

MILESTONE MARKETING GIVES YOU THE BEST RESULTS!



MILESTONE MAG SEPTEMBER 2011



As an industry leader for over 50 years, Champion produces and blends more than 300 products including fuel, oil and engine additives and lubricants for the automotive, heavy truck, agricultural and specialty market.

What Separates Champion from the competition? Champion Brands understands the complexities of doing business in today's market and is always looking for new and better ways to make your company more efficient and increase your bottom line. Quality products are more than a commitment at Champion; their high standards define the way we do business.

Headquarters: Their headquarters, located in Clinton, Missouri, just 75 miles southeast of Kansas City, is ideal for timely, cost-effective service and distribution. Champion's 450,000 square foot plant accommodates more

than one million gallons of bulk storage with convenient rail siding.

Good people are the heart of Champion Brands. Passion, dedication, knowledge and a can-do attitude drive the growth of our company and assure you that you can always count on them.

Great Racers: "It's very humbling for me once again to have the honor to drive for Win-Tron Racing and represent a company like Champion Brands," said 26-year-old Driver Matt Merrell, prior to the Win-Tron ARCA races earlier this year. Merrell steered the team to third place outing in the season opener



at Daytona International Speedway. "I know Champion has found a great home with them. It's my goal to go out there and race and prove to them why it's such a great home."

Milestone Marketing is a proud representative for Champion Brands. Want to know more? Call Milestone today.



MILESTONES IN RACING RECENT SUBMISSION TO MILESTONE WEBSITE

"I wanted to give a special thank you to Milestone. I ran into one of your employees at a gas station in Princeton Minnesota. He saw my race car and asked where the races are tonight. I said right here in town if you have time come watch."

"Well to make a long story short I was in Victory Lane that night with a Milestone Marketing Sticker on the car, and he gave me an extra 50 bucks for winning that night. Wow how a small conversation at a gas station led to that. Just wanted to say thank you and I never did get the chance to get the guy's name."

Jason Hall



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Diamond has announced new premium forged pistons with tool steel piston pins for turbocharged small-block Chevrolet engines. Especially suitable for drag racing applications, this new piston is produced in 2618 aluminum and is designed to fit most 23-degree cylinder heads. Accepting up to 25lb of boost the piston features a robust .260in thick crown and Herculean pin bosses that accommodate tough H13 tool steel piston pins. Ask Milestone for more information.



Where's Milestone?

It's been a busy month and a great summer for racing!

Milestone has been turning up the heat on opportunities for its customers at races and tradeshow in Minnesota, North Dakota, Wisconsin, North Dakota, South Dakota, Oklahoma, Missouri, Iowa, Colorado, Kansas, Illinois, Nebraska, Kentucky and Canada.

Where can Milestone take you?



Ultra connecting Rod Special Extended! *Important Update* The Ultra special is now extended until December 1st! From now until the beginning of December, be sure to take advantage of special pricing on Ultra Connecting Rods. When you pair a set of Ultra rods with a Callies Magnum or DragonSlayer crank, you can save big!



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Milestone Marketing



Christina Wollack wins Milestone cash for a top three finish at Princeton Raceway in Princeton, MN



Milestone booth display at the AERA Tech and Skills conference hosted by Jobbers Warehouse Supply in Minneapolis, MN.



Dale Earnhardt Jr. was walking across town when Kurt Busch rides up in a shiny new race car. "Where did you get such a great car?" asked Jr. Kurt replied, "Well I was walking along yesterday when a beautiful woman drove up in this car. She jumped out, took off all her clothes and said "Take what you want!" Dale Jr. nodded approvingly, "Good choice! The clothes probably wouldn't have fit."

"Racing...it's life. Everything that comes before or after is just waiting." Michael Delaney (Steve McQueen) in "Le Mans"

"If I had all the money I'd spent on cars...I'd spend it all on cars." Scott Fisher.

Newman's first law: It is useless to put on your brakes when you're upside down. - Paul Newman