



For Immediate Release

## **Roush Yates Engines Announces Partnership with Ken Schrader Racing**

### ***Ken Schrader to Race Roush Yates Dirt Late Model Engine***

**Mooreville, NC (March 23, 2010)** Roush Yates Engines is pleased to announce an engine partnership with Ken Schrader Racing's dirt program. Schrader drove his Roush Yates powered Dirt Late Model engine for the first time this past Saturday night at Carolina Speedway in the Skyler Trull Memorial race. After taking the lead early, Schrader never looked back on the way to winning the first heat of the night, proving that Roush Yates Engines' power and performance are just what he needs to make this year successful.

Roush Yates Engines joined with Ken Schrader Racing in an effort to utilize his experience and knowledge in the Dirt Late Model series to help develop their new engine program. Roush Yates is continuing to expand their engine building capabilities by venturing into the grass roots market. Saturday night showed early signs of success and Roush Yates Engines is excited about pairing with Ken Schrader Racing to improve their Dirt Late Model program.

After a great start on Saturday night by winning the first heat, Schrader's night unfortunately ended early due to being caught up in a wreck.

"I was very impressed with the way our Roush Yates engine ran on Saturday" said Schrader. "Obviously we didn't have the finish that we wanted but I definitely felt that we had a top five car. The car needed a little tweaking to compensate for all the power but boy, did it want to run! All-in-all, for the first race, I am very impressed on how we performed and I am looking forward to the rest of the season."

Schrader, who is known to race anything at anytime, will run close to 100 dirt races this year in his #9 Federated Auto Parts Dirt Late Model and Open Dirt Modified. After Saturday he says he has a better idea of what his team needs to do to adjust the car and can't wait to get back on the track. Schrader will be driving for Federated Auto Parts all season and is most looking forward to race at his hometown track in Peavley, Missouri in which he is part owner.

Doug Yates, CEO of Roush Yates Engines, appreciates all that Ken Schrader brings to the Dirt Late Model engine program.

"Roush Yates is committed to bringing Cup technology to racers at all levels in various series across the world. Our partnership with Ken Schrader is another step in showing our commitment to our mission to be a world class engine supplier. I am looking forward to seeing Schrader win with our engines."

As Roush Yates Engines continues to expand in different racing markets, drivers such as Ken Schrader and his entire organization are imperative to developing successful engine programs. Roush Yates Engines currently supplies engines for the NASCAR Sprint Cup, Nationwide, Camping World Truck, ARCA, Marine, Cammer, Modified, Off-Road, Sprint, and Dirt Late Model series. Roush Yates Performance



Parts store sells new and used engine and chassis parts to Saturday night racers and the general public each week from their Mooresville, NC location. For more information on Roush Yates Engines or Roush Yates Performance Parts visit [www.roushyates.com](http://www.roushyates.com) and [www.roushyatesparts.com](http://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.