



Ambrose and LaJoie Return For *Driver Search III* *HANS Performance Products Joins Program*

(Concord, NC.) **October 11, 2010** – Renowned road course racer Marcos Ambrose and two-time Nationwide series champion Randy LaJoie will, again, be among the guest instructors when *Richard Petty's Driver Search III* takes place December 6-9, 2010 at Charlotte Motor Speedway and Concord Speedway in North Carolina, and the road course at Carolina Motorsports Park in Kershaw, South Carolina.

Named for the NASCAR Hall of Famer and winningest driver in NASCAR Sprint Cup Series history, *Richard Petty's Driver Search* is a unique training camp and competition for aspiring race car drivers looking for an opportunity to advance their careers. The program, which is limited to 12 participants, focuses on the core skill sets necessary for success at the highest levels in motorsports.

“The Petty guys have developed something quite unique and I’m proud to be part of it,” said Ambrose, who is generally recognized as the best road racer in NASCAR. “I really enjoyed working with the competitors in the first two *Driver Search* programs and I’m sure this time will be no different.”

“I had a blast with the guys the first time around,” said LaJoie who was a guest instructor for the inaugural *Richard Petty's Driver Search* in April. “The twelve racers who get to be part of this program are in for a very special experience.”

Over the course of the four days, competitors will demonstrate their abilities and learn from industry experts in the areas of car control, endurance, track management, adaptability, race practices, passing exercises, car knowledge/feel, mechanical knowledge, speed, communication and marketability. Performance in the driving modules is assessed throughout the program by state-of-the-art computerized timing and scoring and video and data acquisition technologies.

At the conclusion of the final day, one of the participants will be named “Top Driver” of *Richard Petty's Driver Search III* and awarded the chance to compete in an ARCA Racing Series event during the 2011 season.

Additionally, Petty Holdings announced that HANS Performance Products will supply the Sports Series version of the HANS Device for use during *Richard Petty's Driver Search*. "We believe that safety is the most important consideration for all motor racing competitors and that a head and neck restraint should be part of any driver's safety equipment," said Gary Milgrom, Vice President of HANS Performance Products. "Our HANS Device Sports Series combines the highest standards in the industry for a head and neck restraint at a reasonable cost to drivers in entry levels of competition. The HANS Device fits any size of driver, works in all types of cars and in any type of racing competition, which makes it a perfect fit for *Richard Petty's Driver Search*," added Milgrom.

"HANS is respected and trusted by racers everywhere" said Mike Bartelli, Chief Marketing Officer of Petty Holdings. "They are exactly the type of partner that we want to have for this program."

Complete information and driver applications can be found at <http://www.pettydriversearch.com>.

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About Petty Holdings:

Headquartered in Concord, N.C, Petty Holdings, LLC owns and operates Richard Petty Driving Experience, the worldwide leader in NASCAR-style stock car drive and ride entertainment, as well as other Petty and Richard Petty branded and licensed ventures.