



**FOR IMMEDIATE RELEASE**

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**CHEVROLET PRESENTS THE 19<sup>th</sup> ANNUAL DAYTONA BEACH  
MOTORSPORTS EXPO DURING DAYTONA SPEEDWEEKS**

*Consumer and Trade Event featuring Manufacturers' Displays, Onsite Racing, Sponsorship Give Away Contest, the Motorsports Garage, Welding and Fabricating Pavilion, Driver Autograph Signings, Driver Related Book Signings and more*

**BALTIMORE, MD (January 12, 2004)** – Emerging from the shadows of the Daytona International Speedway and Speedweeks, is the 19<sup>th</sup> Annual Daytona Beach Motorsports Expo (formerly known as the Circle Track Racing Expo). Presented by Chevrolet, the Daytona Beach Motorsports Expo will be held at the Ocean Center February 11-13, 2004 and features activities for racers and motorsports enthusiasts.

An expected 20,000 attendees will scour the 60,000+ sq. ft. of exhibitor space for the latest product innovations, racing parts and equipment as well as racing collectibles and souvenirs at hundreds of displays. A few of this year's features are:

- New to the show this year is the Racer Sponsorship giveaway. On opening and closing day of the show, two lucky winners will each be awarded a prize of a minimum of \$3,000 in equipment and sponsorship money that is donated by Daytona Beach Motorsports exhibitors. Cash prizes will be used onsite to purchase the newest technology available.

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## Daytona Beach Motorsports Expo

- Pairs of top NASCAR engine builders are teamed up and then pit against each other in the second round of the 5<sup>th</sup> Annual Clevite Engine Builders Showdown, an invitation only competition. Their challenge is to completely assemble and run an engine before their competitor. The competition is highly entertaining but also educates the race fans on the some of racing's behind the scene heroes.
- The Motorsports Garage, sponsored by U Coat It and Sunnen, is a working replica of a NASCAR garage which houses a full schedule of informative hands-on seminars on a host of racing-related topics including a Q&A session with the legendary Vic Edelbrock.
- Welding & Fabricating Pavilion features leading industry companies such as Lincoln Electric and ESAB Cutting Systems who will demonstrate the latest fabrication techniques.

Other noteworthy features include:

- Autograph and photograph sessions with NHRA legend Don Garlits, the STP girls and NASCAR drivers.
- A book signing with Angie Skinner, wife of NASCAR driver Mike Skinner and author of "Turning Points." The book, which will be available onsite, is a collection of defining moments in some of NASCAR's most loved celebrities.
- Operation Fire SAFE, the sister organization to Race Against Drugs, is giving away free smoke alarms to attendees.

Show hours are Wednesday, February 11 from 10 a.m. to 6 p.m.; Thursday, February 12 from 5-10 p.m. and Friday, February 13 from 10 a.m. to 8 p.m. Admission is \$10 at the door and \$5 in advance. Tickets can be purchased online at [www.daytonaexpo.com](http://www.daytonaexpo.com) or by phone at 800-830-3976. For complete sponsor, exhibitor and event information or for press inquiries please contact Michelle Thornton at (800) 830-3976, ext. 103 or [mthornton@mooremarketing.com](mailto:mthornton@mooremarketing.com).

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