



Brad Keselowski Announces Twitter Contest For Fans Around Season-Opening NASCAR Camping World Truck Series Race

Mooresville, NC - Jan. 30, 2012 - Brad Keselowski announced today that he and Brad Keselowski Racing (BKR) will conduct an online contest that will provide fans an opportunity to have their Twitter handle featured on the No. 19 BKR RAM that Brad will pilot in the season-opening NASCAR Camping World Truck Series race at Daytona International Speedway on Friday, February 24th. This contest will be run in cooperation with BKR sponsors Cequent Consumer Products and Cooper Standard. The contest will start on Monday, January 30th and run through Friday, February 3rd. To be eligible, fans will need to do the following:

- 1. Have a Twitter account;
- 2. Re-tweet/answer the Tweet from Brad in which he asks fans to predict his finishing position in the race; and
- 3. Follow Keselowski (@keselowski), Cequent's Reese Towpower brand (@ReeseTowpower) and Cooper Standard (@CooperStandard) on Twitter.

At the conclusion of the contest period, all the fans who have responded to Keselowski's Tweet and are followers of @keselowski, @ReeseTowpower and @CooperStandard will be entered into a pool. From this pool, 5,000 Twitter handles will be drawn. Decals of these 5,000 Twitter handles will be featured on the bed of the No. 19 BKR RAM driven by Keselowski. Subsequently, an additional ten (10) Twitter handles will be drawn. The ten (10) grand prize winners will have their Twitter handles prominently featured on the sides of the Truck (five (5) Twitter handles per side).

All of the contest winners will receive an autographed photo of Keselowski with the Truck. The grand prize winners will receive a personalized autographed photo of the Truck with Keselowski standing next to their respective Twitter handles, as well as BKR team gear. Additionally, throughout the week of the contest, every 72nd re-tweet (up to 5,000 re-tweets) of Keselowski's contest-launching Tweet will be eligible for a prize. Prizes will include gear and merchandise from BKR, Cequent, and Cooper Standard. The number "72" represents the combined number of all the Dodges and RAMs Keselowski owns and/or drives in NASCAR's top three series (No. 2 in the Sprint Cup Series, No. 22 in the Nationwide Series, and No. 19 and No. 29 in the Camping World Truck Series).

The contest winners will be announced on Wednesday, February 8th. The grand prize winners will be announced on Friday, February 10th. In the weeks leading up to the race, Keselowski will Tweet renderings of the Truck, photos of his driving uniform, photos of the contest winners' Twitter handles being applied to the Truck, and the finalized Truck as it will roll onto the track in Daytona.

"During the off-season, I have been putting a lot of thought into how to further engage with the fans," said Keselowski. "Social media, and Twitter in particular, is an important tool for NASCAR, for the drivers, and for the sponsors. This contest is designed to bring all three of these elements together in way that can uniquely reward the fans. It will be cool to, in a way, carry all of the prize winners with me in the race. Hopefully they will get a thrill out of being on the Truck and having their Twitter handles appear on TV. Twitter represents a fun way for me to communicate with our sport's fans. Hopefully I can take that fun to the next level and bring all of them to victory lane In Daytona!"

The NextEra Energy Resources 250 will air live on SPEED Channel, Friday, February 24th at 7:30 pm ET. For more information, please visit www.bradracing.com or follow Keselowski on Twitter @keselowski.

About Cequent Consumer Products

Cequent Consumer Products, Inc. is the industry's leading designer, manufacturer and marketer of innovative consumer products for the automotive aftermarket industry. For more than 85 years, Cequent Consumer Products has produced some of the most dependable products in today's market including superior-quality towing and hitch systems, trailer components and accessories, as well as electrical, brake, cargo carrying and rack systems for cars and trucks. Our established brands are sold through leading automotive retailers nationwide. Our brands are leaders in the industry and include: Reese Towpower, Reese Carry Power, Highland, Rola, Fulton, and Bulldog. Cequent Consumer Products is part of the Recreational Accessories business segment of TriMas Corporation headquartered in Bloomfield Hills, Michigan. For more information, please contact Shannon Ketvertes sketvertes@cequentgroup.com or visit Cequent Consumer Products at

www.CequentConsumerProducts.com.

About Cooper Standard

Cooper Standard, headquartered in Novi, Mich., is a leading global supplier of systems and components for the automotive industry. Products include body sealing systems, fluid handling systems and anti-vibration systems. Cooper Standard employs more than 21,000 people globally and operates in 19 countries around the world. For more information, please contact Chris Andrews candrews@cooperstandard.com or visit Cooper Standard at www.cooperstandard.com.

About Brad Keselowski Racing

Based in Mooresville, North Carolina and led by NASCAR Sprint Cup and Nationwide Series driver Brad Keselowski, Brad Keselowski Racing (BKR) fields the No. 19 and the No. 29 RAMs in the NASCAR Camping World Truck Series. BKR, with the aim to provide young talented drivers the opportunity to improve their skills with a professional, competitive team, has also fielded entries in the ARCA Series and other developmental motorsport series. For more information, please visit www.bradracing.com.

