



MAGNAFLOW UK GOES MOTOR RACING

Performance exhaust brand targets promotional success on the race track

The **Magnaflow UK** name will be driven at speeds of up to 170mph this year after managing director Paul Tomlinson agreed to sponsor a racing car that is taking part in the 2006 Stock Car Speed Association (SCSA) Championship.

Magnaflow UK has joined forces with Revolution Torquespeed Racing and the company's distinctive branding will appear on the rear quarter and bonnet of the 480bhp stock car that is piloted by Midlands driver Mike Luck.

The American origins of the SCSA series – it is based on the hugely successful NASCAR Nextel Cup that regularly draws crowds of more than 250,000 in the USA – make it the perfect tool for continuing to promote the Magnaflow brand in the UK.

All of the 2006 races will take place at the 55,000-seater banked oval racing circuit at Rockingham Motor Speedway near Corby in Northamptonshire and Magnaflow UK will use each event to entertain important clients by giving them an experience that will be both memorable and spectacular.

Paul Tomlinson believes it makes sense for the Magnaflow UK brand to get involved with the 2006 SCSA Championship. He said: "Magnaflow is huge in the USA because of its links to motor racing legend Mario Andretti, so getting involved with a racing series that is closely linked with American cars and the style of racing that takes place over there was a natural course to take.

"As well as providing us with a quirky marketing tool and a means of getting the Magnaflow UK name noticed among an audience that is extremely keen on anything to do with performance motoring, it will also give us the opportunity to entertain influential clients and show them that we are a company that is moving forward and keen to get involved with projects that are a little bit different."



The Magnaflow UK car can be seen battling for race honours at Rockingham's 'Thunder Sunday' meetings on June 24/25, July 8/9, August 12/13, September 9/10 and October 7/8.

To company will bring you regular updates and pictures from the race meetings so that you can keep in touch with how the brand is performing in one of the most spectacular motor racing series in the UK.

WHAT IS OVAL RACING?

Just like all forms of motor racing, being the fastest driver on the track is the key to success. But 'oval racing' has a number of characteristics that make it stand out from the format of standard motor races like Formula One.

Every race in the SCSA Championship is conducted on a 1.5-mile banked track that is oval shaped. Because there are only four shallow left-hand bends to negotiate, speeds are extremely high and with the cars so closely matched in terms of performance, incident is always guaranteed.

All SCSA races are conducted over a race distance of 60 laps and drivers must come in to the pits at least once to have two of their cars' tyres changed.

WHAT ARE THE CARS LIKE?

Because of the high speeds associated with oval racing (up to 170mph), SCSA cars are built to be powerful. Each car is based on an American production model and is powered by a 5.7-litre V8 engine. This specification means the cars are capable of producing 480bhp.

As you would expect, the SCSA cars also have to be strong as well as powerful. The oval racing track at Rockingham is enclosed by a stone wall and when things go wrong on the race track, this wall has the potential to be extremely unforgiving.

Therefore, each of the 1300kg cars are built using a 'spaceframe' chassis – basically a strong tubular metal cage that is then covered by body panels – and the driver is enclosed in a specially constructed 'safety cell' to ensure his personal protection.

WHAT IS ROCKINGHAM LIKE?

The Rockingham Motor Speedway complex was purpose built in 2001 at a cost of £60 million and has the facilities to cater for both American-style racing and more conventional racing formats.

There are two race tracks at the venue – the 1.5-mile oval and the national racing infield track that is just under two miles long.

The complex has the capacity to hold 60,000 spectators and is ranked as one of the best motor racing venues in the country, alongside the likes of Silverstone and Brands Hatch.

As well as hosting motor racing events, Rockingham has its own racing school and is also a popular venue for business conferences and other events, thanks to the roomy main stand that houses restaurants and hospitality boxes.



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