

## **J.W. Speaker Announces New Global Brand Ambassador Levi Shirley**

*The Ultra4 Racing Series driver and lifestyle athlete is the latest influencer to be sponsored by the brand*

GERMANTOWN, Wis. ([PRWEB](#)) February 11, 2020 -- [J.W. Speaker Corporation](#) is excited to announce the signing of Ultra4 Racing Series driver, [Levi Shirley](#), as its new global brand ambassador. One of the most respected drivers in the industry, Shirley races as the #81 Ultra4 Driver for Yokohama Tires. J.W. Speaker is among the latest off-road sponsors represented by Shirley and will be using the brand's newest lights on his racing vehicle.

“We couldn't ask for a better partner and are proud to have our brand represented by Levi,” said Tim Speaker, CEO of J.W. Speaker. “Levi is a powerful athlete who embodies the innovative, work hard/play hard spirit that our brand aspires to reach. We are thrilled to represent him and play a small part in helping his talent and amazing vehicle shine.”

Shirley's vehicle is outfitted with the latest J.W. Speaker LED lighting solutions, the Model 8790 Adaptive LED Headlights and the Model 526 LED Work Lights. The headlights are engineered to provide ditch-to-ditch lighting to eliminate dark corners on sharp turns and shine light 1,500 feet down the track. The work lights give off an anti-glare beam pattern to maximize visibility without blinding other drivers.

“This official partnership is a reflection of the mutual appreciation I have for the team at J.W. Speaker,” said Shirley. “I have been a fan of this company for years and have always admired their lights. I want nothing but the best for my racing vehicle and J.W. Speaker is the real deal. They've helped give me the competitive edge to win on the race track.”

Shirley's many career accomplishments include being named Ultra4 Sportsman of the Year in 2011 and 2014, Ultra4 West Coast Series Champion and runner up in the 2017 Ultra4 National Championship. Most recently, he placed third at the King of the Hammers Every Man Challenge and 13th at the King of the Hammers Race in Johnson Valley, Ca. Shirley is also well known in the Ultra4 Europe community as the first American driver to race in the Ultra4 European Series, where he won the Ultra4 European Championship in 2013 and 2014.

For additional information and to view behind-the-scenes content and additional updates from the partnership, visit [www.jwspeaker.com](http://www.jwspeaker.com) or follow J.W. Speaker on [Facebook](#), [Instagram](#) and [LinkedIn](#).

### About J.W. Speaker

J.W. Speaker is focused on developing innovative, high-performance vehicular lighting solutions for OEM and aftermarket customers around the world. Specialized in LED and other emerging lighting technologies, J.W. Speaker is proud to design, manufacture and assemble products in Germantown, Wisc. For more information, contact J.W. Speaker at 800.558.7288 or [news@jwspeaker.com](mailto:news@jwspeaker.com).



**Contact Information**

**Erin Swensen**

Words At Work

<http://www.wordsatwork.com>

952-380-7951

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