

(for immediate release)

## **2007 'Rookie of the Year' Award Best Ever For ARCA West Late Model Challenge Series**

ARCA West media

Graham, Wash. (February 26, 2007) For many drivers & teams considering advancing from a local-based program to a premier-level touring program, much of the decision has to do with the what is offered and gained at the next level. This season a rookie team entering the Q-Racing ARCA West Late Model Challenge Series (AW LMCS) has the best 'Rookie of the Year' award package ever offered by the series. With sponsorship commitments from Port City Racecars, Circle Racing Wheels, Pro-Formance Shocks, and Auto Meter; a rookie contender will have a lot to shoot for in 2007.

Port City Racecars of Muskegon, MI has pledged a straight-rail, chrome moly late model chassis to the top placing rookie driver in the AW LMCS rookie of the year point standings at seasons end. Additionally, product certificates will be awarded by Circle Racing Wheels: \$250, Pro-Formance Shocks: \$200, and Auto Meter: \$150. Total value of the AW LMCS 2007 'Rookie of the Year' Award package is over \$4,300. This special award program is just part of many positive gains the series has recognized recently.

The last several seasons of the Northwest-based Late Model Challenge Series have shown proven stats of continued growth and acceptance. Entering its eighth season energized with the recent partnership with ARCA West, an extension of the ARCA racing family, this season looks to be the strongest and best supported at all levels. With the welcome addition of Q-Racing as series' title sponsor through Paul Oil Co. and combining existing marketing partners and sponsorship programs from both the programs, participants will see a significant increase in the purse structure, contingency & bonus awards, and the championship point fund.

With a solid track record of delivering highly competitive, professional race events showcasing the Northwest's best Late Model drivers and teams, the AW LMCS was also able to secure an increased base purse structure from participating tracks. The increase in base purse remains reasonable to the tracks for the caliber of the show, yet brings the purse up to a more standardized norm amount for a premier-level touring program. The new base purse structure allows for a minimum of \$1,500.00 to win, and \$250.00 to start a feature. In addition to the increased base purse, the series has been busy acquiring sponsors to post a \$2,500.00 winner's check at many of the scheduled races, currently six of the 10 events.

The ARCA West Late Model Challenge Series' point fund currently stands at over \$15,000.00 in cash awards and is expected to grow. With commitments from Q-Racing / Paul Oil Company, Pro Pack Motorsports, and Losch Motorsports; the series will also be able to offer its largest point fund to date. This season, over \$30,000.00 in contingency product awards will be presented to participating drivers, and that amount is expected to grow as additional marketing partners join the program.

"I believe partnering with ARCA West has helped our marketability and sponsor exposure," stated Jerry Losch, AW LMCS Director of Competition. "Keeping our purse reasonable to each track, and our sponsorship programs affordable is very important. There is a huge restructuring of stock car racing occurring in the Northwest and throughout the country, thus keeping costs and expenses reasonable to all is a high priority. Our goal for the 2007 season is to provide a program which is consistent, professional, and enjoyable to all parties involved."

ARCA West officials will be holding their 2007 driver information meetings for Late Model and Truck teams this weekend, March 3 – 4, with meetings scheduled in both western & eastern Washington. For more information on the ARCA West Late Model Challenge Series or Truck Series, contact Jerry Losch at 253.312.1080 or visit [LateModelChallenge.com](http://LateModelChallenge.com). Contact ARCA West main office at 209.649.0439