



Aruba Sport Eyewear Becomes Official Sponsor of ASA Late Model Series

ASA Late Model Series Officials announce the partnership with Aruba Sport Eyewear based in McKinney, Texas. As the Official Sport Eyewear of the ASA Late Model Series, drivers and racing enthusiasts will have the opportunity to wear a product that has been approved, tested and worn competitively by participatory athletes across the nation. According to Marc McKinney, President and Founder of Aruba Sport Eyewear "our product has been used effectively by athletes in marathons, triathlons and endurance events. We have been seeking an introduction into the Motorsports Industry and teaming with the ASA Late Model Series offers an opportunity to develop first-hand relationships with drivers, the extended ASA family and fans."

([PRWEB](#)) April 10, 2005 -- The Aruba Sport mission is to supply a high quality product at a reasonable price. A complete line of Aruba Sport Eyewear is available for sale to the ASA Late Model Series family by visiting www.asalatemodels.com or at the track from the ASA Late Model Series Fan Gear trailer. Sloan Wilson, Aruba Sport Account Manager, and a competitive triathlete, is supervising company sponsorships, including racetrack sales.

Founded in 2001, Aruba Sport has sponsored athletes participating in bike races, marathons, and triathlons nationwide, to test their products under competitive conditions. These athletes provide critical input relative to what does and does not work under competitive conditions. Aruba Sport has sold product at over 300 special events, ranging from road races, marathons and bike shows to duathlons and triathlons. Testimonials from athletes and consumers are found, along with a complete line of products at www.arubasportonline.com.

"Eyewear can be functional and fashionable, while serving a purpose; to provide the athlete in any sport a clear vision to the finish line," states Susan McKinney, Vice-President of Merchandising for Aruba Sport Eyewear. Regardless if you are at the beach, running a triathlon or racing an ASA Late Model Series stock car, at Aruba Sport the customer is always #1. All products are guaranteed with 100% protection against UVA and UVB ultraviolet rays as well as a lifetime warranty.

For more information call (toll free) 866/398-1792 or visit www.arubasportonline.com.

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