



## **Crazy Horse Racing changes its name to Crazy Horse Industries, LLC and adds new talent to the Marketing department.**

*Changing its' name, adding more talent opens up a world of possibilities. Crazy Horse is no longer just Racing.*

([PRWEB](#)) August 28, 2003 -- South Amboy, NJ September 5, 2003 -- Crazy Horse Industries LLC, formerly Crazy Horse Racing, has changed its' name to encompass a larger market. The name change reflects the attitude, goals and direction of the Management Team. The South Amboy-based company is implementing massive changes that will streamline and enable Crazy Horse Industries, LLC to market their products, services and advice more efficiently.

Having a higher profile presence at Race Tracks, Internet ordering, Tele-sales, Trade Publications, Print Media advertising and TV, while providing outstanding unequalled service and advice will be the path to growth and further success. Innovative and creative Marketing, Service and Parts will lead Crazy Horse Industries, LLC in to the future.

The addition of Michael Siebig to the Marketing Department has brought new blood and Innovative strategies to Crazy Horse Industries, LLC. Located in South Amboy NJ, just minutes from NYC and minutes from the future site of Racing in NJ, Mike Siebig has taken the position of VP Business Development on August 11, 2003.

Mike joins Team Crazy Horse with Phil Hendra-President, Chris Winter-Manager and Lori Hendra-CEO. Mike Siebig brings with him extensive in depth experience from the Graphics, Printing, Photographic, Video and Film Industries as well as creative ideas and vast work experience in the Marketing field.

The addition of Mike Siebig will help bring innovative ideas and Marketing strategies to the loyal customers who are accustomed to unparalleled service, parts and advice.



**Contact Information**

**Michael Siebig**

Crazy Horse Industries, LLC

<http://crazyhorseindustries.com>

**Online Web 2.0 Version**

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