



Professional Touring Car Racing Made Affordable

## Sparta Evolution™ and United States Touring Car Championship to Partner for 2020 season

Kent, WA – Sparta Evolution™ has announced a partnership with the United States Touring Car Championship (USTCC) for the 2020 racing season. The big beneficiary of the program will be the competitors who will receive a huge discount program, free technical support and great exposure through the partnership. The program will also introduce the “Sparta Award” at every race where a driver will win \$1,000 of Sparta products.

Sparta Evolution™ is a world-class manufacturer of high performance brake systems, specifically engineered for motorsports and high performance street applications globally. Sparta’s proprietary forging process enhances the quality, performance and aesthetics of their brake products. Reducing unsprung weight, improving rigidity and dissipating heat quickly and efficiently is what separates Sparta brakes from the rest and is essential to assure that racers and street enthusiasts outperform their competitors.

“We are thrilled to have this relationship with Sparta Evolution. They are in constant pursuit of higher performance and so is USTCC,” commented Ali Arsham, USTCC Managing Director. “Brakes are under severe pressure in USTCC racing and that is where most of the passes occur on the track. Sparta Evolution will work with the teams to improve their braking performance and quicken their lap times as well as offer them deep discounts on products.” VP of Sales & Marketing for Sparta Evolution, Jerry DeMarino, stated “We are excited to partner with USTCC. This opportunity will benefit us from a technical feedback perspective and we’re excited to start working with the racers to educate them and provide the best brakes that they’ve ever used.”

*USTCC is a professional road racing series comprising of late model sport compact sedans such as BMW 3 series, Mazdaspeed 3, Hyundai Genesis Coupe, Honda Civic and others. The cars use slightly modified engines and highly modified suspensions with aerodynamic ground effects and sticky Hankook slick race tires. The races can be seen exclusively on Final Drive TV available on NBC Sports on Xfinity cable, Dish Network, DirecTV and AT&T U-verse. For more information on USTCC, visit [www.ustcc.com](http://www.ustcc.com)*

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