

# FOR IMMEDIATE RELEASE

# Ian Hill Racing, Dilts Piston Hydraulics, and ATI Performance Products Inc. Come together to Sponsor Modified Eliminator class in 2014

ST CATHARINE'S, ONTARIO (MARCH 22, 2014)- The DSE Automotive Sportsman Racing Series is pleased to announce that Ian Hill Racing with Dilts Piston Hydraulics Inc., has partnered with ATI Performance Products Inc., for the 2014 season to promote Ian Hill Racings new Super Stock Cavalier. As part of the promotional package for Ian Hill Racing, all three parties will team up to sponsor the DSE Sportsman Series Modified Eliminator category this Season.

The debut of the Super Stock Cavalier and the announcement of the Joint sponsorship support of the Modified Eliminator category both took place today at 10 am Eastern within The Speed and Custom Car Show in London Ontario.



"I have always looked up to those that have supported the local drag racing scene, and now I have an opportunity to do the same." Said Ian Hill, owner of Hill Racing and Dilts Piston Hydraulics Inc.

Ian would go on to add, "The DSE Sportsman Series has become a staple of Sportsman Drag Racing in our area and to be a part of what Andrew and Dave Stirk are providing us is a great way to give back. We are proud to have been able to secure ATI Performance Products as our primary sponsor this year and in turn give back to our racing community."

With news of the support, Modified Eliminator racers can look forward to competing for over \$5400 in total cash & prizes in the Year End Championship purse for the class. Membership pricing to join the point's series is only \$75, which also comes with a \$25 certificate from Competition Products, a Renegade Race Fuels T-Shirt, NAPA Auto Parts Hat, and special Race Fuel Discounts of Renegade Race Fuels through DSE Automotive.

The first Event in the DSE Automotive Sportsman Racing Series is the 3<sup>rd</sup> Annual Season Opener, which takes place June 7<sup>th</sup>-8<sup>th</sup> at Cayuga Dragway of Toronto Motorsports Park. The DSE Sportsman Racing Series boasts a (to date) \$22,500 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 <a href="https://www.SportsmanRacingSeries.ca">www.SportsmanRacingSeries.ca</a>.

Photo Credit: Ian Hill Racing

### 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 <a href="https://www.sportsmanracingseries.ca">www.sportsmanracingseries.ca</a> for more series information.

# About Dilts Piston Hydraulics

Dilts Piston Hydraulics is a full service hydraulic repair facility. We offer sales, repair, and service calls 24/7. At Dilts, we offer full in-house repairs. Our machine shop features multiple lathes, milling machines surface grinders and cylindrical grinders. The pump and motor repair bay features 3 testing power units and our cylinder bay, with its dedicated crew, offer one of the quickest turn-around times for cylinder repair in the area.

The Dilts' shop also has a small fabricating area that can work with all types of steels, stainless, aluminum or specialty type metals. Dilts also can supply or repair custom built hydraulic power units, tube assemblies and lube systems. Our eleven service men are ready for service calls ranging from onsite hydraulic trouble shooting to re-tubing systems. We offer the area's largest stock of u-cup seals and O-rings for those "fast" repairs. Our web site can be found at <a href="https://www.diltspiston.com">www.diltspiston.com</a>

#### **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 <a href="https://www.atiracing.com">www.atiracing.com</a>

## **Series Contact Information**

**DSE Automotive Sportsman Racing Series** 

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