

# **LOCTITE** JOINS *Kellogg's* *Racing*

***The Kellogg Racing Team is proud to announce that  
Loctite has joined as a major sponsor!***

“We are truly excited to have **LOCTITE** come on board with us” stated driver Dan Prudhomme. When you bring in a sponsor with the stature of **LOCTITE**, I believe that you owe them two things. Firstly, you must perform to the top of your potential so that **THEY** get the recognition they deserve from the loyal fans of racing, and you must also promote their product(s) in a professional manner. We have been using **LOCTITE** products in our race cars for years, and now we have the honour to carry their banner in association with Kellogg's. We are indeed fortunate to have two of the most recognizable companies in their respective fields involved with the #96 Grand Prix.”

“With great monetary support and tremendous encouragement from everyone involved, we are feeling a major boost of energy in a team that already refuses to be out worked. I am looking forward to driving a great looking car to the front so that all of our sponsors can experience the thrill of victory with us. After all, at the end of the day, without our sponsors, we would not be here.”



Darrell Connor, Senior Marketing Manager for Loctite said “**LOCTITE** has more than 50 years of dominance in the industrial adhesive and sealant marketplace including MRO (Maintenance & Repair), OEM (Original Equipment Manufacturers) and AAM (Automotive Aftermarket).”

“In 2010 we launched a "Grass Roots" Sponsorship Project which focuses on engaging in smaller, more regional sponsorship opportunities where the focus is on creating a genuine **LOCTITE** experience for every individual. When the offer to partner with the Kellogg's #96 team in the Lucas Oil Sportsman Cup came about, we jumped at the opportunity. The enthusiasm and excitement Dan Prudhomme and his team bring to the track compliment our Grass Roots initiatives and we are looking forward to a fantastic and winning season at the track.”



Pictures courtesy of Browns Photos