



For Immediate Release

## **New Balance Pit Shoe Now Available at Roush Yates Performance Parts**

**Mooreville, NC (April 12, 2010)** The NB 500, New Balance's latest pit performance shoe, is now available exclusively at Roush Yates Performance Parts.

Roush Yates Performance Parts is excited to partner with New Balance and their NB 500 pit performance shoe. The NB 500 is the latest of multiple additions Roush Yates Performance Parts is making to their extensive line of high performance racing parts.

The 2010 version of the NB 500 is designed for maximum comfort and features a state-of-the-art gripping outsole that gives teams the flexibility and speed they need to be the best on pit road. Advantages to the NB 500 include:

- SFI rating of 3.3/5
- Fire Retardant Suede
- Full rubber sidewall wrap for support
- Reinforced toe for durability
- Herringbone bottom tread design and superior rubber compound for traction and ground debris relief
- Molded sock insert with Polyiou –Open Cell "recycled" PU foam that is breathable, wicks moisture, and fights odor & bacteria
- Sizes 8-16

The shoe can be tried on and purchased now at Roush Yates Performance Parts located in Mooreville, NC. To learn more about the NB 500 please contact Terry Smith with Roush Yates Performance Parts at (877) 798-7977 or (704) 200-8994.

### **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 Mooreville, 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

### **About New Balance**

New Balance headquarters are located in Boston, MA. Their mission is to demonstrate responsible leadership and build global brands that athletes are proud to wear, associates are proud to create, and communities are proud to host. New balance employs more than 4,000 people around the globe. In 2008 they reported worldwide sales of 1.64 billion. For more information please visit [www.newbalance.com](http://www.newbalance.com).