

FOR IMMEDIATE RELEASE

ATI Performance Products, Inc Continues Support of DSE Sportsman Racing Series

\$2000 in ATI Performance Products, Inc up for grabs in 2014

BALTIMORE, MARYLAND (March 5, 2014) – Canadian and American Competitors will again have a chance to compete for a Torque converter as well as a \$1000 in product certificates this upcoming season in the DSE Automotive Sportsman Racing Series thanks to ATI Performance Products, Inc.

Returning for their second season with the Canadian based Racing Series, ATI will again be offering up close to \$2000 in prizes for Points competitors in the Renegade Race Fuels Super Pro, Modified Eliminator, and HeadsUpRacer.com Quick 16 categories. As a Bonus ATI will award a \$995 Certificate



Brian Cassidy used a ATI 8" Converter and ATI Transmission to power his Super Gas Corvette Roadster to a Super Pro Win and Runner-up in 2013

towards the purchase of a Brand New ATI Torque converter to the Champion in Modified, Super Pro or Quick 16 that finishes with the most points and is currently not an ATI Torque converter owner.

"The DSE Sportsman series is a great venue in Canada for our customers to race. ATI loves to support our current customers and we are hoping to help a new customer gain some performance by giving away a converter at the end of the year!" Stated JC Beattie Jr of ATI Performance Products, Inc. "ATI Performance Products, Inc has been a big supporter of our Series, and their continued support this season is instrumental in our continued growth towards being the best Sportsman Bracket Racing Series in Canada" Stated Series Director Andrew Stirk.

Racers can compete for all the year-end prizes by joining the Sportsman Racing Series Points program, which costs \$75 for Super Pro, Modified, or Super Bike/Sled, \$125 for Quick 16 (\$25 Discount for those who also join Super Pro Points), \$40 for Street and \$30 for Jr Dragster. Co-Drivers are permitted in all classes.

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. Visit www.sportsmanracingseries.ca for more series information.

About the ATI Performance Products

Located in Baltimore, Maryland, ATI Performance Products manufactures a multitude of high performance parts including Competition Transmissions, Treemaster Converters, Super Dampers, Compu-Flow Valve Bodies, Flexplates, and Adapter Kits as well as a wide variety of performance enhancing internal components. ATI's corporate headquarters houses one of the most advanced machine shops in the industry, which is equipped with some of the finest CNC lathes, milling machines and machining centers available, which holds the tolerances and the uniformity of each manufactured part to the highest standards. ATI's commitment to racing has allowed the company to maintain a prominent position on the cutting edge of high performance component design and manufacturing, and they are proud to say that everything is produced in-house and in the USA! For more information, please visit www.atiracing.com

Series Contact Information

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