



Press release  
For immediate release

## PrevoSt Introduces NASCAR Merchandise Program

**Sainte-Claire, QC, December 3, 2013** – PrevoSt, The Official Luxury Motorcoach of NASCAR, has introduced a program which offers NASCAR licensed merchandise, including shirts, jackets, hats and backpacks. The merchandise allows PrevoSt and NASCAR fans to show off their allegiance to the premium motorcoach brand and the #1 spectator sport in the United States.

PrevoSt/NASCAR merchandise can be ordered by following this link:

<https://www.prevoStcar.com/sites/default/files/2014prevoStnascarmerchandise.pdf>

PrevoSt motorcoaches are fixtures at NASCAR events, populating driver and team owner parking lots. PrevoSt hospitality, executive, and technical support coaches serve as mobile work stations for manufacturers, teams, and sponsors. 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.**

OFFICIAL LUXURY MOTORCOACH  
OF 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 eleven Parts and Service Centers located in the United States and Canada. [www.prevoStcar.com](http://www.prevoStcar.com)

### 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. 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.

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### **For more information**

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