

For Immediate Release

## **New Title, New Sanction, New Sponsors Highlight ARCA West LMCS opener at WVSO on May 5<sup>th</sup>**

AW LMCS MEDIA

Graham, Wash. (April 21, 2007) When officials give the start order to the twenty-four feature event drivers in the season-opening 'Apple Blossom 125', over 14,000 hp will roar in a new era of stock car racing in the Northwest. Many exciting changes have occurred in the off season to the well-established Late Model Challenge Series. Entering its eighth season, the series will be known as the ARCA West Q-Racing Late Model Challenge Series (AW LMCS). Q-Racing and Paul Oil Co. have signed on as title sponsors; sanctioning has been secured through ARCA West as an extension of the ARCA racing family, and many new national & regional sponsors have come on board which promises to make the 2007 season the most progressive and exciting to date.

Over 30 Late Model super stock teams are again expected to compete for twenty-four main event positions available on one of the Northwest's most pristine 1/4-mile 'bullrings'. This race will be the 72<sup>nd</sup> scheduled Late Model Challenge Series (LMCS) event in the series history. The season-opener race, dubbed the 'Apple Blossom 125', is tied in with Wenatchee's annual Apple Blossom Festival and is expected to draw large crowds to witness WVSO's first large caliber stock car event of the 2007 season. The AW LMCS will have three appearances at Wenatchee Valley's Super Oval in 2007.

A record \$16,000+ in posted awards will be up for grabs, headlined by Pro Pack Motorsport's \$2,500.00 winner's check. Pro Pack Motorsports is a race car supply company based in Graham, WA and one of the region's largest distributors of LM body panels and chassis. With a solid track record of delivering highly competitive, professional race events showcasing the Northwest's best Late Model drivers and teams, the ARCA West Late Model Challenge Series (AW LMCS) also secured an increased payout structure from each participating track, effectively dispersing more purse money throughout the field.

Many of the regions top drivers are again expected to participate in this banner season. Well recognized names from the old NASCAR NW Elite Series such as two time (and the final 2006 season) champion Gary Lewis, three time champion Jeff Jefferson, four time champion Garrett Evans will compete with other past Elite series drivers as the AW LMCS evolves into the premier Late Model touring series of the Northwest region. LMCS regulars Shelby Thompson, Wes Rhoads, Billy Coates, Christian Roeder, Kevin Richards, and Jim Johnson, will be joined by regional favorites like Eric Hargraves, Brent Harris, Darren Rupinski, and Mark Owens. The 2007 season will also draw many budding young rookies and veteran touring drivers, promising to make this season very competitive and exciting from May thru September.

For 2007, the series has secured ten races at seven venues throughout the Northwest. The schedule includes three races at WVSO, two at Yakima Speedway WA, and one each at Douglas County Speedway OR, Montana Raceway Park MT, Spokane Raceway Park WA, Stateline Speedway ID, and Sun Valley Speedway BC Canada. The three 1/4-mile 'bullrings', a 3/8-mile oval, and three distinct 1/2-mile venues will provide a huge challenge for even the well-seasoned veterans. Also this season the feature event field size has been increased at each event and the standard race length has been increased to 125 laps, adding more components to an already highly competitive format.

"Late Model racing in this region and throughout the country is going through a period of significant restructuring,"

stated Jerry Losch, Director of Competition for the AW LMCS. "Our focus this season is to host consistent, professional, competitive events that are enjoyable to all – the drivers & teams, sponsors, spectators, and the track owner/operators. With our ARCA/ARCA West partnership, Q-Racing/Paul Oil Co title, and many new & returning sponsors, I believe the 2007 season will be the most exciting and supported to date."

WVSO's 'Apple Blossom 125' race schedule: Friday, May 4<sup>th</sup> - Practice 6 to 10pm. Saturday, May 5<sup>th</sup> - Hot laps start at 2pm with qualifying for all classes to begin at 6pm. Racing at 7pm. Front Gate opens at 5pm. Ticket prices: \$16.00 adult, \$11.00 student, \$4.00 kids, 5yo & under free.

Please visit: [www.LateModelChallenge.com](http://www.LateModelChallenge.com) for the latest series news and racing information. Contact WVSO at 509-886-5801 or [www.WVSO.com](http://www.WVSO.com) .