



## **Alex Yontz Racing And Vixen Are Setting The Stage For 2006**

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Clemmons, NC ([PRWEB](#)) December 23, 2005 – Alex Yontz Racing, Inc. announced today the formation of a unique partnership between Alex Yontz Racing and the all female rock sensation "Vixen." The partnership called "Thunder and Lightning" will create a whole new environment for motorsports and entertainment marketing. The driver, 19-year-old Alex Yontz, competed in a select number of NASCAR Craftsman Truck races in 2005 in preparation for a complete schedule in 2006. The 2006 schedule will depend on sponsorship, but the team feels that this partnership will attract the right kind of attention. "This is the real deal," says AYR Marketing Director Mike Miller, "It's not just smoke and mirrors. We have put together a program that is exciting, entertaining and has a huge consumer reach."

Although new to the Craftsman Truck Series, Alex Yontz has been racing since he was seven and has over 170 wins and 8 championships to his credit. "We are excited about the partnership and it will be exciting for the fans," says Alex, "I think you are going to see a lot of race fans listening to Vixen's music, and a lot of Vixen fans at the track cheering for their truck."

The AYR team is led by veteran Crew Chief Ed Berrier. Ed, who is also an accomplished driver in all of NASCAR's premier divisions, came to AYR from Kevin Harvick, Inc. "This team is on the way to becoming a championship caliber team in the truck series," says Berrier. "With a little more experience, Alex is going to be a tough competitor."

Vixen, who are managed by the Paramour Group, was founded by Guitarist Jan Kuehnemund in the 80's. Their first two recordings, Vixen and Rev it Up produced the hits "Edge of a Broken Heart," "Not a Minute Too Soon," "How Much Love," "Love is a Killer," and "Cryin." These recordings, along with multiple number 1 MTV videos, propelled their first record Vixen to Gold. Jan, who is the original founder of the band, is the only member from the original line up, but the same Vixen sound is still very prominent in their music today. "All of us are race fans, and now to be a part of this sport is great" said Jan Kuehnemund. "Rockin' and racin' go together. I told Alex I wanted to drive the race truck, and he told me he wouldn't touch my guitars, if I wouldn't touch the trucks. So I guess that's a no for now."

The band has just wrapped up a tour in Europe and is currently in the studio working on their new releases, Live and Learn and Live in Sweden, which will both be released in early 2006.

"The new studio recording, Live and Learn has several songs that are hit potential," said Dean Swett, President of the Paramour Group. "We look forward to working with Alex Yontz Racing in the NASCAR Craftsman Truck Series as one team. This platform will bring tremendous benefits to the right sponsor. We have spent many hours of planning to make sure we execute this program properly, and we have it all in place. I don't know of any other program that will generate the amount of exposure and create a fan following from both industries as this will," says Swett.



The partnership of Vixen and AYR believe its all about the fans. The team's vision is to bring race fans and music fans together to create one fan base, excite and entertain them, and point them to our sponsors.

For more information about this program you can go to [www.yontzonline.com](http://www.yontzonline.com) or contact Mike Miller at 336-775-1314. A CD Presentation about Alex Yontz Racing with Vixen.

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**Contact Information**

**Mike Miller**

ALEX YONTZ RACING

<http://www.yontzonline.com>

336-775-1314

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