

COMP Performance Group™ To Partner With ADRL

COMP Cams® & TCI® announce their 2009 promotional involvement with the increasingly popular American Drag Racing League

The world of performance drag racing revolves around the performance aftermarket, with racers using even the slightest changes in product designs to form a competitive advantage. Over the years, COMP Cams® and TCI® have proven themselves to be innovators in aftermarket performance technology, which is why both companies felt that the American Drag Racing League would be a perfect promotional match for 2009.

COMP Cams® will join forces with the ADRL, becoming a promotional partner, while TCI® will post contingency in the Extreme 10.5 class to those running TCI® decals and products. In addition, event support personnel will attend five ADRL events in 2009 with the COMP Performance Group™ display trailer, including a new event in Memphis, TN, hometown of COMP Cams®. The trailer will be filled with both merchandise and displays to exhibit the latest developments in aftermarket technology from COMP Cams®, TCI®, RHS®, FAST™, ZEX™, Inglese™ and much more.

“COMP Cams® and TCI® are glad to be involved with the ADRL for 2009,” said Chris Douglas, COMP Performance Group™ Marketing Director. “We’ve watched this series grow tremendously over the last couple of years, and we felt that this was the right fit for our companies. ADRL attracts large spectator crowds and hardcore racers and delivers an exceptional product on the race track. We couldn’t be happier to join them for the 2009 season, and we invite all the fans and racers to stop by and speak with our representatives.”

ADRL competitors are invited to contact any of the CPG companies for one-on-one product support and a special ADRL racer’s discount. For more information about the COMP Performance Group™ and its products, visit us online at www.comppperformancegroup.com.



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