



For Immediate Release

Roush Yates Hires KC Couse for Technical Sales

Mooreville, NC (March 7, 2010) Roush Yates Engines is expanding once again with the addition of KC Couse to their Performance Products sales force. Roush Yates Performance Products, 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 Engines has recently added to the superior staff at Roush Yates Performance Products by hiring their newest outside salesman KC Couse.

KC Couse has over 30 years of racing experience throughout all types of motorsports. He comes to Roush Yates from his position of Drag Race Manager at CV Products. Couse has led multiple drag racing programs in this industry and brings exceptional experience to Roush Yates and their Performance Products division. He plans to use his expertise in vendor and customer relations to help grow Roush Yates Performance Products.

Couse believes that servicing the customer is most important. He plans on combining his engine building knowledge with his sales experience to bring customers of Roush Yates Performance Products the best service and value.

"I'm very excited to be joining a winning team at Roush Yates Performance Products," said Couse. "I'm ready to help Roush Yates expand into the drag racing market and take their new and race proven products to the next level."

Roush Yates Performance Products 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 Products 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.

Everyone at Roush Yates Engines is excited about Couse joining the company.



“KC is going to be a great addition to our team at Roush Yates Performance Products,” said Bucky Gregory, Vice President of Sales for Roush Yates. “His expertise in the drag racing field will help us to reach our goal of becoming a superior parts provider for all levels of racing.”

Roush Yates Performance Products 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, drag, and off road truck racers can benefit from using Roush Yates new and used performance parts.

To learn more about Roush Yates Performance Products 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.