



For immediate release  
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## Goodyear is official tire of the NEW Gold Crown Championship race car series

The Gold Crown Championship race car series has agreed that Goodyear will be the circuit's Official Tire. This is fantastic news for the new race series and sets the pace for the next stage of this exciting new marketing opportunity. The Goodyear brand will be shown as the Promoting Sponsor through 2010. Several cars are already on the production line with several customers eagerly awaiting delivery. Two cars will be displayed at the International Motorsport Industry Show in Indianapolis, Indiana, December 2 and 3. Testing of the new car on the Goodyear radial rubber will take place at four different types of race tracks in the summer of 2010, with up to a 10 race schedule starting in 2011.



"We are extremely excited to be associated with Bruce Ashmore and his new Gold Crown race car series" said Greg Stucker, Director Racing Tire Sales for Goodyear. "Our strategic plan is to be involved with quality premier racing series across America, so this new series is a perfect fit for Goodyear."

"This is a huge step forward for Gold Crown Championship racing" said series coordinator Bruce Ashmore "to have such a highly respected name in Goodyear associated with our series makes all the hard work over the past two years so worthwhile. Now the real work begins, we have to provide Goodyear with quality venues and good information so they can provide tires that are suited for our races. I know I can speak for all our car owners and they are all excited about the marketing opportunity this relationship affords"



"I can't wait to get my new car out to the race track shod with a new set of Goodyear tires." Said Darryl Guiducci, Team 6R Principle and owner of JETSTAR. "when Bruce confirmed we had signed Goodyear as the official tire I accelerated my program and decided to build one of the cars to display at the Indy Trade show to help promote the series and this will get my team ahead of the game and ready for the 2010 test program."

Gold Crown Championship will actually be displaying two cars at the trade show. The white JetStar car will be on booth number 935 and the black Hemelgarn-Johnson / RE Technologies race car will be on display on booth 1141.

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### **The Goodyear Tire & Rubber Company Corporate Overview**

Goodyear employs approximately 75,000 people and manufactures its products in more than 60 facilities in 25 countries around the world.

### **The Gold Crown Championship Race Car Series**

Is the Destination Series for any driver or team who has competed in any form of open wheel traditional American race car series anywhere in World. Drivers will come from many different race car series or sanction bodies to run in the Gold Crown Championship. The series is also considered to be on the ladder system to IndyCar and NASCAR. Gold Crown Championship will race up to ten races in 2011. Tracks will be all pavement comprising one and a half mile Speedways, Road Tracks, One mile ovals and half mile short ovals. Teams in the series have multiple business and sponsor interests providing ideal business to business opportunities for new corporate partners at reasonable and affordable rates.