

Raybestos Launches Camaro Sweepstakes Promotion

MCHENRY, III. – July 22, 2014 – Raybestos® brand brakes announces the Raybestos Camaro Sweepstakes promotion, where the lucky grand prize winner will drive away in a one-of-a-kind Raybestos 1971 Chevrolet Camaro RS “G-Machine,” featuring the innovative new Element3™ brake pads with Enhanced Hybrid Technology (EHT™). Running now through Sept. 15, or while supplies last, simply purchase the Raybestos Camaro Sweepstakes promotional kit (14RAY99) to obtain one entry certificate.

Every Raybestos Camaro Sweepstakes promotional kit includes:

- Limited edition Raybestos Camaro tin sign – 24” x 36”
- 5 XL T-shirts
- Poster 24” x 36”
- Counter card
- Free Goods certificate
- One sweepstakes entry certificate

“Following up on the success and excitement of our 2013 promotional vehicle giveaway, our latest Raybestos sweepstakes offers a once-in-a-lifetime opportunity for one lucky automotive service professional or do-it-yourself Raybestos customer to win the truly unique, custom-built 1971 Raybestos Chevrolet Camaro,” said Bruce Tartaglione, senior vice president of global sales and marketing for Brake Parts Inc. “This promotion is on track to be one of our most successful ever, so don’t miss out on the chance to win this incredible grand prize; get a Raybestos Camaro Sweepstakes kit before they’re gone.”

Award-winning chassis and muscle car builder Schwartz directed construction of the Raybestos project at his shop, Schwartz Performance in Woodstock, Ill. The Raybestos Camaro RS will pack plenty of power with a 650-plus horsepower Schwartz-modified, GM LS3 V8 engine with SLP supercharger, mated to a Tremec six-speed manual transmission and severe-duty Moser nine-inch rear axle.

The Schwartz team prepared the Raybestos Camaro with an affordable off-the-shelf performance disc brake upgrade package, using Raybestos brake components and featuring Element3 brake pads. With the best attributes of both ceramic and semi-metallic friction materials in a single hybrid compound, Raybestos Element3 brake pads promise enhanced performance and improved stopping power.

Additional prizes in the Raybestos Camaro Sweepstakes promotion include:

- Second - TREMAC Magnum 6-speed Transmission
- Third - BF Goodrich Tires
- Fourth – DeWalt Cordless Impact Drivers

- 50 sets of Raybestos Element3 brake pads

For more information on the Raybestos 1971 Camaro, the Raybestos Camaro Sweepstakes promotion, or Raybestos brand brake products, talk with a local sales representative or visit www.RaybestosBrakes.com.