



FOR IMMEDIATE RELEASE

## TNT Super Series DRIVER OF THE YEAR award returns in 2014 with Performance Improvements and Royal Purple

*Unique award based on best average package throughout the entire season!*

**TORONTO, ONTARIO (April 16, 2014)** The Joe's Transmission TNT Super Series is pleased to announce its popular Driver Of The Year award will return in 2014. After a successful launch in 2013, this one-of-a-kind prize is catching people's attention in the sportsman ranks.

The Performance Improvements DRIVER OF THE YEAR, lubricated by Royal Purple will go to the driver with the best overall winning package during the entire 2014 TNTSS season. The winner will receive a 2015 Royal Purple sponsorship including product valued at \$2500.00 and a merchandise valued at \$500.00.



According to TNTSS Director Ted Barnes, this award is different for the drag racing community. "Essentially we take the best 7 runs for all drivers who attend a minimum of 8 races. Only round wins that are green on the tree and on the good side of the index count."

Pay close attention to the rules for this award as bye runs count. See <http://www.tntsuperseries.com/rules.htm#DOTY> for full details.

"Unlike a points championship where you can make up lost ground later in the season, to win this deal you have to be 'on your game' right from the start." Harry Phelps from Newark, New York won in 2013 with an average package of only 0.032 seconds. It was so close that the top five were only separated by 0.009 seconds.

If you think this is cool, be sure to visit [www.tntsuperseries.com](http://www.tntsuperseries.com) to find out all you need to know about the most popular sportsman drag racing series in the country.



### **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).

### **About Performance Improvements Speed Shops**

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 Synthetic Oil***

Royal Purple manufactures high performance lubricants for most automotive, industrial, marine, motorcycle and racing applications. It is considered the best synthetic oil by many end users. Royal Purple synthetic oil and synthetic lubricants are formulated to maximize performance in real world applications. Numerous independent parties report performance gains by using Royal Purple lubricants. Additive technologies, such as Synerlec, enable Royal Purple synthetic products to outperform leading synthetic and conventional lubricants. These unique chemistries strengthen the base oil for improved performance. Visit [www.royalpurple.com](http://www.royalpurple.com) for more information.

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