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Contact

Marketing Department
Nitto Tire North America
6021 Katella Ave., Suite 250
Cypress, CA 90630
(714) 252-0007

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NITTO TO SPONSOR UNITED STATES TOURING CAR CHAMPIONSHIP (USTCC)

Cypress, Calif. – March 24, 2008 – Nitto Tire U.S.A., Inc., has always dedicated itself to supporting grassroots motorsports and the racing industry. To further support grassroots racing this year, Nitto announces its sponsorship of the 2008 United States Touring Car Championship (USTCC) as the official spec tire. The series is a NASA-sanctioned professional series for late-model sports coupes and sedans.

Nitto's sponsorship includes both a West Coast and East Coast promotion. For the West Coast races, Nitto will donate a set of NT01 competition radials to each racer who pays his entry fee and season registration fee and then two tires for each subsequent race for which the user is registered. For the East Coast races, Nitto will offer a tire contingency for first, second and third places, awarding a set of tires for first, a pair for second and a single tire for third. The official spec size is a 225/45ZR17.

Nitto feels the program eliminates a major hurdle that most weekend racers face, buying new tires for each event. "Nitto's involvement in USTCC goes beyond just paying money for signage," said John Wu, a representative of Nitto's marketing department. "Nitto is making it easy for grassroots racers to race by offering free tires. I really hope to make the USTCC the best place for amateur racers to get started."

This D.O.T.-approved competition radial comes with 6/32nds tread depth, which makes it competitive right off the shelf. The NT01 can also be shaved down to 3/32nds to reveal a slick tire surface with two circumferential grooves for maximum performance. Nitto's compound, tread pattern and construction technology enables the NT01 to deliver the best balance between traction, heat-cycle performance, heat resistance, consistency and tread life.

Look for Nitto at the remaining 2008 USTCC events. For more series information visit USTCC.com.

Mar. 28-29	Virginia Int'l Raceway, Alton, VA	Aug. 2-3	Road America, Elkhart Lake, WI
* Apr. 12-13	Infineon Raceway, Sonoma, CA	* Aug. 23-24	Thunderhill Raceway Park, Willows, CA
Apr. 26-27	Gateway, Madison, IL	Aug. 23-24	Summit Point Raceway, Summit Point WV
* May 3-4	Thunderhill Raceway Park, Willows, CA	* Oct. 11-12	Buttonwillow Raceway Park, Buttonwillow, CA
May 17-18	Putnam Park, Mount Meridian, IN	Oct. 11-12	Summit Point Raceway, Summit Point WV
Jun. 21-22	Summit Point Raceway, Summit Point WV	* Nov. 8-9	Infineon Raceway, Sonoma, CA
* Jun. 28-29	Infineon Raceway, Sonoma, CA		

* Denotes West Coast races

Nitto Tire develops performance tires for all uses, including racing, off-road and street. Using state-of-the-art manufacturing and testing facilities in both Japan and the United States, the company strives to provide innovative and high-quality performance tires for the most demanding enthusiasts. For more information about Nitto Tire or its products, visit the company's web site or contact the company directly. Nitto and Fueled by Enthusiasts are registered trademarks of Nitto Tire U.S.A., Inc., located at 6021 Katella Ave., Ste 250, Cypress, CA 90630.

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