

Lucas Oil Racing Products returns with Adam Leslie for 2010 racing season!

March 8th, 2010 - Port Colborne, Adam Leslie is pleased to announce the return of Lucas Oil Racing Products as the primary sponsor for the 2010 racing season. Making 2010 the fourth consecutive season that Lucas Oil and Adam Leslie have been partnered together in the racing community. Lucas Oil has supported Adam Leslie since 2007 after his stellar rookie of the year season in the Mod-Lite division at the Lucas Oil heavy Merrittville Speedway. As Adam and team move forward in their racing commitments, here and down south. Lucas Oil has chosen to continue their support of the team for the 2010 racing season.

Lucas Oil Products was introduced to the Canadian Market in 1996. Small distributors and individual shops were the first to sell the line in Ontario. Two years later, Lucas Oil was being sold in the Western provinces. When sales took off in Canada, Lucas made the first of many sponsorship grants to Canadian motorsports. A full line of synthetic motor oils was offered to Canadian customers in 2005. In 2006, Steve Snowden assumed control of Lucas Oil Products Canada Inc. and the product line was made available in major retail stores. A full line of motorcycle and powersport lubricants made its debut in the spring of 2006.

Lucas Oil is growing in product assortment and availability. It is becoming a truly national company with representation and sponsorship in every province. As sales in Canada increase, so does Lucas Oil's commitment to motorsport sponsorship and community events. Lucas Oil remains committed to producing only the highest quality premium automotive, heavy duty, industrial and specialty oil products. Lucas's success is built upon hard work, an unparalleled line of premium products and an unwavering commitment to customer satisfaction. This single formula for success will continue to guide Lucas Oil Products.

Adam Leslie and team are very pleased to announce this partnership will continue into the future and thanks Lucas Oil for their continued support. You can visit Lucas Oil Canada on the web at, www.lucasoil.ca

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Thanks,

Adam Leslie PR

www.adamleslie.com