



**FOR IMMEDIATE RELEASE:**

## **Lucas Oil and Wilwood Partnership for 2024**

### ***Wilwood Racing sponsors the Lucas Oil Late Model Dirt Series for 2024***

**Camarillo, CA • April 2024**

Wilwood Racing is excited to announce a recent partnership with Lucas Oil Late Model Dirt Series for the 2024 season that includes the "Lucky 7 Contingency Award" for 7th place finishers at each race.

Lucas Oil Racing Series is well known for epic battles on the dirt tracks, including the Late Model Dirt Series and MAVTV, a motorsports network keeping literally millions of spectators on the edge of their seats! Since 1989, headquartered in Indianapolis, IN, Lucas Oil has been helping redefine the lubricant market and racing industry, manufacturing high-quality lubricants, including engine oils, greases, gear lubes, additives, and car-care products available to customers worldwide.

Wilwood's partnership with Lucas Oil Late Model Dirt Series is the perfect platform to get in front of millions of viewers and showcase our racing products used by winning racers and teams across the country. Wilwood Racing looks forward to a great 2024 season partnering with Lucas Oil Late Model Dirt Series, allowing us a fantastic marketing opportunity for the Wilwood brand not only to a highly targeted racer segment that are upgrading their vehicles with the best brakes possible to win races, but also to passionate spectators who are car enthusiasts and want the best brakes for their own vehicles.



### **About Wilwood Engineering**

Founded by Bill Wood in 1977, Wilwood Engineering designs and manufactures high-performance disc brakes and components from their headquarters in Camarillo, California. Products are engineered and rigorously tested for any application, creating unsurpassed braking quality and performance with sleek, modern designs. From race cars to classic cars, Wilwood has the brakes to stop you. For more information, contact Wilwood Engineering at [info@wilwood.com](mailto:info@wilwood.com).

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