



For Immediate Release

## **Bloomquist Wins with Roush Yates' New Engine**

**Mooreville, NC. (August 9, 2010)** Scott Bloomquist won for the second time in two weeks with his new 410 Roush Yates Dirt Late Model engine on Saturday night at Cedar Lake Speedway. Bloomquist overcame numerous obstacles to claim his record-tying fifth USA Nationals trophy, showing Roush Yates Performance Engine Group just how fast and reliable their newest engine really is.

The new 410 Dirt Late Model Engine built at Roush Yates Engines in Mooreville, NC boasts a lightweight configuration and features a wide bore package. Bloomquist put the new engine through multiple tests Saturday as he fought his way back through the field from an early spin, a late-race pit stop, and a penalty for moving during a red flag.

"The track was real demanding," said the 2004 World of Outlaw Late Model Series Champion from Mooresburg, Tenn. "We definitely showed you have to have a strong, tough race car to make it through this thing – and we have great cars."

Bloomquist was one of only eight cars still running at the end of the caution filled race that was littered with engine failures. Roush Yates' engineers will be able use information gained from his winning engine as they continue to improve their highly successful dirt late model engine program.

"We are really proud of how the new 410 Dirt Late Model Engine is performing" said Jay Dickens, Dirt Late Model Program Manager at Roush Yates Performance Engine Group. "The guys at the shop have worked really hard and it's great to see Scott in Victory Lane the first two times we've ran it."

Other Roush Yates Engine drivers who found success this weekend were Carl Edwards, who earned his first career road course pole at the Heluva Good! Sour Cream Dips at the Glen in Watkins Glen, Ray Moore, winner of the MSRA at 1-30, and Jerry Higbie, who set the new track record and won the feature at Middleton Speedway.

The new dirt late model engine is now available in the 410 and 454 configuration. Please call Jeff Clark at 704-658-1540 for more information and visit [www.roushyatesparts.com](http://www.roushyatesparts.com) to see all of our new and used performance products.

### 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. In 2009 Doug Yates purchased his father's half of Roush Yates Engines to become a co-owner in the company.

As 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 skillful 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.