

# NEWS RELEASE

**FOR IMMEDIATE RELEASE**

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## **K40 NAMED CB RADIO AND RADAR DETECTOR SPONSOR TO CANNONBALL ONE LAP RACE**

Elgin, IL – April 30, 2002 – Getting stranded in the middle of nowhere or having their progress interrupted by a traffic enforcement officer is something Cannonball One Lap of America race organizers would like to avoid. Thus, they named K40 Electronics as official CB radio and radar detector supplier for the unique driving competition format being held May 3 – May 11, 2002.

Cannonball One Lap of America (officially named the Tire Rack Cannonball One Lap of America Presented by Car and Driver and High Falls Brewing) is a driving endurance and vehicle preparation event with nearly 24 hours a day driving for eight consecutive days. Drivers and vehicles must survive 5,200 miles of fatigue, weather, traffic, and convenience store cuisine to compete in 17 scored time trial events held at race tracks throughout the country against both unknown amateurs and seasoned professional drivers...all without the luxury of a support crew. The modern event format evolved from the original and infamous 1970's Cannonball Sea to Shining Sea Memorial Trophy Dash captured in full flavor by the hit movies *Cannonball Run* and *Smokey and the Bandit II*.

“Other so-called endurance racing events are only pale imitations of this event. The faint of heart need not apply for ours,” said Brock Yates, founder of the event.

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**K40 Named Sponsor to Cannonball One Lap Event**

K40 Sponsors Race & Vehicle Entry

K40's race sponsorship consists of equipping the five Cannonball One Lap of America race staff vehicles with K40's Speech Processor CB System and a RD650VG-2 portable all band radar and laser detector. At the awards ceremony immediately following the conclusion of the race, three of each product will be awarded to drivers that would have benefited from having the equipment in their vehicles during the race. The remaining K40 products will be placed into an auction for the official race charity, Presbyterian Homes ([www.borg.com/presby](http://www.borg.com/presby)), a Parkinson's disease treatment facility.

As an official race sponsor, K40's logo and website address will appear on the event website ([www.onelapofamerica.com](http://www.onelapofamerica.com)) and on all event staff and participating race cars. "We're flattered that race officials asked us to supply our products for this well-known event," said Peggy Finley, president of K40 Electronics. "We hope our sponsorship ensures success for race organizers while building consumer awareness for our dealers," concluded Finley.

K40 Electronics is also sponsoring a Subaru WRX (*Automobile Magazine's* 2002 Car of the Year) driven by Robby Liautaud. Liautaud will be competing against over 20 other competitors in the mid-priced sedans and wagons category. Over 100 total entries in nine different categories are expected to compete in the race.

K40's sponsorship consists of outfitting Liautaud's car with the latest CB radio, radar detection, and laser detection & protection products. Additionally, K40's logo, website address, DefuserPlus graphics, and the phrase "we fix speeding tickets" will be prominently featured on the rear of the vehicle.

Race Schedule & Details

The Cannonball One Lap event begins and ends in Rochester, NY. In between, drivers and their vehicles will appear and/or compete at the following locations : Sheraton Four Points, Rochester, NY, May 3; Tire Rack, South Bend, IN, May 4; Indianapolis Raceway Park, Indianapolis, IN, May 4; Walden Inn, Greencastle, IN, May 4; Tulsa Speedway, Tulsa, OK, May 5;

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Hallett Motor Racing Circuit, Tulsa, OK, May 5; Pikes Peak Int'l Raceway, Fountain, CO, May 6; Shelby Automotive Museum, Boulder, CO, May 6; Sandia Motorsports Park, Albuquerque, NM, May 7; Texas World Speedway, College Station, TX, May 8; Road Atlanta, Atlanta, GA, May 9; Carolina Rod Shop, Piedmont, SC, May 9; Summit Point, Summit Point, WV, May 10; Lancaster Dragway, Clarence, NY May 11; and finally, the Awards Banquet, Rochester, NY May 11.

To ensure safety along the highway routes between race tracks, drivers will be given a 10 minute arrival time window. Competitors failing to arrive within their specified time will accrue a penalty on the basis of one point deducted from the overall score for each minute early or late.

To compete in the event, each car entered requires an entry fee of \$2,100 and a minimum of two drivers who have had some racing experience and/or two professional drivers' schools. The final requirement, as race organizers humorously point out, is "the willingness to confirm your parent's suspicion that there was always something wrong with you."

Established in 1977 and headquartered in Elgin, Illinois, K40 Electronics is a manufacturer and distributor of mobile electronics products including custom remote radar detector systems, portable radar detectors, laser protection and detection systems, CB radios, antennas, and fiberglass whips. Product information can be obtained by calling K40 at 800-323-6768 or by visiting their website at [www.k40.com](http://www.k40.com).

**MEDIA NOTE: A downloadable color photo of the K40 sponsored Cannonball race entry is available at <http://www.k40.com/cannonball.htm>.**