



## **Race Over to the Mid-Atlantic Truck, SUV and Van Show for a Glimpse at the #40 NASCAR Craftsman Truck**

*Key Motorsports announced today their participation in the Mid-Atlantic Truck, SUV and Van Show at the new Hampton Convention Center, April 29th-May 1st.*

([PRWEB](#)) April 18, 2005 -- Key Motorsports, Southeastern Virginia's only NASCAR Craftsman Truck Series (NCTS) race team, announced today their participation in the Mid-Atlantic Truck, SUV and Van Show at the new Hampton Convention Center, April 29th-May 1st.

Key Motorsports will be on hand with the authentic #40 NASCAR Craftsman Truck sponsored by Pro Trucks—a truck and SUV specialty shop that offers services and parts for off-road enthusiasts—and Fold-a-Cover, which specializes in locking truck bed covers.

“This is a great opportunity for Pro Trucks to get involved with other truck enthusiasts and show our capabilities not only as a leader in upgrades, but repairs as well,” comments Pro Trucks President, Kirk Rodriquez. “I have been working with Curtis Key and Key Motorsports for a long time and I am happy that our business relationship is evolving.”

The Mid-Atlantic Truck, SUV and Van Show—sponsored by The Hampton Roads Automobile Dealers Association—show-cases the latest in model upgrades and redesigns from the largest vehicle manufacturers in the world. Many new 2006 models will be on display from 10am-10pm on Friday and Saturday and from 10am-6pm on Sunday to offer the public a sneak peak at the newest vehicles hitting the market.

The Key Motorsports NASCAR Craftsman race truck is an actual race truck set-up for Intermediate Speedway competition. It was taken out of race rotation specifically for the Mid-Atlantic Truck, SUV and Van Show. Also, show attendees should bring their cameras along since they will have the opportunity to climb into the driver's seat of the #40 Chevrolet and have their picture taken.

“With this being the Grand Opening event at the Hampton Convention Center we wanted to increase community involvement from all corners of Hampton Roads,” said Ron Lampkins of Lampkins Automotive Marketing. “Key Motorsports is our hometown NASCAR team and inviting them to the show allows area residents to learn more about the team and place their support behind them.”

For more information about the Mid-Atlantic Truck, SUV and Van Show please visit [www.hrada.com](http://www.hrada.com).

### **About Key Motorsports**

Key Motorsports—owned and operated by Curtis Key, a successful plumbing, heating and air conditioning contractor based in Chesapeake, VA—began humbly in 1991 when Key purchased the assets of Tommy Ellis Racing of Richmond, VA and participated in five Busch Grand National events. Key Motorsports posted a top-five finish that 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 Superspeedway, Intermediate 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 Nanci Cowden at (757) 547-0210.

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KEY MOTORSPORTS

<http://www.ckeymotorsports.com>

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