



AutoEval Sponsors Ricky Gonzalez, NASCAR Driver

AutoEval is sponsoring Ricky Gonzalez and Coqui Motorsports for the NASCAR Busch Series Kroger 200 in Indianapolis on August 7th and the Funkmaster Flex SuperSeries race in Waterford, Connecticut on August 5th, 2004. Ricky Gonzalez is the only hispanic race car driver in top series NASCAR races. This sponsorship bolsters a team effort in promoting diversity in the automotive industry.

Teaneck, N.J. ([PRWEB](#)) August 5, 2004 -- AutoEval is sponsoring Ricky Gonzalez and Coqui Motorsports for the NASCAR Busch Series Kroger 200 in Indianapolis on August 7th and the Funkmaster Flex SuperSeries race in Connecticut on August 5th, 2004. Ricky Gonzalez is the only hispanic race car driver in NASCAR. This sponsorship bolsters a team effort in promoting diversity in the automotive industry.

According to AutoEval president, Jason Bass, "This is a great marketing opportunity for both AutoEval and Ricky Gonzalez. Both are relatively new to the industry, as AutoEval highlights the value in its services, and as Ricky uses his celebrity status to promote a fellow minority business. AutoEval's website link - [AutoEval.net](#) - will be located at Ricky Gonzalez's website - [RickyGonzalez.com](#) - in the "Sponsors" section.

Ricky's dedication and love of motor sports brought him success, notoriety and visibility, especially with his capture of the "Rookie of the Year" title in 1999 and consistently high ranking throughout his career. Ricky is also affiliated with the NASCAR Diversity Council, working toward the goal of creating diversity awareness and participation within the sport. "To break into NASCAR in general is very difficult, and when you're perceived to not be a racer because of your nationality, it makes it so much harder to break down that door," said Gonzalez, who is of Puerto Rican descent. He has built a reputation as a true sportsman and exceptional representative for his team and sponsors.

AutoEval was established as a limited liability company in September 2003. Seeking to change the way used automobiles are bought and sold, AutoEval's mission is to provide knowledge and peace of mind to potential buyers of used vehicles through an independent automotive evaluation service.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).