



## **PrevoSt Joins Family of Official NASCAR® Partners**

### ***Company signs multi-year deal to become the Official Luxury Motorcoach of NASCAR***

**Sainte-Claire, QC (March 11<sup>th</sup>, 2013)** — PrevoSt and NASCAR announced today a new multi-year partnership that designates the Sainte-Claire, Quebec-based company, the leading manufacturer of premium touring and conversion coaches, as the Official Luxury Motorcoach of NASCAR. In doing so, PrevoSt reinforces its nearly 30-year association with the #1 spectator sport in the United States, and increases its visibility with an influential and vibrant cross-section of American business.

“This partnership between PrevoSt and NASCAR is a natural fit for two thriving brands that share an unrelenting commitment to innovation,” said Gaetan Bolduc, PrevoSt President and CEO. “PrevoSt motorcoaches are fixtures at NASCAR events, populating driver and team owner parking lots. And PrevoSt hospitality, executive, and technical support coaches serve as mobile work stations for manufacturers, teams, and sponsors.

“PrevoSt continues to set the standards for the advancement of technology and safety, so that we maintain our pinnacle position with our customers as the Ultimate Class.”

In the fast-paced 38-week NASCAR Sprint Cup Series™ schedule, business can't wait simply because everyone has gone to the racetrack. Sprint, Toyota Racing Development (TRD), Ford Racing, Richard Childress Racing, and Hendrick Motorsports are a few of the organizations that operate from trackside corporate coaches throughout the season.

“PrevoSt's state-of-the-art motorcoaches provide a home-away-from-home for our drivers, team owners, partners, and fans throughout the course of our demanding season,” said NASCAR Chief Sales Officer Jim O'Connell. “Our three national series provide a grand stage for PrevoSt to showcase its luxury motorcoaches to a substantial number of brands and consumers at the track who may consider purchasing or leasing a product or vehicle.”

NASCAR will utilize PrevoSt's state-of-the-art luxury motorcoaches this year for at-track hospitality through the NASCAR Fuel for Hospitality® program. The NASCAR Fuel for Hospitality program was specifically designed for Official NASCAR Partners to provide employees and customers with a VIP race-day experience at the track. In addition, PrevoSt will also be joining the NASCAR Fuel for Business Council® to buy and sell directly with top Fortune 500 companies.

“PrevoSt and our converter partners are proud to have NASCAR's stamp of approval,” said Steve Zeigler, PrevoSt Director of Conversion Coach Business Development. “And through this exclusive partnership, it will be our pleasure to continue showcasing our best-in-class coaches in such a high-profile business environment with our fellow NASCAR Official Partners.”

PrevoSt's involvement with NASCAR began in the 1980s as Featherlite Coaches and Marathon Coach led the way in providing trackside offices and living quarters for competitors, sponsors, suppliers and families who made the racetrack their home throughout the race season.

Able to easily withstand the rigorous demands of a 10-month long NASCAR season, PrevoSt and its partners produce the highest quality custom motorcoaches with the deluxe amenities of a five-star hotel. Each race weekend, whether as a motorhome or as an executive coach, PrevoSt motorcoaches play an integral role in the transportation and staging of high-quality NASCAR events across the country.

Prevost's parent company is The Volvo Group and its U.S.-based office is located in Greensboro, North Carolina.

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### **About NASCAR**

The National Association for Stock Car Auto Racing, Inc. (NASCAR) is the sanctioning body for one of North America's premier sports. NASCAR races are broadcast in more than 150 countries and in 20 languages. In the U.S., races are broadcast on FOX, TNT, ABC/ESPN/ESPN2, SPEED, MRN Radio, PRN Radio and SiriusXM Satellite Radio. NASCAR fans are among the most brand-loyal in all of sports, and as a result more Fortune 500 companies participate in NASCAR than any other sport. NASCAR consists of three national series (the NASCAR Sprint Cup Series, NASCAR Nationwide Series, and NASCAR Camping World Truck Series), four regional series, and one local grassroots series, as well as three international series. Also part of NASCAR is Grand-Am Road Racing, known for its competition on road courses with multiple classes of cars. NASCAR sanctions more than 1,200 races at 100 tracks in more than 30 U.S. states, Canada, Mexico and Europe. Based in Daytona Beach, Fla., NASCAR has offices in eight cities across North America. The next NASCAR Sprint Cup Series race, the Kobalt Tools 400 at Las Vegas Motor Speedway, will air March 10<sup>th</sup> on FOX at 3:00 p.m. ET. For more information and a complete schedule, visit [www.nascar.com](http://www.nascar.com). Follow NASCAR on [www.facebook.com/NASCAR](http://www.facebook.com/NASCAR) or on Twitter: @NASCAR.

### **About Prevost**

Prevost is a leading manufacturer of premium intercity touring coaches and the world leader in the production of conversion coaches for high-end motorhome and specialty conversion. As part of the Volvo Group, it has access to the financial strength, research capability, and manufacturing expertise of the group. The Volvo Group is one of the world's leading manufacturers of heavy-duty diesel engines. Prevost has its main manufacturing facilities in Sainte-Claire, Quebec, Canada and has nine Parts and Service Centers located in the United States and Canada. [www.prevostcar.com](http://www.prevostcar.com)

### **For more information**

Alan Dvoskin | Marketing Communications  
Prevost  
7900 National Service Rd. Mailstop ALB-63  
Greensboro, NC 27409  
Tel.: +1 336 393-3077 | Fax: +1 336 393-2955