

For Immediate Release



## Roush Yates' Wins with New Sprint 410 Engine

**Mooreville, NC (September 21, 2010)** Roush Yates' new Sprint 410 engine found Victory Lane after just four races with the help of sprint car driver Bobby East. East surprised everyone on Saturday, September 11, by capturing his first ever MustSeeRacing.com Biobased-USA Xtreme Sprint Series victory at Dells Raceway Park. Before this weekend, East had never raced in a winged sprint car, but with the help of Roush Yates' newest power plant he was able to hold off the field and acquire the win.

"It's really exciting to win my first winged race, I've been hoping to do this for a long time," said East, driver of the number 5 Terry Klatt sprinter. "I was thrilled to hear Roush Yates Engines built a new 410 motor and even more excited to be able to race it. The engine ran great the first time out. I'm very happy with the power and service Roush Yates provides and I hope to get another opportunity to race this engine again soon."

East also drives a Roush Yates USAC Silver Crown engine and is honored to be the one to give Roush Yates Engines their first win with the new Sprint 410 engine.

"Considering the strong competition in the Sprint 410 series, I am very pleased to have a win with our new engine and Bobby East after only four races," said Jeremy Anderson, Sprint Car Program Manager for Roush Yates Engines. "I look forward to this engine having continuous success. It was built with the highest in reliability and performance in mind. We used premium parts throughout the engine so our customers can get the most run time between rebuild intervals."

The Roush Yates 410 Sprint engine has been highly anticipated by the entire sprint car industry and includes impressive features such as:

- Kinsler Dragon Claw injection
- Kinsler fuel pump and bypasses
- R2C air filters
- Jesel lifters and rocker
- Titanium valves
- Light weight Bryant crankshaft
- MSD Promag 12LT
- Roush Yates billet 2 piece valve covers

Call today to find out more about Bobby East's win or how you can get this affordable new engine package in your car. Contact Jeff Clark at (704) 658-1540 and visit [www.roushyatesparts.com](http://www.roushyatesparts.com) to see our entire line of new and used racing 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 180 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.