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KRC Power Steering

KRC Power Steering & Leavine Family Racing Form Monster Energy NASCAR Cup Series Technical Alliance

For Immediate Release:

Kennesaw, Georgia – KRC Power Steering has partnered with Leavine Family Racing as a product and technology sponsor for the 2017 Monster Energy NASCAR Cup Series Season. LFR will exclusively utilize KRC Pro Series III Power Steering Pumps and High Performance KRC Power Steering Fluid. In turn, KRC will incorporate LFR into their marketing plan for 2017. Technical knowledge developed in conjunction with the alliance will be funneled to Short Track Racers completing the circle of information sharing.

KRC Pro Series III Power Steering Pumps are manufactured in Kennesaw, GA and are engineered to perform at the highest levels of motorsports. 9 levels of adjustable feel allows LFR driver, Michael McDowell, to tailor his steering system feel to turn through 500 tough laps at the Bristol half mile to the high speeds found at the 2.5 miles of the Daytona 500.

LFR Team Crew Chief, Todd Parrott, has 31 wins in the Monster Energy NASCAR Cup Series. Parrott says, “we are very excited to partner with the team at KRC Power Steering. Cutting edge KRC Pro Series III Power Steering Pumps save us up to 6 Horse Power while giving us adjustability for increased corner speeds - 6 HP can be the determining factor in pulling off a win in the Daytona 500”.

Jeff Butcher, Marketing Director for KRC Power Steering, states, “the Technical Alliance built by KRC Power Steering and Leaving Family Racing creates a formalized program where shared information connects product enhancements to increases in on track speed. Our Alliance with LFR leverages the NASCAR Team Alliance established between Leavine Family Racing and legendary RCR - the technical prowess developed at RCR results in a long history that defines a competitive program”.

KRC Power Steering Pro Series III Pumps are manufactured from high strength aluminum alloy and weigh only 2.58 lbs. Coupled with High Performance KRC Power Steering Fluid, the package provides Crew Chief Todd Parrott with new tools to move ahead of the competition. Pairing the most efficient Pump Flow to each track on the series manufactures new speed. A quick change of the KRC Adjustable Flow Valve presents LFR driver, Michael McDowell, with 9 levels of adjustable feel producing the optimal feel for a competitive car all season long.

Engineered from the ground up, KRC Power Steering Pumps are manufactured to be the best racing power steering pumps available. KRC Power Steering Pumps have won from all levels of NASCAR to the 24 Hour LeMans events.

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