



News



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## Sponsors Join Forces for Bayne This Weekend in Daytona

- Trevor Bayne's Nationwide and Sprint Cup series sponsors will be visible on his Ford stock cars in both of this weekend's races in Daytona.

**DAYTONA, Fla., Feb. 22, 2014** – In a display of sponsorship solidarity, 2011 Daytona 500 champion Trevor Bayne will be supported by both his NASCAR Nationwide Series primary sponsor and his NASCAR Sprint Cup Series primary sponsor for both series races this weekend at Daytona International Speedway.

In Saturday's DRIVE4COPD 300 NASCAR Nationwide Series race, Bayne's No. 6 Roush Fenway Racing Ford Mustang will carry the colors of his Sprint Cup sponsor, Motorcraft/Quick Lane, on the rear quarter panels in addition to his primary sponsor in that series, AdvoCare, a nutrition, weight loss, energy and sports performance product company.

For Sunday's Daytona 500, Bayne's Wood Brothers' Ford Fusion will reciprocate with an AdvoCare decal to the right of the famed No. 21 in addition to the customary Motorcraft/Quick Lane livery.

"This is the most important weekend of the NASCAR season and we want to let Trevor know that we stand behind him no matter which Ford stock car he happens to be driving," said Mary Lou Quesnell, marketing director of the Ford Customer Service Division.

"This is an exciting weekend in Daytona for Trevor, AdvoCare, Ford and race fans everywhere. Trevor and his team are a first-class group, and we are proud to sponsor the No. 6 AdvoCare Ford Mustang," said Mike Vaught, AdvoCare director of Corporate Sponsorships. "Thanks to Ford, we are looking forward to seeing the AdvoCare logo on both cars during the Nationwide and Sprint Cup Series races. Best of luck, Trevor!"

Bayne is running for a points championship in the NASCAR Nationwide Series while also looking for his second Daytona 500 trophy after a Cinderella win in 2011 in Motorcraft/Quick Lane colors.

Saturday's race can be seen live on ESPN beginning at 1:00 p.m. (ET) while Sunday's Great America Race coverage begins at 1:00 p.m. (ET) on Fox.

### **About Motorcraft**

*Motorcraft® offers a complete line of replacement parts that are recommended and approved by Ford Motor Company. From routine maintenance to underhood repairs, Motorcraft parts offer exceptional value with the highest quality and right fit at competitive prices. Motorcraft parts are available nationwide at Ford and Lincoln dealers, independent distributors, and automotive parts retailers. For more information, visit [www.motorcraft.com](http://www.motorcraft.com).*

### **About Quick Lane Tire & Auto Centers**

*Quick Lane® provides automotive quick services for all makes and models. Quick Lane's nationwide network of more than 600 facilities, each providing the convenience of an aftermarket company (no appointment necessary, service while you wait, evening and weekend hours, competitive prices) with the confidence of a major automotive manufacturer (quality parts, factory-trained technicians).*

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**About AdvoCare International LP**

*For more than 20 years, AdvoCare has offered general nutrition, weight loss, energy and sports performance products of the highest quality developed through comprehensive research and backed by a Scientific and Medical Advisory Board. AdvoCare now offers more than 70 exclusive products and a business opportunity that empowers individuals to explore their ultimate potential. AdvoCare was founded in 1993 and is headquartered in Plano, Texas. For more information on AdvoCare, visit [www.advocare.com](http://www.advocare.com) or call 800-542-4800.*

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