

Rislone Engine Treatment Racing

media relations

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Will Hanna/Pro Race Communications

Bar's Leaks signs Bohr Racing to two year deal

MADISON, Ill. - In a sponsorship 'reunion' of sorts, Bar's Leaks recently announced the signing of a two-year primary sponsorship agreement with the Bohr Racing NHRA Top Alcohol Dragster team. After debuting their new Bar's Leaks corporate scheme, which garnered Best Appearing Car honors two weeks ago at the Summit Racing Equipment Nationals in Norwalk, Ohio, the team will hit this weekend's Division 3 Lucas Oil Drag Racing Series event at Gateway International Raceway just outside of St. Louis.

Team co-owner/driver Jeff Bohr, of Plymouth, Mich., is excited to be reunited with Bar's Leaks as team sponsor.

"We're excited about working with Bar's Leaks again," said Bohr. "We've had a great relationship with them in the past, and they are a first class company. We're looking forward to the rest of the season with Bar's Leaks and our associate sponsors Goodson, Magnaflux and Rislone Engine Treatment on board."

Jeff and his brother Gary, who serves as Crew Chief on the car, are constantly innovating on their Blown Alcohol Dragster combination. In the Top Alcohol Dragster category, competitors are allowed to choose either a supercharged methanol alcohol combination or injected nitromethane combination. Despite the fact the injected nitro combination has won the past five championships, a recent NHRA rule change has reduced the amount of nitro they can run to 96%. The Bohr's feel confident of their chances with the new rules and innovations they are developing.

"We have a lot of new, untried parts," stated Bohr. "We're hoping to make some good solid runs to set the tone for the rest of the season."

Bar's Leaks V.P. of Marketing and Development, Clay Parks, is also excited to be reunited with Bohr Racing. Bar's Leaks, which owns the Rislone Engine Treatment brand that sponsors current Top Alcohol Dragster World Champion Bill Reichert's injected nitro dragster, is also happy to be sponsoring a car in each of the categories within the class.

"We're highlighting our Bar's Leaks brand with Bohr Racing," commented Parks. "It's an excellent fit for us and we're glad to be back together with the Bohr Racing Team. It's nice to be on both sides of the fence, sponsoring a blown car and an injected car in the same class. We also have confidence in these guys can have the quickest blown hot rod in the category with our backing and support."

Qualifying begins on Friday for the alcohol cars and continues Saturday evening with two more sessions. Final eliminations will conclude the event on Sunday for the alcohol cars.

Bar's Leaks line of automotive chemicals is well known, well trusted, and maintaining the product standards you have come to expect in your vehicle maintenance throughout the years. Technologies change, but standards should not. Your vehicle is important and Bar's Leaks has the solution! Whether it's one of our classic products like our Stop Leak, or one of our newer innovations like Bar's Leaks Head Gasket Repair or Rear Main Seal Repair, Bar's Leaks has you covered. Find out more at www.BarsLeaks.com.