



FOR IMMEDIATE RELEASE

## Performance Parts Giant set to sponsor DSE Announcer's Choice Award

**Six \$100 Parts Pro Center's Certificates to be awarded in 2014**

**AJAX, ON (May 26, 2014)** – National Performance

Warehouse/Karbelt have stepped up to offer six \$100 Parts Pro Centers Gift Certificates to each one of the DSE Sportsman Series Announcer's Choice Award winner that will be up for grabs at each Championship Points event weekend in 2014.

The Announcers Choice Award is handed out to one Car/Team each weekend of a DSE Sportsman Racing Series Championship Points weekend. Chosen by DSE Sportsman Racing Series Announcer Bill Richards, series photographer Stacey Kenington and Toronto Motorsports Parks Announcer Rob Potter, winners of this fun prize often poses some or all of the qualities of being a unique combination, best appearing, or best performing vehicle during that weekend of competition.

National Performance Warehouse (NPW)/Karbelt is one of the largest Speed and Custom parts distributors in Canada, more recently NPW/Karbelt have teamed up with AAM Parts Pro and their retail network of Parts Pro Performance Centers to help bring better parts prices, parts availability and selection to Canadian Performance Parts users. Over 40 Parts Pro Center locations can be found in Ontario, which are staffed with friendly and knowledgeable staff dedicated to helping the consumer find the right part for their project.

The DSE Automotive Sportsman Racing Series kicks off its 3<sup>rd</sup> Season in less than two weeks at the the 3<sup>rd</sup> Annual Season Opener June 7<sup>th</sup>-8<sup>th</sup> at Cayuga Dragway of Toronto Motorsports Park. The DSE Sportsman Racing Series boasts a Year end points fund in excess of \$22,500, 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](http://www.SportsmanRacingSeries.ca).

Photo Credit Stacey Kenington

### About National Performance Warehouse/Karbelt

Opened in March of 1952, Karbelt is one of Canada's longest running and largest Performance Part Warehouses. Located in Oshawa Ontario, Karbelt follow the full distribution approach to marketing performance parts, Karbelt supports their manufacturer suppliers by stocking the full range of their products, thus being able to provide their jobber customers with a depth of inventory that goes past the 'A' movers that the mail order houses only seem to carry. For more information please visit [www.karbelt.com](http://www.karbelt.com)

### About Parts Pro

Started in 1988, Parts Pro is one of the Family Brands of the Automotive Accessories Marketing USA Inc (AAM USA Inc.) and is a marketing support program for independent retailers, dealers, machine shops and etailers in the US and Canada. Parts Pro Performance Centers are a group of select automotive retailers who are able to share resources to offer you consumers the highest level of product knowledge, selection, and availability. For more information, please visit [www.partspro.ca](http://www.partspro.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](http://www.sportsmanracingseries.ca) for more series information.

### Series Contact Information

#### **DSE Automotive Sportsman Racing Series**

Andrew Stirk

Series Director

Telephone: (519) 278 0576

E-mail: [dsesportsmanracingseries@gmail.com](mailto:dsesportsmanracingseries@gmail.com)

