

# **SOD announces innovative MOTUL Leader of the Pack**



## **MOTOR OIL & LUBRICANTS**

ERIE, MI (April 19, 2018) – Engine Pro Sprints On Dirt presented by ARP proudly announces that Motul Motor Oil will partner with SOD for the new Motul Leader of the Pack bonus program for 2018.

The 2018 Motul Leader of the Pack will consist of four stages. Stage 1 is April 28 through the end of May, stage 2 is all June dates, stage 3 is all July dates, and stage 4 is all August dates plus September 1. Each stage finish is based on SOD points earned during the stage. The Motul Leader of the Pack Champion will be the driver with the best average finishing position for all stages. The Motul Leader of the Pack will pay a five-place point fund with the champion earning \$1,000.

Motul started its very first enterprise in 1853. Motul displays a dedication to the best, from its suppliers, through its innovation to its clients. From Pennsylvania's first oil rig to the brand's latest laboratory, the unfolding quest for improvement fuels the company day-to-day, innovation-to-innovation.

Motul's 300V was born in 1971, and using today's technology, 300V is considered as the reference in motorsports. Pioneers in synthetic lubricants, Motul has developed the 300V Motorsport range based on the unique ESTER Core® technology

that gives you unrivaled power increase, outstanding lubrication and optimal protection for your vehicle, creating the perfect conditions for ultimate victory!

Motorsport has been Motul's prime creative and innovative laboratory since its first steps in racing disciplines in the 1950s and is now partnering with Engine Pro Sprints On Dirt presented by ARP.

Sprints on Dirt is a proven leader in creative thinking and promotion of its marketing partners. The innovative Motul Leader of the Pack will bring increased excitement and competition to the 2018 season.

Get to know Motul at [www.motul.com/us/en-US](http://www.motul.com/us/en-US). To meet Engine Pro, go to [www.enginepro.com](http://www.enginepro.com). For more information about ARP, go to [www.arp-bolts.com](http://www.arp-bolts.com). Follow SOD at [www.sprintsondirt.com](http://www.sprintsondirt.com) and on Facebook at [www.facebook.com/sprintsondirt](http://www.facebook.com/sprintsondirt).

Engine Pro Sprints On Dirt presented by ARP is brought to you in 2018 by:

*Engine Pro (Title Sponsor)*

*ARP (Title Sponsor)*

*Hoosier Racing Tire (Official SOD Tire)*

*MAHLE/Clevite (Beyond Limits Challenge Sponsor)*

*King Engine Bearings (Hartford King of Michigan Sponsor)*

*Motul (Leader of the Pack Sponsor)*

*Lane Automotive (Fast Masters Cosponsor)*

*MSD Ignition (Fast Masters Cosponsor)*

*Engler Machine & Tool (Heat Race Sponsor)*

*COMP Cams (Heat Race Sponsor)*

*RockAuto.com (Heat Race Sponsor)*

*ARP (Lucky Dog Sponsor)*

*KSE Racing Products (Hard Charger Sponsor)*

*Allstar Performance (Better Luck Next Time Sponsor)*

*The Perfit Corporation (Series Rookie of the Year Sponsor)*

*The Perfit Corporation (Sprint Car Rookie of the Year Sponsor)*

*Jim Coffey and Son Plumbing & Heating (Bonus Awards)*

*XYZ Machining (Sportsman of the Year Sponsor)*

*XYZ Machining (Crew Chief of the Year Sponsor)*

*Noizee 1 Motorsports (Bags o' Money Awards)*

SOD 2018 contingency sponsor partners are:

*Allstar Performance*

*Benic Enterprises*

*Diversified Machine Inc. (DMI)*

*J & J Auto Racing*

*King Racing Products*

*Motor City Racing Promotions*

*Rod End Supply*

*Simpson Racing Products*

*ATL Racing Fuel Cells*

*BR Motorsports*

*Hepfner Racing Products (HRP)*

*Keizer Aluminum Wheels*

*Maxim Racing*

*Racing Optics*

*Schoenfeld Headers*

*Walker Performance Filtration*