



Blue Ox Returns for 2013

FOR IMMEDIATE RELEASE

February 28, 2013

(Concord, NC) – Lafferty Motorsports is pleased to announce that longtime sponsor Blue Ox is returning for another season with the race team as well as with hit national television show “Chris Lafferty’s Motorsports TV.”

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!

“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. Blue Ox and Lafferty first partnered in 2006.

The partnership extension will include appearances on the NASCAR Camping World Truck that Lafferty will drive in select races that will be announced soon; as well as Blue Ox making their presence felt on upcoming episodes of “Chris Lafferty’s Motorsports TV.”

ABOUT “CHRIS LAFFERTY’S MOTORSPORTS TV”

“Chris Lafferty’s Motorsports TV” 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.

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!

PR Laffco