



FOR IMMEDIATE RELEASE

Auto Meter to Award \$2000 in Total Prizes for DSE Series Champions

Four Champions will be taking home \$500 Gift Certificates in 2014!

SYCAMORE, IL (February 19, 2014) – If you are planning to run in the DSE Automotive Sportsman Racing Series this season Auto Meter Performance will have 500 reasons why you should be part of the 2014 Points Series. Champions in Super Pro, Modified Eliminator, Super Bike/Sled, and Quick 16 will each be taking home a \$500 Certificate at the end of the season as part of their overall Championship Package.

Auto Meter first joined the series as an advertising partner in 2013, and as they move into their second season with the series, they have increased their involvement greatly contributing \$2000 in Certificates for DSE Sportsman Series Members to compete for in 2014.

Auto Meter is an industry leader in Performance instruments, which includes Auto Gauges, Tachometers, Consoles, Battery Testing and charging Equipment. Auto Meter also owns Dedenbear Products, which produces Delay Boxes, Nitrous Controllers, Shifters, as well Throttle Stop Controllers and Throttle Stops for those running in the .90 classes in the NHRA and IHRA.

Series Director Andrew Stirk is looking forward to seeing how the Championship Points Chases un-fold with such large Prize packages now up for grabs. "With Auto Meter joining our Series again and contributing such a large amount, each one of our Championship Packages is now at or over \$2000 for Modified, Super Pro, and Quick 16 and continuing to grow!" Stirk would note.

The first Event in the DSE Automotive Sportsman Racing Series is the 3rd Annual Season Opener, which takes place June 7th-8th at Cayuga Dragway of Toronto Motorsports Park. The DSE Sportsman Racing Series boasts a (to date) \$20,500 Year end points fund, and features a point's structure where racers claim their best 8 out of 12 point's races during the season. For more information on the Series and its Marketing Partners, please visit www.SportsmanRacingSeries.ca

About the DSE Automotive Sportsman Racing Series

The DSE Sportsman Racing series was created at the end of the 2011 racing season as a way to promote grassroots level sportsman drag racing in Southern Ontario. The series will run 12 events with six Championship Sportsman classes ranging from Super/Pro and Modified, to Super/Bike & Sled, Street Eliminator, Jr. Dragster and the newly added Quick 16 Program.

Sponsored by DSE Automotive LTD which is managed by David and Andrew Stirk in Brampton Ontario, DSE Sportsman Racing Series is dedicated to creating a competitive series for sportsman level drag racers to participate in which is fun and cost effective, while still providing an excellent racing program for fans and spectators to enjoy.

About Auto Meter Products Inc.

Auto Meter Products, Inc. manufactures racing instruments for auto racing and auto enthusiast markets. Its products include auto gauges, tachometers, consoles, and battery testing and charging equipment. The company sells its products to original equipment manufacturers through auto parts stores, speed shops, and catalog retailers. Auto Meter Products, Inc. was founded in 1957 and is headquartered in Sycamore, Illinois. For More Information Visit www.autometer.com

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