

CANUSA MOTORSPORTS



For Immediate Release

January 12, 2010

New NASCAR Team Emerges as Ron Sheridan and CANUSA Motorsports Join Forces in 2010

(Dorchester, ON) – A brand new alliance has been formed between some of the heavy hitters of the Southwestern Ontario stock car scene. The partnership will include a limited three-race schedule for the NASCAR Canadian Tire Series in 2010. RKR Motorsports and CANUSA Motorsports have teamed up with Delaware Speedway veteran Late Model driver Ron Sheridan, and Sheridan will pilot the Total Lubricants / Belfor / APC Chevrolets for three events this season. The team will debut on June fifth at Delaware Speedway, also competing at Autodrome Ste. Eustache on July third, and closing out the season with the Kawartha Speedway event on September 25th.

Sheridan, who is a co-owner of RKR Motorsports, has experience at the National tour level, where he competed on a limited schedule in 2003 and 2004 under the CASCAR Super Series banner. Despite a small body of work, he was able to impress and put up some solid runs, including a career high fourth-place finish in the historic Labour Day event at Delaware Speedway and a fifth-place finish at Kawartha Speedway. "I'm really excited about getting another shot at the series, and racing against the best teams in Canada," explained Sheridan. "We were looking at doing at least the Delaware event, and then we started talking with the folks from CANUSA Motorsports, and they were looking at expanding their marketing. We were able to put the deal together from there."

Ron continued to speak about the alliance between all parties, "CANUSA Motorsports, with their Total and APC brands have been such a big part of the track. For our team, we were never involved directly with them, but they have done so much with their Delaware program, which helps all the guys that race at Delaware. We were able to get to know them a little better after winning the APC 300 event in 2008, and we were very proud to win their event. They have a first class operation, and do all the things that we try to do with our operation to present a professional appearance – trying to keep the rig looking good, and presenting good looking race cars. We were also thrilled to bring Belfor (formerly Restoration Masters) on board as part of the program as well. They have been with me for a long time, and we're looking forward to continue to represent them, as well as Total Lubricants and APC."

CANUSA Automotive Marketing Manager Luke Ramsay spoke about putting the deal together between CANUSA Motorsports and RKR Racing. "We're thrilled about having Ron in a car that has our name on the side of it. We've raced against him for a number of years every Friday night and know how hard he drives and how talented he is, and we think his is going to do a tremendous job representing all three major marketing partners."

As for selecting those three events, Ramsay explained, "We picked them for a number of different reasons. Obviously Delaware is the home track for Ron and his team, and we have a tremendous relationship with the track, so that was a natural fit. Total Lubricants Canadian headquarters are in Montreal so that made Ste. Eustache a logical choice. We think that Kawartha will support our marketing efforts in the Toronto market, and while we had a couple of races to choose from, that one fits because it's after the Delaware season is all wrapped up."

The Chevrolet Impala will carry the number 52 and be on display for the first time this weekend at the CPT Racing Experience in London, ON, Saturday January 16th, and Sunday January 17th at the Western Fair Agriplex.

For more information on CANUSA Motorsports, Delaware Speedway, Autodrome Ste. Eustache, Kawartha Speedway, Total Lubricants, Belfor, APC, CANUSA, NASCAR Canadian Series, or the CPT Racing Experience, please visit www.canusa.on.ca, www.delawarespeedway.com, www.autodrome.ca, www.kawarthadowns.com, www.lubricants.total.com, www.belfor.com, www.autopartscentres.com, <http://localracing.nascar.com/series/6>, or www.cptrace.com or contact Luke Ramsay at (519) 268-7070.

Release courtesy of www.maudsleymotorsports.com

Image of Ron Sheridan courtesy of Delaware Speedway



Photos and copy by Jamie Maudsley