home and personal audio, specializing in docking systems, earbuds and headphones.

Beginning in Stillwater, Okla., in 1973, KICKER built its foundation by hand-crafting professional sound and musical instrument speaker systems in a single-car garage for local churches, auditoriums and entertainers. Seven years later, the first full-range speaker box designed specifically for automotive use, the Original KICKER®, was developed by president and company co-founder Steve Irby.

From that historic moment, delivering concert-like audio quality across a wide volume range with renowned bass and accurate sound has always been the KICKER way. Still gracing the Stillwater skyline, KICKER has stayed true to the values from which the company was built.

“As a former contributor to the event, KICKER couldn’t be more ecstatic to sponsor the 2012 One Lap of America. Knowing that music is an immense part of the open road, KICKER believes this event is the perfect method to reach other car enthusiasts like ourselves,” Said Ron Burnett, KICKER Performance Audio’s Sr. Marketing Communications Coordinator.

The One Lap organization welcomes KICKER Performance Audio to our family of sponsors.

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, 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. 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 5th, 2012** and **runs through May 12th, 2012**. The current event is headed by Brock Yates, Jr. and will be the 29th running of the event.