



## **The Winning Team Named Official Outfitter of The Sports Car Club of America's SPEED World Challenge.**

*Valencia, CA based Racing Uniform Manufacturer Named Official Outfitter to the SCCA. Company also manufactures uniforms for Indy Teams, NASCAR Teams, NHRA, AMA and many more.*

Valencia, CA ([PRWEB](#)) December 23, 2004 -- The Winning Team, a Southern California based manufacturer of custom apparel announced it has been named the Official Outfitter of the Sports Car Club of America and the SPEED world challenge.

"Our staff is very excited about the opportunities our partnership with the SCCA will offer us," said Harris Birken, President of The Winning Team. The SPEED World Challenge is one of the largest road racing series in North America today. Eleven events are scheduled for 2005 to run in conjunction with either Indy Racing League (IRL) events, or American Le Mans events in both the United States and Canada.

Birken went on to say: "This partnership allows us to market our apparel to teams in this highly competitive racing circuit and to many of their corporate sponsors." The Winning Team, founded in 1993 has been manufacturing Crew Uniforms for teams involved in NASCAR, IRL, CART, NHRA, USAC, and the AMA. Though corporate apparel items remain the companies core line of products, custom racing uniforms worn in the garages and the pits have become a large part of The Winning Teams revenues. Fire suits for drivers and crew have recently been introduced and have been well received.

The SPEED Channel, being the primary sponsor of the SPEED World Challenge offers excellent marketing opportunities for The Winning Team. As part of the sponsorship agreement the Rookie of the Race, and the Rookie of the year awards have been named the "The Winning Team, Rookie of the race and year award." A cash prize of 2500.00 will be awarded to The Winning Team Rookie of the year.

For more information about The Winning Team's excellent line of Logo and corporate apparel please visit their web site at: [www.TheWinningTeam.com](http://www.TheWinningTeam.com). To learn more about the SPEED World Challenge and the SCCA please visit: [www.world-challenge.com](http://www.world-challenge.com) and [www.SCCA.com](http://www.SCCA.com).

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