

## FOR IMMEDIATE RELEASE

# Competition Tire Canada Joins DSE Racing Series with Goodyear Tires and Penske Shock Prizes!

**Niagara-On-the Lake, Ontario (April 24, 2014)** – Joining the ever growing list of 2014 Sponsors in the DSE Automotive Sportsman Racing Series is Competition Tire Canada who distribute and service both Goodyear Tires and Penske shocks in the Canadian Marketplace.

Hill Racing/ATI Performance Products Modified Eliminator and Renegade Race Fuels Super Pro point's members will be racing for four certificates offering 15-20% off the purchase of Penske shocks. Competition Tire Canada will also be awarding two sets of Goodyear race slicks during this upcoming



race season. The first set will go to the Run-Off Winner in the NHRA Summit Racing Equipment "King of the Track" Wally Race, and the second set will go to the NHRA Ontario Provincial Champion with the best Final Round Reaction Time during the 3<sup>rd</sup> Annual Summer Sizzler featuring the NHRA Provincial Championships July 26<sup>th</sup>-27<sup>th</sup>.

In addition to their product support Competition Tire Canada will also be sending their Mobile Sales Trailer to the 3<sup>rd</sup> annual Season Opener June 7<sup>th</sup> and 8<sup>th</sup>, stocked full of Goodyear tires and tire changing equipment for those who need tire service or are looking to buy some new tires and have them installed same day! DSE Sportsman Series Racers will also receive special pricing on the June 7<sup>th</sup>-8<sup>th</sup> weekend.

Based in Niagara-on-the Lake Ontario, Competition Tire Canada has been servicing the Canadian Motorsports world for 30 years selling Goodyear Tires, and more recently moving into Shock sales and service with their Penske Shock product line. "We are Pleased to be supporting the DSE Sportsman Series and all the racers who run in it, and we wish everyone good luck this season!" Said Craig Fairchild Operations Manager at Competition Tire.

The DSE Automotive Sportsman Racing Series 2014 season kicks off at 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 www.SportsmanRacingSeries.ca.

Photo Credit Stacee Kenington

### **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.

 $\label{thm:www.sportsmanracingseries.ca} \ for more series information.$ 

#### **About Competition Tire Canada**

Competition Tire is the Official Canadian Goodyear Race Tire and Penske Racing Shock service and retail distributor. They offer Goodyear, Dunlop, Kelly and other quality passenger tire sales and service. Competition Tire has been providing expert service in Canada since 1985.

For more information, please visit <a href="https://www.competitiontire.com">www.competitiontire.com</a>

### **Series Contact Information**

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