



**FOR IMMEDIATE RELEASE**

## **TNT Super Series Announces Innovative New Award - The Performance Improvements DRIVER OF THE YEAR Award Lubricated by Royal Purple**

*Trend-setting award will be based on driver's best average package over the 2013 season!*

**CANFIELD, ONTARIO (May 1, 2013)** The popular Joe's Transmission TNT Super Series has created a unique yearend award that will showcase a sportsman drag racer's performance statistics. The Performance Improvements DRIVER OF THE YEAR Award, lubricated by Royal Purple, will go to the TNTSS competitor with the best overall average package in the 2013 season.

The winner will receive a 2014 product sponsorship from Royal Purple valued at \$2500 and along with \$250 in Royal Purple merchandise.



"We wanted to create something that would reward the racer who has the best performance over the entire season," said Ted Barnes, TNTSS Director of Operations. "It had to be something that would really showcase the talent that exists within the Joe's Transmission TNT Super Series. And with partners like Performance Improvements and Royal Purple, we're going to do just that!"

What makes this award so different in the sportsman drag racing community is how the winner will be determined. "We'll track every competitor's elimination round wins that are both green on the tree and on the good side of the index (red lights and breakout runs are excluded). Then we will rank them on a leaderboard."

Driver statistics will be posted after every event on the TNT Super Series website. To be eligible to win, a driver must compete at a minimum of 10 TNTSS events in 2013.

The Joe's Transmission TNT Super Series 2013 season opener is Friday May 10 at Elegant Builders Raceway Park in Lancaster, New York. Visit [www.tntsuperseries.com](http://www.tntsuperseries.com) for all the latest information on the most watched sportsman series in the country and to find out how you can be a part of the excitement.

### **About Performance Improvements**

Performance Improvements Speed Shops has locations across southern Ontario. In business since 1964 with 2 generations of Canadian ownership, PI is a leader in aftermarket automotive parts & accessories. Their annual Midnight Sale demonstrates their on-going commitment to delivering the best value & advice in the industry to automotive enthusiasts. Visit them online at [www.performanceimprovements.com](http://www.performanceimprovements.com) or call 1-877-471-6700 to locate the store in your neighbourhood.

### **About Royal Purple**

Royal Purple formulates its products to maximize performance in real world applications for most automotive, industrial, marine, motorcycle and racing applications. Royal Purple's advanced additive technologies, such as Synerlec, enable its products to outperform leading synthetic and conventional lubricants. These unique chemistries strengthen the base oil for improved performance. They also create an ionic bond that adheres to metal parts for continuous protection. Royal Purple Synerlec-enhanced product's actually improves the condition of metal surfaces by remaining long after pressure would have been squeezed out of ordinary lubricants. For more information, go to [www.royalpurple.com](http://www.royalpurple.com).

### **About the Joe's Transmission TNT Super Series (TNTSS):**

Since it began in 2006, the TNT Super Series has grown into one of the strongest, most competitive sportsman drag racing series in North America and has catapulted many competitors to success on the national and divisional stages.

The TNTSS is a self-governing organization with input from its teams. Based on NHRA's Super Street & IHRA's Hot Rod classes, competitors run on a 10.90 index in the 1/4 mile (7.00 in the 1/8 mile) and race for a guaranteed purse that pays back more than 100% of the racer's entry fees. The yearend points fund provides cash & prizes to the top eight finishers and the Series Champion receives a prize package worth over \$4000.00.

The TNTSS is committed to providing the highest level of competition backed by solid media support to showcase its participants across North America. Events are contested at various drag racing facilities in southern Ontario and western New York and put on a spectacular show for the drag racing fan.

### **About Joe's Transmission**

Joe Boniferro has owned and operated Joe's Transmission Service in Niagara Falls, Ontario since 1984. From the original single bay location, the business has progressed to a six bay, five employee automotive complex on Arthur Street. The two storey building houses Joe's Transmission (Commercial, Fleet and Performance Divisions) and Al's Radiator Service. They sell and install aftermarket high performance parts and accessories. As a Firestone Dealer they sell and install drag racing tires. Their specialty is building and repairing high performance transmissions. Contact Joe and his team at (905) 374-6116 or visit them online at [www.joestransmission.com](http://www.joestransmission.com).

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