



Spark Plugs

Press Release

FOR IMMEDIATE RELEASE

E3 Spark Plugs joins forces with Will Kimmel

Ponte Vedra Beach, FL (January 7, 2016) – E3 Spark Plugs, creators of the advanced DiamondFIRE Technology, is proud to announce their sponsorship of third generation ARCA superstar Will Kimmel. The familiar E3 logo will adorn the quarter panels of Kimmel's Ford throughout the 2016 ARCA Super Series presented by Menards season.

"I am extremely excited to represent E3 Spark Plugs in 2016," says Kimmel. "We've used their plugs in our four-wheeler and our lawn equipment for years. So, we knew they made a great product but when we tested their new race plugs on the dyno we saw first-hand how DiamondFIRE technology excels well beyond other plugs even in the harshest racing environments. We saw an instant improvement not just in cold start but in power as well. They really are a quality piece."

E3 Spark Plugs has been the official spark plug of NHRA since 2012, and of Team Lucas since 2008. The company boasts a complete line of automotive, lawn and garden and powersports plugs available at most national retailers. 2016 marks the E3's introduction of a new line of race plugs and wires along with their entry into big league stock car racing via the Kimmel sponsorship.

"The Kimmel name is steeped in oval track racing history and we knew from the first time we met Will that we knew we wanted to work with him. He embodies an old school racer in a 21st century package. In short he is what the sport needs and we believe he will be an excellent ambassador for our products," says Steve Joiner, Vice President of Sales and Marketing for E3.

About E3 Spark Plugs:

Backed by a five-year, 100,000-mile warranty, E3 spark plugs, with their DiamondFIRE side-wire electrode, project the combustion spark in a way that more quickly ignites the air/fuel mixture, thereby creating a significantly faster and larger flame kernel. In effect, this burns more of the available fuel, resulting in increased combustion efficiency for improved power and fuel economy with reduced emissions. E3 spark plugs are available for most automotive, small-engine, and powersports applications at automotive and home-improvement retail stores nationwide. E3 also has just launched a line of racing spark plugs for all levels of racing applications. For more information on E3 log on to www.e3sparkplugs.com.

About Will Kimmel

The oldest grandson of legendary racer Bill Kimmel Sr, Will Kimmel has spent his life around one of the most successful race teams in professional motorsports learning many valuable lessons. Clean cut and genuine, Will is as comfortable in front of a camera being interviewed as he is behind the wheel of a race car at 200 MPH. While Will's talents in a race car have put him in the spotlight, it is his marketability that differentiates this young driver from his peers. The son of Bill Jr. and nephew of Frank, Will Kimmel has earned an impressive 13 track championships and over 90 career wins. He was the first rookie driver at Salem Speedway to win a feature event in his first start. He was also the youngest driver to ever win the Salem Super Late Model Championship. Today, Will races everything from Street Stocks at his local track to a NASCAR Sprint Cup Series car and just about anything in between.

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