



Groove Motorsports Announces 2004 Schedule in Craftsman Truck Series

Newly formed NASCAR team will debut August 6 at Indianapolis Raceway Park in the Power Stroke Diesel 200.

Marlton, N.J. ([PRWEB](#)) August 2, 2004 -- Rookie Sean Murphy will be behind the wheel of the #30 Chevrolet when Groove Motorsports makes its debut in the NASCAR Craftsman Truck Series in the Power Stroke Diesel 200 at Indianapolis Raceway Park on August 6.

It will be the first of four races this season for the newly formed team. Groove Motorsports, which utilizes direct and internet based marketing to generate both sales and lead generation response for its sponsors, plans to field one or two trucks for the entire 2005 season of the Craftsman Truck Series.

“We’re excited to make our NASCAR debut as Groove Motorsports in the Craftsman Truck Series,” said team co-owner Roger Brown. “Indianapolis has a great history of racing, and we hope to build a great NASCAR team starting with the Power Stroke Diesel 200 at Indianapolis Raceway Park.”

The primary sponsor for the August 6 race is Digital Information Network. Other sponsors include Blast Channel, Freedom Builders, Escalade Sports and Creative Marketing Strategies.

“Groove Motorsports is committed to not only branding its sponsors, but providing marketing programs that yield a positive return on investment,” said Ed DuCoin, a marketing expert who joined Roger Brown and Todd Via to form the new NASCAR team.

“By combining our 30-plus years of racing experience including entries at the Busch Grand National level, Roger and I have partnered with Ed to offer a complete race and marketing package for our sponsors,” Todd Via said.

The Craftsman Truck Series is the division of NASCAR, which features 700-plus horsepower, full-size pickup trucks. The Power Stroke Diesel 200 will be driver Murphy’s Craftsman Truck Series debut.

“As a new driver, I have no provisional points, all I can say is please pray for no rain so that we can have qualifying. We tried to qualify for the Mansfield Ohio race in May, but it was cancelled due to weather,” Murphy said.

Groove Motorsports is based in Marlton, NJ and operates race facilities in Roanoke, VA. Roger Brown, Edward DuCoin, and Todd Via equally own the company. It will enter the #30 Craftsman Truck in four races in 2004, plus the entire 2005 season.

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