



For Immediate Release

Roush Yates Engines Hires Bucky Gregory as VP of Sales and Marketing

Mooreville, NC (March 1, 2010) Roush Yates Engines is expanding once again with the addition of Bucky Gregory to their Performance Parts department. Roush Yates Performance Parts, a division of Roush Yates Engines, is a complete parts store that supplies local racers and the general public with new and used quality racing parts.

Roush Yates Performance Parts was formed in 2008 to create efficiency at Roush Yates Engines and to aid other race teams by allowing them access to high quality parts at discounted prices. The store features a knowledgeable staff that has been in the racing industry for many years and is proud to provide the public with the same high performance parts used in NASCAR's top series at competitive prices.

As consumers in the industry themselves, Roush Yates Performance Parts knows the importance of getting the highest rated parts for the best value. They are continually expanding their inventory at their 10,000 square foot facility to provide customers with the best parts possible.

Roush Yates Engines has recently added to the superior staff at Roush Yates Performance Parts by hiring a new Vice President of Sales and Marketing, Bucky Gregory.

Bucky Gregory has over 32 years of racing experience throughout all levels of motorsports. He comes to Roush Yates Engines from his position of Director of Distribution at CV Products. Gregory has led multimillion dollar growth initiatives in this industry and brings exceptional experience to Roush Yates and their Performance Parts division. He plans to use his expertise in vendor and customer relations to help grow Roush Yates Performance Parts.

Gregory believes that servicing the motorsports customer is most important. He plans on combining his on-track knowledge with his business experience to bring customers of Roush Yates Performance Parts the best service and value available.

"I'm looking forward to servicing the industry through Roush Yates Performance Parts" said Gregory. "My goal is to expand the parts business to meet the needs of customers through new and innovative products."

Everyone at Roush Yates Engines is excited about Gregory joining the company. "Bucky Gregory makes a great addition to the Roush Yates Engines team" said Doug Yates, CEO of Roush Yates Engines. "We are proud to have him aboard and believe his extensive knowledge in the industry will help us to reach our goal of being recognized as a performance parts provider."



Roush Yates Performance Parts is unique to the motorsports industry due to their extensive selection of proven used parts. The technology, power and passion for winning that Roush Yates Engines has built to achieve for decades is now not just for NASCAR's elite drivers. Sprint car, late model, and off road truck racers can benefit from using Roush Yates new and used performance parts.

To learn more about Roush Yates Performance Parts please visit www.roushyatesparts.com.

About Roush Yates

Roush Yates Engines designs, engineers and crafts high performance racing engines with the power to perform and the horsepower and durability you'd expect from legendary NASCAR pioneers Jack Roush and Robert Yates. The partnership of power and precision has come from merging the knowledge and experience of two legendary engine builders, both with a passion for winning today and powering up for tomorrow.

Roush Yates CEO, Doug Yates, leads a staff of 150 engineers and technicians who design, assemble, test, and service racing engines at two separate state-of-the-art facilities in Mooresville, North Carolina. Here, the best minds and latest technology are hard at work producing nearly 1,500 racing engines each year for teams in the NASCAR Sprint Cup Series, NASCAR Nationwide Series, NASCAR Camping World Truck Series, ARCA, Grand-Am, FIA GT3, and NHRA Pro Stock. At Roush Yates Engines, the mission is Power Performance, which is achieved through innovation design, precision engineering, and skilful craftsmanship. Building the best engines in racing today, providing service that's second to none, and honoring a commitment to research and development are the heart of Roush Yates Engines.

