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LAT ON BOARD WITH PARAMOUNT MOTORSPORTS

LAT Racing Oils' relationship with Eric Barron Motorsports will carry over to Paramount Motorsports for the 2011 Race Season.



02/17/11 Alpine, CA- Paramount Motorsports confirms that LAT Racing Oils will continue their relationship with Eric Barron and Paramount Motorsports for the 2011 Race Season. Eric Barron has a long standing personal and professional relationship with the company that goes way back. Barron states, "LAT is a superior company leading the competition in the racing industry and their tech/oil departments are second to none. With the finest high performance racing lubricants on the market, LAT will play an integral part putting Paramount Motorsports at the top of the podium every race."

We spoke with Danny Vaca, co-owner of LAT with Sam Shackelford and Shawn Geers. Vaca said of the relationship with Eric Barron, "Working alongside Eric has always produced great benefits and results. Eric's engine program has allowed us to test our oils to the limits. We are excited to continue the quest for a championship in 2011." When asked what sets LAT apart from the competition Vaca stated, "Technical support is just a phone call away. When you call LAT Racing Oils you are speaking directly to one of us, not a sales person."

With over 40 years of experience in high performance racing, LAT has developed Engine and Gear oils designed to meet the severe demands of extreme automotive racing. Whether it is street, off-road, NASCAR or ProStock Drag Racing, LubeATech is the next generation in high performance racing oils. We encourage you to visit their website for more information at www.latracingoils.com.

If you would like more information, please contact Shirl Papaian of Papaian Enterprises, Marketing Director for Paramount Motorsports at 951-805-1017 or email her at shirl@papaian.com

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