

Scosche® Signs on as Title Sponsor for the GRRRacing 2018 Season

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OXNARD, Calif. ([PRWEB](#)) February 20, 2018 -- Scosche Industries is pleased to announce that it is again partnering with the GRRRacing team signing on as the title sponsor for the 2018 race season. GRRRacing events will include the full 2018 Western Conference division SCCA US Majors Tour series competing in the supercharged Toyota 86, as well as the full Best in the Desert Off-Road Racing series in Pro UTV.

"I am beyond excited to represent Scosche on and off the race track. Scosche has been a multi-year supporter of the GRRRacing team and it is exciting to have their support as I continue to expand my career in motorsports with different disciplines. We have a direct use and influence with Scosche's products, including their Optimized for Outdoors® collection that features rugged portable batteries and portable speakers plus in-car accessories like MagicMount™ and OBDII hardware, and even several products from their fitness accessories line," driver Michele Abbate shares.

"We are thrilled to once again have the opportunity to sponsor Michele and the GRRRacing team. She's proven herself on the track and now has the chance to show that same dexterity and winning spirit in the world of off-road racing. The 2018 sponsorship fits in perfectly with both our expanding sponsorship/ambassador program, which is adding in more off-road participants, and our new product offerings tailored to the powersport arena," stated Chris Cowles, Director of Marketing at Scosche, "We are looking forward to an exciting season of both road and off-road motorsports action from Michele and her team."

With a very loaded 2018 schedule, Abbate hits the track next with Rookie Motorsports in their Pro UTV RZR1000 for the Mint 400 in Primm, NV on March 8 - 10th. The team will kick off the new livery on the Toyota 86 at the SCCA US Majors Tour event at Willow Springs Raceway on March 17-18th in Rosamond, CA.

Follow GRRRacing on Instagram, YouTube and Facebook throughout the season for up-to-date information and results.

About SCOSCHE (pronounced skōsh):

Founded in 1980, SCOSCHE Industries is an award-winning innovator of consumer technology, powersports and car audio products - committed to delivering superior product quality and functionality, exceptional value and unmatched customer service. The designers and engineers at SCOSCHE develop products that reflect a rich heritage in audio and mobile technologies. SCOSCHE finds inspiration in the California lifestyle, culture, music and people. These influences can be seen in the accessories and products that are now in the hands, homes, offices and vehicles of people in over 50 countries. With hundreds of patents/trademarks and countless industry awards received, it is easy to see why SCOSCHE is consistently at the forefront of technology and innovation.

Follow @SCOSCHE on Twitter, Facebook, GOOGLE+, Instagram, Pinterest and LinkedIn for the latest news on all of the company's award-winning consumer tech and car audio products and accessories. Also visit our company Press Room and the company BLOG accessible via the company's website.



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