

**For Immediate Release**

## **Hoosier New Official Racing Tire of ARCA West LMCS**

AW LMCS MEDIA

Graham, Wash. (July 4, 2007) – The ARCA West Q-Racing Late Model Challenge Series officials announced during Saturday's driver's meeting in Kalispell, Mt preceding the 'Firecracker USA 125' that Hoosier Racing Tire would start providing race tires for the AW LMCS beginning the next scheduled event at Spokane Raceway Park on July 14<sup>th</sup>.

Jerry Losch, ARCA West Director of Competition and Richard Michaud, President of ARCA West made the decision to change tire brands after they were informed that Goodyear could not guarantee supply of racing tires throughout the contracted season without interruption. Goodyear has had trouble supplying tires this season and did not have tires available for shipment prior to the series next scheduled race on July 14<sup>th</sup>.

"Nobody likes a mid-season change of tires," Losch stated. "Kenny Tipton of the Goodyear Short Track Program has been very helpful the last several seasons and definitely tried his best to protect the AW LMCS from this tire shortage. We all hung on as long as we could hoping Goodyear could catch up on demand and fulfill their tire orders. Unfortunately, there was no guarantee of tire shipments for our next scheduled events."

"We chose the Hoosier Racing Tire brand as they are the official racing tire of ARCA," said Michaud. "Hoosier has had a long-standing positive relationship with ARCA and it was only natural for us to switch to Hoosier as we are part of the growing ARCA racing family. Hoosier has great tire availability and provides a premium Late Model racing tire at a fair price."

The new AW LMCS tires will be Hoosier #3035 (lefts) & #3045 (rights). These are premium-level tires ideal for the series' touring program, and are one of the best asphalt Late Model tires available. This tire is used by many of the country's top touring programs and large-caliber special events. The tires will continue to be serviced through Tom Elam and will be available at the scheduled Friday night July 13<sup>th</sup> practice at Spokane Raceway Park.

For additional information, please contact Jerry Losch at 253.312.1080. Tire orders can be made to Tom Elam at 541.404.0210. ARCA West office 209.649.0439.