



NMA Reaches Out to the Racing Community, Extends 'Topspeed' Sponsorship

The National Motorists Association (NMA), North America's leading motorists' rights group, announces renewal of sponsorship with professional race car driver, Louis "Topspeed" Alborno. The move reflects the effectiveness of motorsports sponsorship as a tool for increasing an organization's visibility.

Waunakee, WI ([PRWEB](#)) December 13, 2005 — The National Motorists Association (NMA), North America's leading motorists' rights group, is pleased to announce its renewal of sponsorship with open-wheel, race car driver Louis "Topspeed" Alborno. The move reflects the effectiveness of motorsports sponsorship as a tool for increasing an organization's visibility.

"I've always believed very strongly in motorist's rights, that's why I joined the NMA in the first place," said "Topspeed". "It seemed only natural for me to start promoting the NMA through my racing." "Our sponsorship of Louis has been very worthwhile," commented Eric Skrum, Director of Communications for the National Motorists Association. "Interacting with the fans isn't a chore for him. Louis' outgoing personality and warm manner are a great reflection on the NMA."

John Holevoet, the NMA's Director of Development echoed the sentiment, "Louis is only a small part of our promotional efforts, but he's still a very important aspect of them. The investment of both money and time has been minimal compared to the great benefits of having "Topspeed" be our voice to the racing community."

People that join the NMA are provided with a variety of benefits including motorist related legal advice, an informative newsletter, auto rental discounts and even a traffic justice program, which pays the speeding tickets of people who fight their ticket in court. The NMA is also giving away free Topspeed racing caps to racing fans who sign up thru a special link on the "Topspeed" website (www.topspeedracer.com).

The National Motorists Association (NMA) was established in 1982 to protect the rights of North American motorists. It's a national leader in the fight against unreasonable speed limits, heavy-handed traffic enforcement and photo enforcement schemes. It operates at the national level and through a system of state chapters, and is wholly supported through the contributions of its thousands of members. People who are interested in becoming members or lending their support should log onto: www.motorists.org for more information.

Louis "Topspeed" Alborno is a professional race car driver affiliated with several open-wheel racing series. Some sponsorship opportunities for Louis' 2006 season are still available and people who are interested in learning more should log onto: www.topspeedracer.com for more information.

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