



ThyssenKrupp Bilstein of America Teams with Modified Lite STARS for its Fourth Year

SOMERSET, PA (December 20, 2013) – Officials of the BILSTEIN Modified Lite STARS Championship Tour are pleased to announce the signing of a title sponsor for the BILSTEIN Modified Lite STARS International Championship Tour. ThyssenKrupp Bilstein of America for its fourth year has agreed to be the title and presenting sponsor for the Modified Lite STARS program for 2014.

BILSTEIN Shocks, based in Poway, California, has increased its involvement greatly in Modified Lite racing over the past four years to establish a clearly defined footprint in the industry. Racers using BILSTEIN Shocks have won some of the biggest events in the country last year both sanctioned and unsanctioned. In addition, Jeff Teeters' championship car rode on BILSTEIN Shocks when he won the 2013 BILSTEIN Modified Lite STARS International Championship and the 2012 Mid-Atlantic BILSTEIN Modified Lite STARS regional championship!

“We’re very excited to expand our involvement in the Modified Lite industry and increase our presence on the Bilstein Modified Lite STARS Tour in 2014. Being the title sponsor of the BILSTEIN Modified Lite STARS allows our company the opportunity to continue to increase our brand awareness and to reach new customers within the series and the industry as a whole. We’re looking forward to a great year with the STARS series and to working with everyone associated with the nation’s leading Modified Lite organization,” stated Scott MacDonald, Director, Marketing & Product Management for ThyssenKrupp Bilstein of America.

Throughout the world, the name ThyssenKrupp BILSTEIN is synonymous with innovation and high-tech engineering in the shock absorber market. With production facilities throughout the world, the company supplies products for the complete spectrum of damping applications. In addition, the name BILSTEIN has for many decades been closely associated with the most advanced technology in the field of suspension design, driving comfort and safety. In order to expand this position in the future, BILSTEIN became a division of ThyssenKrupp Technologies AG in 1988 and a wholly-owned subsidiary in 2005. The partnership and co-operation within the group will enable the company to continue to inspire with innovations in the traditional BILSTEIN way.

On top of this, ThyssenKrupp BILSTEIN has for many years now been a much sought-after partner in the motor sports and tuning sector. ThyssenKrupp BILSTEIN is an operative business unit in the Components Technology business area.

The BILSTEIN Modified Lite STARS International Championship Tour is a non-profit organization formed to fill a void and restore much-needed stability to Modified Lite racing. To reverse the downward trend that the division was experiencing, the Modified Lite STARS

established stability and direction. Serving as a national sanctioning body the Modified Lite STARS International Championship Tour represents an aggressively growing segment of motor sports racing and is recognized as the leader in Modified Lite racing. In its eighth year of operation the STARS program has gained widespread acceptance with its standardized rules and sponsorship program. The STARS model has become the basic guide for pockets of localized Modified Lite racers.

The 2013 season was a very successful one that saw more than 230 different drivers competing for regional and national points. Our best estimates are that because of sponsorship support we were able to pay out more than \$200,000 in cash and awards.

The Modified Lite STARS International Championship Tour is proudly supported by its major sponsors: BILSTEIN Shock Absorbers, Hertrick GMC, and Hoosier Racing Tire.

You can reach Bill Bauer at 814-442-1738. E-mail to info@modlitestars.org and snail mail to 128 Bruner Ave, Somerset, PA 15501.

For the latest breaking news on the BILSTEIN Modified Lite STARS International Championship Tour visit the series' website at www.modlitestars.org.

Be sure and visit the series on the social media outlets as well at <https://www.facebook.com/modifiedlite.racing>