

FOR IMMEDIATE RELEASE

Auto Meter returning to Support Canadian Race Series

\$2000 in Certificates Will be awarded to Top Points Racers in 2015

SYCAMORE, IL (February 4, 2015) – Returning for their third season supporting the Canadian Based DSE Automotive Sportsman Racing Series is Auto Meter Products, contributing \$2000 in certificates towards the Year End Championship Fund which will reward top points racers in Super Pro, Modified, Super Bike/Sled and Quick 16 during this next Season.

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.

"We are truly excited and greatly appreciative to have Auto Meter Products return for another season to support both our racers and the series" Said Series Director Andrew Stirk. "We think its great to have the support of such a notable Aftermarket Parts Manufacturer backing our series in such a notable way" Stirk would add.

Racers will be eligible to win the Auto Meter Certificates as well as thousands of additional dollars in cash and prizes by joining the DSE Sportsman Series Points Membership Program this Spring. Racers will be able to Join the membership at various Auto Shows the Series will be attending in the coming months, or by downloading and mailing in a Points registration form with payment that can be found on the Sportsman Series website.

The first Event in the DSE Automotive Sportsman Racing Series is the 4th Annual Season Opener which takes place June 6th -7th at Cayuga Dragway of Toronto Motorsports Park. The DSE Sportsman Racing Series features Six different Championship Classes, and 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 Darwin Kent

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

About the DSE Automotive Sportsman Racing Series

The DSE Sportsman Racing series was formed in 2011 racing season as a way to promote grassroots level sportsman drag racing in Southern Ontario. Entering in its 4th full season, 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.

 $\label{thm:continuous} \mbox{ Visit } \underline{\mbox{ www.sportsmanracingseries.ca}} \mbox{ for more series information.}$

Series Contact Information

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