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FOR IMMEDIATE RELEASE



AMSOIL Presenting Sponsor of Traxxas TORC Series

AMSOIL signs three year exclusive contract with premier short course series

Superior, Wis. ~ AMSOIL INC. . has signed a three-year agreement with the Traxxas Off-Road Championship (TORC) series to become the Presenting Sponsor and Exclusive Official Oil of the premier off-road short course racing series in North America. The newly formed series will now be referred to as the Traxxas TORC Series Presented by AMSOIL.

“Since the formation of the AMSOIL Super Team four years ago, AMSOIL has shown a steady and growing commitment to off-road racing,” said Jeremy Meyer, AMSOIL Race Program Manager. “To have the opportunity to share in the vision laid out by series owner Rickey Johnson is a wonderful honor. As Presenting Sponsor and Exclusive Official Oil of TORC, AMSOIL will help push the excitement and passion of off-road racing to the forefront.”

AMSOIL, The First in Synthetics, will also take on the title role of TORC’s PRO 2WD class starting in 2009. AMSOIL will continue its history of supporting racers, including major sponsorships this season with AMSOIL Super Team members Scott Douglas, Mike Oberg and Chad Hord, along with several teams that the company has supported in past seasons.

“AMSOIL is a great fit for TORC,” said Johnson. “The commitment level goes well beyond their investment in the series. This off season, AMSOIL has worked closely with TORC, its drivers and the sponsor community to help deliver an excellent mix of racing and entertainment. Their three-year commitment is well beyond our expectations.”

TORC brings together the best of Midwest short course off-road racing with exciting new West Coast venues. TORC has exclusive rights for premier events at legendary tracks such as Crandon International Off-Road Raceway and Bark River International Raceway. The season kicks off May 15, 2009. For more information on TORC, go to www.torcseries.com.

For more information on AMSOIL and Team AMSOIL racing, go to www.amsoil.com.
About the company: AMSOIL has been the recognized leader in synthetic lubricants since 1972. For more information about AMSOIL synthetic motor oils, call (715) 392-7101 or contact AMSOIL INC, AMSOIL Building, Superior, WI 54880, or go to www.amsoil.com.