

Paramount KIA to Sponsor

"Big 10 Racing Challenge"

Paramount KIA and Hickory Motor Speedway partner to present 10-race Late Model Challenge Series

Newton, NC (March 1st, 2014) -- Hickory Motor Speedway announced today their increased partnership with Paramount KIA for the second year of the 'Big 10 Racing Challenge' for the Bogangles' Late Model division during the 2014 racing season.



"We are pleased to announce that Paramount Auto Group has graciously decided to increase their partnership with the speedway and become the presenting sponsor of this special challenge event," said Kevin Piercy, Hickory Motor Speedway general manager.

The 'Paramount KIA Big 10 Racing Challenge' will feature 10, 100-lap, point-paying races for the Bogangles' Late Model division during the regular NASCAR Whelen All-American Series season with additional purse money and an additional points fund from the weekly series.

"I have to thank Bob Boston, CEO of ZLOOP, for his vision to help create the "Big 10 Racing Challenge Series" and the support that ZLOOP provided to get the series up and running in the inaugural season last year," said Piercy. "ZLOOP has been a great supporter of Hickory Motor Speedway and we look forward to their continued partnership with HMS in 2014."

The challenge will follow the same format that was utilized during the 2013 season for the first five events, however HMS management has added a unique twist for 2014. After the conclusion of the fifth challenge race, the points will be reset based on the finishing positions from each event along with any bonus points accumulated to set the point standings for the "Paramount KIA Chase for the Championship" over the last five races.

Benny Yount of Paramount Auto Group stated "We couldn't be more pleased to sponsor such a unique experience for fans and competitors, Hickory Motor Speedway is one of the premier short tracks in the country and the Paramount Kia "Big 10 Racing Challenge" will attract some of the top Nascar Whelen All American Series Late Model Stocks in this area."

Austin McDaniel was the 2013 "ZLOOP Big 10 Racing Challenge" champion during its inaugural season and will look to defend his title in 2014. Fans can experience racing action every Saturday Night from March thru September and the "Paramount KIA Big 10 Racing Challenge" during the following race weekends:

- Saturday, March 8 along with the Limited Late Models, Street Stocks, Renegades and 4-Cylinders
- Saturday, March 29 along with the Limited Late Models, Street Stocks, Renegades and the Sportsmen Racing Classics
- Saturday, April 26 along with the Limited Late Models, Street Stocks and Renegades
- Saturday, May 10 along with the Limited Late Models, Street Stocks, Renegades and 4-Cylinders
- Saturday, May 24 along with the Limited Late Models, Street Stocks, Super Trucks and the Ford Focus Midgets
- Saturday, June 14 along with the Limited Late Models, Street Stocks, Super Trucks, Renegades and the Sportsmen Racing Classics
- Saturday, June 28 along with the Limited Late Models, Street Stocks, Renegades and the 4-Cylinders
- Saturday, July 19 along with the Limited Late Models, Street Stocks, Renegades and the Sportsmen Racing Classics
- Saturday, August 9 along with the Limited Late Models, Street Stocks and Renegades
- Saturday, September 13 along with the Limited Late Models, Street Stocks, Super Trucks, Renegades and 4-Cylinders.

Hickory Motor Speedway
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