



## **“Winner’s Circle” Contingency Program Promotes Champion Racing Oil**

*Offering one of the most comprehensive race contingency programs in the motorsports industry, Champion Oil released today details for the 2012 “Winners Circle” Racing Contingency Award Program, providing support for participants in almost every recognized sanctioned racing event in North America and Canada.*

Clinton, MO ([PRWEB](#)) January 07, 2012 -- “The Champion 2012 Racing Contingency Program will to pay up to \$1000.00 product reimbursement for every sanctioned National Series Racing Champion,” Mike Reddick, VP of Sales for Champion Racing Oils, announced today. “Champion will also pay up to \$ 500.00 product reimbursement for every sanctioned Regional Series Racing Champion. Cash payouts are based on matching dollars of racer’s total receipts of Champion racing products purchased in 2012.”

This aggressive marketing program is designed to link Champion’s top-tier racing lubricants directly to regional and national racers in sanctioned racing events in North America including the All Star Circuit of Champions (ASCoC), American Sprint Car Series (ASCS), World of Outlaws (WoO), United States Auto Club (USAC) and the International Motor Contest Association (IMCA).

“There are many other popular series such as UMP, USCS, IRA, MLRA, NHRA, MARA, and MARS”, added Reddick, “Champion Racing and Performance products are the choice of champions in racing events nationwide. Champion’s 2012 contingency program embraces race teams from dirt track to pavement, circle track to drag racing, and from on-road to off-road.”

For more information regarding the 2012 Champion Oil Racing Contingency Award Program visit <http://www.championsusechampion.com>

Champion Oil, celebrating its 55th year as an industry leader, develops synthetic motor oils for racing. These multi-viscosity motor oils contain high zinc and phosphorous formulas designed to deliver the correct balance of chemistry to protect high performance engines, especially those using flat tappet roller cams operating at high RPM's and requiring high-pressure valve springs.

These “purpose-built” lubricant products contain Champion’s proprietary TVS® (Thermal Viscosity Stabilizer) which extends oil film capacity for better protection at high temperatures. The Champion oils also contain special lubricity modifiers to reduce friction, and unlock the full potential of any engine by providing increased compression, horsepower and torque.

About the company: Champion Brands, LLC, is a globally recognized industry leader in specialty lubricants for over 55 years. Champion also produces and blends over 300 products including fuel, oil, engine additives, and lubricants for the racing, automotive, heavy truck, agricultural, industrial, and specialty markets. For more information about Champion contact your nearest Champion Distributor, or call Champion at 800-821-5693. Champion Brands, LLC; 1001 Golden Drive, Clinton, MO, 64735 or go to <http://www.championbrands.com>

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