



## Key Motorsports Launches New Website

*Key Motorsports announced today the launch of a new website designed to update the look of the 14-year old motorsports veteran.*

([PRWEB](#)) March 27, 2005 -- Key Motorsports, Southeastern Virginia's only NASCAR Craftsman Truck Series Team, announced today the launch of a new website designed to update the look of the 14-year old motorsports veteran.

"Our website was quickly becoming out-dated compared to other NASCAR teams," comments Curtis Key, owner of the #40 truck team. "In order to attract the right marketing partners and continue to be successful we need to maintain a certain look, and revamping the website was just the jumpstart we needed."

The new site offers fans and sponsors a more tailored glimpse into the race shop, the future plans of the team and the crew working to bring the organization into the top tier of racing. Key Motorsports is now offering visitors the opportunity to submit comments and questions and order team products directly from the site.

Also, those interested can, from the comfort of their homes or offices order a real race-ready show car for company functions or personal engagements, and investigate the stringent NASCAR truck specifications.

For more information on the website, please visit [www.ckeymotorsports.com](http://www.ckeymotorsports.com) or call Nanci Cowden at (757) 547-0210.

### About Key Motorsports

Key Motorsports is owned and operated by Curtis Key, a successful plumbing, heating and air conditioning contractor based in Chesapeake, VA. Key began humbly in 1991 when Key purchased the assets of Tommy Ellis Racing and participated in five Busch Grand National events. Key Motorsports posted a top five finish that first year.

Throughout the following years Key Motorsports grew to include 12 NASCAR Busch Series races in 1994 and a full-time sponsor in 1996. With popular drivers such as Jeff Burton, Chuck Bown and Larry Pearson in the driver's seat, Key Motorsports experienced success on and off the track.

Key Motorsports is currently housed in a brand-new 10,500 square foot state-of-the-art facility in Chesapeake, VA. The race shop contains more than enough motorsports equipment to campaign in a full season of the NASCAR Craftsman Truck Series competition. This includes a fleet of Chevrolet Silverado trucks, built on Chevrolet's small block 2 (SB2) engine technology, setup for both superspeedway and short track racing.

Fourteen years later, Key Motorsports is still working within the NASCAR community with plans to race a partial season in the NASCAR Craftsman Truck Series in 2005.

For more information regarding Key Motorsports and sponsorship opportunities please visit our website at [www.ckeymotorsports.com](http://www.ckeymotorsports.com) or contact Ken Lake at (757) 547-0210.

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**Contact Information**

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KEY MOTORSPORTS

<http://www.ckeymotorsports.com>

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**Online Web 2.0 Version**

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