



## **Champion Racing Oil Invited to Attend SEMA Motorsports Council at January Media Trade Conference**

*The Motorsports Parts Manufacturers Council (MPMC) is a division of the Specialty Equipment Market Association (SEMA). Established specifically for performance companies involved in manufacturing performance products used in racing applications, the MPMC has invited Champion Brands to assist with addressing industry-specific issues and to promote the motorsports industry.*

Los Angeles, CA ([PRWEB](#)) January 04, 2012 -- The 2012 MPMC Media Trade Conference, which takes place on January 24-26, 2012 at the Embassy Suites in El Segundo, CA, is a truly unique event that brings together editorial staff from all over the world with racing and high performance parts manufacturers for three days of meetings. This is Champion's second year in a row to be invited to the conference.

MPMC's mission is to provide meaningful solutions to industry-specific issues and challenges, thereby perpetuating the growth and prosperity of motorsports manufacturers. Within this context, MPMC directs its efforts toward providing its members with a forum in which to address industry-related issues, develop programs designed to meet the special needs of performance-parts manufacturers and offer new business and networking opportunities.

About the company: Champion Brands, LLC, is a globally recognized industry leader in specialty lubricants for over 55 years. Champion also produces and blends over 300 products including fuel, oil, engine additives, and lubricants for the racing, automotive, heavy truck, agricultural, industrial, and specialty markets. For more information about Champion contact your nearest Champion Distributor, or call Champion at 800-821-5693. Champion Brands, LLC; 1001 Golden Drive, Clinton, MO, 64735 or go to <http://www.championsusechampion.com>

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).