



For Immediate Release

## **Roush Yates Performance Products Becomes Sole Distributor of Del West Products**

**Mooreville, NC (July 19, 2010)** Roush Yates Performance Products is proud to announce a partnership with prominent valve train component manufacturer Del West. Under the new agreement, Roush Yates Performance Products will become the sole distributor of Del West products to all markets in the United States. This relationship will provide customers with great service and easily accessible inventory.

Del West is the world's largest supplier of titanium valves and valve train components for motor racing. The products made at Del West have established a record of reliability and performance in all racing venues from NASCAR to Formula One. Their lightweight valve train components are the key to sustaining high engine speeds and the relentless research and development conducted at Del West has allowed them to continue to lead in the valve train market.

Roush Yates will use Del West components in engines they build at their state-of-the-art facilities located in Mooreville, NC, as well as sell the products from their Roush Yates Performance Products store.

"Del West is the absolute leader in valve train technology" said Doug Yates, CEO of Roush Yates. "Roush Yates is proud to partner with Del West and I believe this new relationship will provide a synergy of talents that will enable engine builders to make use of resources previously unavailable."

Previously, Del West products were sold direct from their factories/warehouses in California and Switzerland. Roush Yates Performance Products and [www.roushyatesparts.com](http://www.roushyatesparts.com) will allow Del West to reach more consumer outlets and give racers in all series the advantages of superior valve train technology.

Engine builders and racers alike will continue to receive the same high level of direct technical support from Del West that they have always received as they desire it.

"Roush Yates is indisputably one of the leading world class race engine design and assembly organizations. They are now leveraging this tremendous organization with strong distribution talent they have brought into our group. This makes them a natural partner for Del West." according to Mark Sommer, President of Del West USA. "We are excited by the advantages this relationship will provide to the marketplace and how this new partnership will drive both organizations forward."



Roush Yates Performance Products will carry Del West products starting Monday, July 19, 2010. To learn more about Del West and Roush Yates Performance Products, please visit [www.delwestusa.com](http://www.delwestusa.com) or [www.roushyatesparts.com](http://www.roushyatesparts.com).

### About Del West

Del West offers a racing product line which has become the undisputed world leader in lightweight valve train components. Our pioneering in metallurgy coatings, manufacturing techniques, and design have been highly instrumental in the technology which has seen the operating speed of engines nearly double since the first Del West lightweight valves were produced.

In series production, our expertise in the design and manufacture of precision, lightweight components for various OEM clients offers the same design flexibility, with benefits for both performance and pollution management. This expertise, coupled with our materials and coatings research, has opened up new avenues for engine designers to explore as tomorrow engines are developed

### About Roush Yates Engines

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 170 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, Dirt Late Model, Sprint cars, 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.