



Cooper Standard and Cequent Form Major Alliances With No. 29 Brad Keselowski Race Team

RAM Truck Entry Driven by Parker Kligerman for 2012 NASCAR Camping World Truck Series Season

Las Vegas, NV - Nov. 2, 2011 - Brad Keselowski Racing (BKR) announced today that two industry-leading companies, Cequent which designs, manufactures and markets towing, hitch systems and related accessories, and Cooper Standard, which specializes in body sealing systems, fluid handling systems and anti-vibration systems for the automotive industry, will join the No. 29 RAM team as major sponsors for the entire 2012 NASCAR Camping World Truck Series season. The marketing and business alliances will see Cequent and Cooper Standard as the primary sponsors for the 2012 season, each taking one-half of the 2012 races. Both companies will also receive partnership assets, entitlements, and benefits throughout the season, including exposure via Keselowski personally in both NASCAR Sprint Cup Series and Nationwide Series competition for Penske Racing. Parker Kligerman, a Penske Racing development driver, will return for his second full-season with the BKR team to pilot the No. 29 Cequent/Cooper Standard entry.

“This is a historic day for Brad Keselowski Racing and I have a great deal of personal pride in making this announcement,” said team owner Brad Keselowski. “To have both Cequent and Cooper Standard join our program in such a significant way provides us with the platform to compete for the championship in the NASCAR Camping World Truck Series. Both companies have very specific business and marketing objectives for the program and everyone at BKR will work to exceed Cequent’s and Cooper Standard’s expectations at the race track and in the marketplace.”

Cequent’s sponsorship of Keselowski and BKR, which also includes primary sponsorship for 15 Truck Series races in 2013 and 18 Truck Series races in 2014, is designed to drive exposure for its brands such as Draw-Tite and Reese Towpower, strengthen relationships with retail partners, and generate new business opportunities.

“We see Brad Keselowski and his team as terrific marketing fits for our company, its brands, and products,” stated Tom Benson, President of Cequent Performance Products. “The NASCAR Truck Series audience is undoubtedly our target market and Brad extends Cequent’s reach to the NASCAR Cup and Nationwide audiences. This program also presents some meaningful business opportunities for both our Performance Products and Consumer Products divisions. The partnership has all the elements to be a complete success for Cequent and for Brad’s team. We very much look forward to seeing the No. 29 Truck take the track in 2012.”

Cooper Standard’s expanded relationship with Brad Keselowski’s No. 29 NASCAR Camping World Truck Series entry in 2012 mirrors its broader commitment to the automotive aftermarket as the company looks to widen its offering of innovative products to the aftermarket. The company first worked with BKR in 2011 for three races.

“Brad and his team continually seek innovative solutions to perform at the highest level,” said Jim McElya, chairman and CEO, Cooper Standard. “We feel that this commitment to innovation, combined with his Michigan heritage and dedication to helping the local community, make Brad and his team ideal partners to help Cooper Standard further expand in the aftermarket and specialty vehicle markets.”

For more information, please visit www.cequentgroup.com, www.cequentconsumerproducts.com, and www.cooperstandard.com.

Media Contact:

Sharon Wenzl, vice president, corporate communications, Cooper Standard, (248) 596-6211,

sswenzl@cooperstandard.com