



HRT Motorsports - NASCAR Sponsor

Hispanic Racing Team, is pleased to announce the signing of a primary sponsor for its Busch Grand National Series # 09 entry for 5 races in this 2002 NASCAR season.

([PRWEB](#)) March 29, 2002 -- MIAMI, FLORIDA - March 26, 2002 - HRT Motorsports, NASCAR's first Hispanic Racing Team, is pleased to announce the signing of a primary sponsor for its Busch Grand National Series # 09 entry for 5 races in this 2002 NASCAR season. HRT Motorsports will unveil its 2002 entry prior to the O'Reilly's 300 at Texas Motor Speedway Saturday April 6th at 10:30 am in the infield media center and will commence its race season at the CARQUEST Auto Parts 300 in Charlotte, N.C. on May 25, 2002. The CARQUEST Auto Parts 300 will be nationally and internationally televised on Fox, and broadcast on PRN radio.

Regarding the unveiling of their # 09 entry, Rudy Rodriguez, Co-owner and President of HRT Motorsports, said, "I am very excited about the recent events leading up to this announcement. It's been a long time coming, but we are extremely pleased with the support we have received since our inception in 1999 and privileged to be able to make our sponsorship announcement, and unveil our # 09, at my hometown track."

HRT Motorsports' NASCAR Busch Series debut was in Homestead, Florida in 1999 where it ran in the top 10 all day and came away with an outstanding seventh place finish. HRT Motorsports is confident in the marketing opportunities offered via sponsorship of its historic team, which combines the fever of NASCAR and the growing diverse population. Driving for HRT Motorsports in its 2002 debut is world renowned Roberto Guerrero. Roberto is very familiar with many NASCAR sanctioned tracks through his IRL experience and has been testing with HRT Motorsports since 2000.

HRT Motorsports is the first Hispanic owned and driven NASCAR racing team. HRT Motorsports leverages exposure on three continents for corporate branding through a physical racecar on the track, a "behind the scenes" Latin television broadcast and an unparalleled interactive database. HRT Motorsports maximizes the sponsors' demographic reach and fan-potential by enlisting two well-known auto-racing personalities within the Hispanic community, Roberto and, brother, Jaime Guerrero. Both drivers are joining forces for the first time, bringing their experience and dedicated fan base to America's speedways.

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Press credentials for the O'Reilly's 300 at Texas Motor Speedway

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Online Web 2.0 Version

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