

AAA Spotlights Motorsport Sponsorship at Oregon State Fair

by Bend Weekly News Sources

Auto racing fans attending the Oregon State Fair in Salem are in for a special treat this year. To commemorate its motorsport sponsorship, AAA Oregon will display the show model of the #6 Ford Fusion driven by popular racer Mark Martin. Although the fair runs from August 25 through September 4, the show car will be featured September 1-4 only.

The display will be set up north of the carnival area and west of the Fairgrounds Pavilion. Once an hour, the exact replica of the Roush Racing Team #6 Ford Fusion will roar to life, giving race fans a small sample of what it's like to be trackside. Visitors can have their picture taken with the show car and download the photo from www.AAA.com/motorsports and purchase a variety of AAA motorsports merchandise. In addition, two virtual simulator interactive games will give racing wannabes the thrill of competing at speeds of more than 150 miles per hour. Children 12 years of age and younger can learn traffic safety principles and basic rules of the road as they avoid traffic hazards while driving through the Safety Course. Rounding out the display will be the AAA trailer used to transport the show car.

"The AAA auto racing sponsorship is not about speed," said AAA Oregon Public Affairs Director Elliott Eki. "Through our association with Roush Racing, we are able to demonstrate how safety advances developed for the sport have saved lives on and off the track. Today's passenger vehicles are equipped with many of the safety innovations first used on race cars, such as rearview mirrors, traction and stability control systems, hydraulic brakes, crumple zones, seat belts and air bags."

During the State Fair's 11-day run, the AAA membership booth will be located in the Columbia Building and will open each day at 11 a.m. Club representatives will assist visitors who want to join North America's largest motoring and leisure travel organization and they will distribute the latest information about the many quality products and services the Club provides through its Travel and Insurance Agencies and other business lines.

"We're offering a 2-for-1 special during the entire Fair," said AAA Oregon Salem Regional Manager Lori Tunney. "Anyone applying for a membership at either display area will have an associate member added at no extra cost. Those purchasing a membership between September 1st and 4th also will receive a #6 Ford Fusion mini car as long as supplies last.

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