



**MEDIA CONTACT:**  
**Jessica Hubley , THE PROMOTION COMPANY**  
 jhubley@familyevents.com  
 (317) 225-4667 Office / (317) 716-2678 Cell

**MEDIA CONTACT:**  
**Matthew Louck , THE PROMOTION COMPANY**  
 mlouck@familyevents.com  
 (317) 236-6515 x5488 Office

**WHAT:** GM Performance Division presents the 15<sup>th</sup> Anniversary **HOT ROD Magazine Power Tour**<sup>®</sup>

Widely considered to be the finest high-end automotive tour in the world, The **HOT ROD Magazine Power Tour**<sup>®</sup> embodies everything that **HOT ROD Magazine** has represented for over 60 years. This **seven-day, seven-city tour** will wind its way through the Midwest and will attract over 4,500 cars, grab the attention of over 65,000 spectators, travel over 80 of the nation's premiere automotive and aftermarket manufacturers and generate a worldwide buzz in the automotive enthusiast market! All makes and models of hot rods, street rods, custom trucks, sport compacts and street machines will be along for the ride.

The **HOT ROD Magazine Power Tour**<sup>®</sup> is a journey through the Midwest gathering Hot Rod enthusiasts from all over the world to sightsee, explore and show off their custom car creations in car crazy towns all over the U.S. Throughout the seven days Hot Rod owners will be able to pick up and take off from any city following fellow car enthusiasts to the final destination in Bristol, TN at the Bristol Motor Speedway! Those who travel from the start to the finish of the Tour are termed "Long Haulers™" and they wear this title as a special badge of honor. **SPECTATORS ARE FREE!**

**WHEN:**

Saturday, June 6 <sup>th</sup>	Madison, WI	Alliant Energy Center
Sunday, June 7 <sup>th</sup>	Racine, WI	Downtown Lakefront
Monday, June 8 <sup>th</sup>	South Bend, IN	St. Joseph County Fairgrounds
Tuesday, June 9 <sup>th</sup>	Warren, MI (Detroit)	General Motors Technical Center
Wednesday, June 10 <sup>th</sup>	Dayton, OH	University of Dayton Arena
Thursday, June 11 <sup>th</sup>	Somerset, KY	Center for Rural Development
Friday, June 12 <sup>th</sup>	Bristol, TN	Bristol Motor Speedway

**REGISTER:** Registration is open to any year, make or model of vehicle! Pre-register for \$65 plus \$3 handling fee or register on-site for \$80. Pre-register through Wednesday, May 27, 2009 at [www.hotrod.com](http://www.hotrod.com) or by calling (877)-413-6515. Join the Tour *one day only* for just \$25! One day registration available on site only.

**INFO:** [www.hotrod.com](http://www.hotrod.com) or by calling (877) 413-6515. For hotel info, visit [www.PowerTourHotels.com](http://www.PowerTourHotels.com).

