



Pre-Race: Dover

FOR IMMEDIATE RELEASE

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CONCORD, N.C. – Lafferty Motorsports and Chris Lafferty are headed to the Monster Mile, Dover International Speedway, this weekend for the NASCAR Camping World Truck Series Lucas Oil 200. Lafferty will be piloting the No. 10 KOMA Unwind Silverado in his third start at the one-mile track.

“I am very excited about the opportunity to represent KOMA Unwind. They have been great partners for the first two seasons of our television show, “Chris Lafferty’s Motorsports TV,” and I am looking forward to taking our partnership to the race track and having a strong showing,” said Lafferty.

While this will be Chris’ first start of the 2013 season, he hasn’t been sitting at home doing nothing. In fact, Chris has been keeping very busy on the set of his national television show wearing many of the productions’ hats and serving as host. Lafferty has also been buried in music spending a lot of time in the recording studio and will soon be announcing the release of his debut music album.

In addition this weekend, Chris will be sporting a Blue Ox fire suit. Blue Ox is Chris’ longest running sponsor; first partnering in 2006. “The ability to team up with a great company like Blue Ox has been fantastic. Blue Ox’s reputation is stellar and we are proud to continue to be a part of the Blue Ox family,” stated Lafferty.

All of the racing action can be seen live on SPEED on Friday beginning with NCWTS Setup with host Krista Voda at 4:30 followed by racing at 5 p.m.

About Lafferty Motorsports

Lafferty Motorsports is primarily involved in the NASCAR Camping World Truck Series. Besides racing, the Concord, N.C. based team has an elite engine building program and a proven driver development program. Lafferty also has a national television show, “Chris Lafferty’s Motorsports TV.” Visit www.LaffertyMotorsports.net or www.LaffertyTV.com to learn more.

About “Chris Lafferty’s Motorsports TV presented by KOMA Unwind”

“Chris Lafferty’s Motorsports TV presented by KOMA Unwind” is hosted by NASCAR driver Chris Lafferty, who brings new life to learning cool things in the motorsports community. With the knack to say it in ways that those young and old alike can relate to, this is sure to be the sought-after performance educational television show.

You'll get an inside look at the world of racing and see what only the privileged few have ever seen. Travel with Chris through his race shop and get ready for a mind overload of info! He will visit manufacturers who have been instrumental in motorsports as well. The show will help you learn things that most of the racing community keeps quiet!

In addition to Lafferty, the show also stars his daughter Hannah who hosts "Hannah's Corner," a segment for young adults that is a bit lighter yet oh so very informative. Women and children alike love Hannah because she is a positive, well-spoken role model.

Filming is held in the studio as well as on site at some of your favorite race tracks and race shops. Special guests, including big name NASCAR and racing stars alike, will also stop by to visit the show. The show is fast-paced, full of eye candy and information.

For more information on "Chris Lafferty's Motorsports TV," be sure to visit the all-new www.LaffertyTV.com!

The Pursuit Channel can be found on DISH Network Channel 240 and DirecTV Channel 604. For other carriers, please check local listings. Air times (eastern) are Saturday's at 4:30 p.m., Monday's at 9:30 a.m., and Tuesday's at 1:30 p.m.

About KOMA Unwind

Are you feeling tensed up, stressed out and needing to chill? Meet KOMA Unwind! Your official beverage to help you chill features all-natural ingredients that are sure to help you achieve just that: chill! Best of all, you don't even need a prescription; just a trip to a nearby retail store! For more information, visit www.KOMAUncwind.com!

About Blue Ox

Blue Ox is known internationally as the leading manufacturer of tow bars, base plates, braking systems, towing accessories, hitches, steering controls and much more! If you're not familiar with Blue Ox, be sure to check them out on the web. Visit www.blueox.com for more information!

To learn more about sponsorship opportunities with Chris Lafferty, Lafferty TV or Lafferty Motorsports, contact David Neal at David@laffertymotorsports.net. You'll be happy when you discover the power of what "Lafferty" can do for you!

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