

# Infineon Raceway Names PEAK® Title Sponsor of August IndyCar® Series Event

Monday, July 28, 2008



Infineon Raceway and Old World Industries have reached an agreement that will make the PEAK® automotive brand the title sponsor of the upcoming IndyCar® Series race in the Sonoma Valley.

The event will be called the **PEAK Antifreeze & Motor Oil Indy Grand Prix of Sonoma County**, held Aug. 22-24 on the world-famous Infineon Raceway road course.

"We are excited to launch this new partnership and we are proud to be associated with a company as involved and committed to IndyCar racing as Old World Industries with their PEAK brand," said Frank Gullum, vice president of sales at Infineon Raceway. "Infineon Raceway has quickly become IndyCar racing's premier destination and we look forward to entertaining PEAK's retail partners here in the Sonoma Wine Country."

This marks PEAK's continued involvement in the IndyCar Series. PEAK Motor Oil became the Official Motor Oil of the IndyCar Series in 2007 and since its product rollout the PEAK motor oil bottles feature the IndyCar Series logo. Old World also sponsors an IndyCar Series title race, the PEAK Antifreeze & Motor Oil Indy 300, at Chicagoland Speedway in September.

PEAK expanded its relationship with the series at the start of the 2008 season with sponsorship of the PEAK Motor Oil Pole Award at all IndyCar Series events. The award, presented to the fastest qualifier each race weekend, builds on the strong partnership already in place between the IndyCar Series and PEAK Performance Products.

Further, IndyCar Series driver Danica Patrick serves as an official spokesperson for both the PEAK Motor Oil and Antifreeze products.

Old World Industries, based in Northbrook, Ill., has been involved in others forms of motor-sport, as well, with its PEAK brand, including drivers in the NASCAR Sprint Cup Series and the NHRA POWERade Drag Racing Series, among others.

"All of us at Old World Industries are excited to expand our role with the IndyCar Series. Open wheel racing fans are very brand-loyal automotive Do-It-Yourselfers, and our PEAK brand car-care products fit perfectly with their interests and passions," said Jerry Riccioni, Senior Vice President of Retail Sales at Old World Industries. "Sponsorship at Infineon Raceway will enhance our Northern California and national PEAK brand presence."

The upcoming IndyCar Series weekend will also feature a pair of Firestone Indy Lights races, as well as the Armed Forces 250 Grand American Rolex Sports Car Series, which will be the featured event on Saturday, Aug. 23. The **PEAK Antifreeze & Motor Oil Indy Grand Prix of Sonoma County** will be 80 laps over the 12-turn, 2.245-mile road course and be broadcast nationally on ESPN2.