

Tire Rack Returns as Title Sponsor of the One Lap of America

The Tire Rack will continue their partnership with the One Lap of America as the Title Sponsor for a 14th consecutive year.

Philadelphia, PA ([PRWEB](#)) April 14, 2016 -- [Tire Rack](#), America's largest independent tire tester and consumer-direct source for tires, wheels and performance accessories, celebrates its 14th year as the title sponsor of the One Lap of America (www.onelapofamerica.com), a charitable street-legal road rally race started by the legendary auto writer, Brock Yates, 33-years- ago.

The 2016 Tire Rack One Lap of America begins April 29 at Tire Rack's state-of- the-art 11.7-acre test facility in South Bend, Indiana, and returns there for a final test eight days later on May 7. During that week, drivers will race at storied iconic and new tracks alike such as Pittsburgh International Race Complex in Pennsylvania;Palmer Motorsports Park in Massachusetts; the full road course at The National Corvette Museum Motorsports Park in Bowling Green, Kentucky; and the storied Road America in Elkhart Lake, Wisconsin. This year, more than 80 entrants will be covering over 3500 miles during the eight day competition.

“Tire Rack is proud to celebrate 14 years of a partnership with Brock Yates Sr. and Jr. as title sponsor of the Tire Rack One Lap of America,” said Matt Edmonds, Vice President, Tire Rack. “With 4 decades of experience in the tire and wheel industry, we feel passionate about continuing to support and educate drivers from all experience levels about the capabilities of their tires and how proper maintenance, traction, safety and durability can be maximized on and off the track.”

The Tire Rack One Lap of America is a high level driving competition lasting 24 hours each day and features a selection of the fastest street-legal cars run by all types of drivers from pros to rookies and everyone in-between, as long as they've had some racing experience (and/or two drivers' schools). The event, as it always has been, is one of endurance and vehicle preparation. No support crews are allowed and teams must manage their tires to finish on the same set on which they started. That means frequent checks of air pressure, tread depth and wear and tear for damage.

At each scheduled race track entrants are put through a series of timed lap trials including wet and dry skid pad challenges. Even though scoring is based on performance at the race tracks, the vehicles and their drivers' bragging rights truly kick in when they survive the long distance of driving miles required throughout the competition.

RACING FOR A GOOD CAUSE

Outside of its performance panache, Tire Rack One Lap of America also attracts people from around the country and all walks of life, driving cars as varied as their personalities, for a good cause. The official charity of the Tire Rack One Lap of America is [The Brock Yates Tribute Fund](#), a 501(c)3 non-profit. The Brock Yates Tribute Fund, through the Alzheimer's Association, was created in 2013 to raise money and awareness Alzheimer's. Currently suffering from this disease, legendary automotive and racing veteran journalist Brock Sr. continues to dedicate his life to all the car enthusiasts around the country and the Tribute Fund aims to honor him for all that he has given to the world of the automobile.

All funds raised by the Fund go directly toward supporting the Alzheimer's Association mission. The Tribute



fund, will once again be competing in the Tire Rack One Lap of America with the Tribute Fund's heavily customized Ariel Atom piloted by Jack Beecham and Victor Leo.

ABOUT TIRE RACK

Tire Rack, family-owned and headquartered in South Bend, Indiana, is America's largest independent tire tester and consumer-direct source for tires, wheels and performance accessories. Their team of over 100 test drivers (their sales team) tests tires from every major tire manufacturer on the company's state-of-the-art, 11.7-acre test facility. The findings are then posted on the company's website, www.tirerack.com, where consumers can make an educated decision on a tire, wheel or performance accessory purchase.

Tire Rack has also collected results from nearly 150,000 consumer surveys representing over 2.5 billion miles of real-world tire data, the largest known cache of such information anywhere. In addition, various testing and informational videos are available online in their Video Center at www.tirerack.com/videos. Since 1979, Tire Rack has grown from a single-point retail store in Indianapolis to encompass over 2.2 million square feet of space in seven distribution centers across the country. A diverse and broad in-stock inventory from 21 major tire and 62 wheel brands can be delivered anywhere in the country, most in one business day. A national network of over 8,000 independent Recommended Installers is available to assist customers with installation of their purchases.

ABOUT THE ONE LAP OF AMERICA

The Tire Rack One Lap of America Presented by Grassroots Motorsports Magazine is the modern day version of the Cannonball Sea to Shining Sea Memorial Trophy Dash of 1970. Created by Brock Yates and popularized by the movie Cannonball Run, today's One Lap of America challenges its participants to endure long transit drives of over 400 miles daily and to compete on 12 of America's most challenging racetracks in 8 days. This year's One Lap begins on April 30th, 2016 and runs through May 7th, 2016. The current event is headed by Brock Yates, Jr. and will be celebrating the 33rd running of the event. The full schedule is available online at www.onelapofamerica.com and on [Facebook](#).

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