

**FOR IMMEDIATE RELEASE**

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**HRE WHEELS NAMED CONTINGENCY SPONSOR  
FOR 2010 ULTIMATE TRACK CAR CHALLENGE**

*Premium Performance Wheel Company Offers Groundbreaking Contingency  
Package for Grassroots Motorsports Magazine UTCC Winners*

**Vista, Calif.** (April 15, 2010) –HRE Wheels is proud to announce a new contingency program for competitors in the 2010 Pirelli Ultimate Track Car Challenge (UTCC) presented by *Grassroots Motorsports Magazine*. The event - which pits a variety of extreme performance vehicles against the clock and each other at Virginia International Raceway - is a perfect fit with HRE and its focus on engineering and performance.

This exciting development will allow UTCC competitors to outfit their cars with the latest race-proven lightweight wheels from HRE. Competitors are invited to take advantage of huge discounts available to UTCC racers, and winners will receive an unprecedented contingency package. These discounts are available exclusively to Pirelli Ultimate Track Car Challenge entrants, and orders must be placed before June 1, 2010.

"HRE Wheels is excited to be a part of the 2010 Pirelli Ultimate Track Car Challenge," said Alan Peltier, President of HRE Wheels. "We're getting back to our racing roots in a big way in 2010 with several light weight, high strength competition wheel models offered at special discounts to UTCC competitors, including a 17-pound 18" wheel we're just releasing. HRE has equipped record-setting track cars and high-powered sports cars for years, so with the diverse group of competitors bringing their fastest modified cars to race, we'll be right at home."

In addition to discounts on custom wheel sets for UTCC entrants, HRE is also putting a bounty on top performance, offering a \$2500 contingency prize to the Overall Winner of the UTCC if he or she is competing on HRE's. 3 other individual Category Winners using HRE Performance Wheels are also eligible for \$1000 prizes from HRE, and 3 top finishers in each category competing while using wheels from manufacturers other than HRE will still be eligible for special discount certificates toward the purchase of a set of HRE Performance Wheels.

To take advantage of the HRE Performance Wheels racer discount, call (888) 598-1965.

HRE Performance Wheels designs, engineers and manufactures forged 3-piece and 1-piece forged aluminum alloy wheels for Racing, Performance and Lurxury cars and SUV's in their San Diego, California-based, TÜV-approved facility. HRE's built-to-order wheel sets offer a customized choice of offsets, widths and finishes, resulting in a uniquely personal style and performance solution for each customer's application. HRE wheels are sold through select high-end car dealerships, specialty retailers and performance companies worldwide. For more information, visit [www.hrewheels.com](http://www.hrewheels.com) or call an HRE wheel expert at (760) 598-1960.

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