



For Immediate Release

## **Jay Dickens Joins Roush Yates Performance Group**

***Roush Yates Performance Group Names Jay Dickens Short Track Engine Program Manager***

**Mooreville, NC (March 31, 2010)** Roush Yates Performance Group is proud to announce the addition of Jay Dickens to their short track engine program. Dickens brings over 25 years of experience to the Roush Yates Performance Group and will serve as the Short Track Engine Program Manager. Dickens will make the move with fellow employees Brad Loden, Bill Lovelady and Seth Stacy.

Jay Dickens has grown from a small, local engine builder into a national powerhouse in just twelve years. He formed Jay Dickens Racing Engines out of Aberdeen Mississippi in 1994, accumulating multiple track championships, series championships, and countless wins.

Roush Yates Engines is constantly proving themselves as a world class engine builder by expanding into the grass roots racing market. Dickens is a perfect fit for Roush Yates Performance Group and their short track engine program which provides engines for Sprint, Dirt Late Model, Off-Road and Modified racing series.

Having built engines at the ARCA, Nationwide, and Sprint Cup series levels, Dickens has now decided to focus on short track engine programs. Jay Dickens is looking forward to starting with Roush Yates Performance Group and believes the company is a good fit for him due to their strong commitment to power and performance.

Roush Yates Performance Group is excited about the extensive engine building experience Jay Dickens brings to the company as well as his resourcefulness in the performance parts business.

"Jay Dickens has been a leader in technology and innovation at the short track level" said Bucky Gregory, VP of Sales and Marketing for Roush Yates Engines. "We are proud to add Dickens to our superior staff and look forward to utilizing his vast experience to continue to grow our short track engine program."

Roush Yates Performance Group is housed in a 40,000 square foot facility which Dickens considers "an engine builders dream". Amenities include six dynamometer cells, two spintron cells, eleven build stations, and a machine shop that is second to none.

"Having the best technicians and the best working environment will allow us to service our customers better and offer faster turn-around times" said Jay Dickens. "Complete access to the Engineering department ensures our ongoing research and development will continue to lead in the short track market".



Roush Yates Performance Parts, a subset of Roush Yates Engines that provides new and used parts to the public and Saturday night racers alike, will continue to offer the same racing and performance parts currently offered by Jay Dickens Racing Engines.

Roush Yates Performance Group continues to work towards providing top-notch engines to all forms of motorsports through their impeccable research and development efforts with Roush Yates Engines combined with their quality performance parts. The technology, power, and passion for winning Roush Yates Engines has built to achieve for decades is not just for NASCAR's elite drivers. Saturday night, short track racers across the country continuously reap the benefits of partnering with Roush Yates Performance Group and using their line of Roush Yates Performance Parts.

### **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.