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TI Automotive to Serve as Primary Sponsor for No. 91 Viper at Indianapolis

New Partner TI Automotive Joins SRT Motorsports as Team Associate Sponsor for Remainder of 2014

July 16, 2014, Auburn Hills, Mich. - TI Automotive will serve as the primary sponsor for the SRT (Street and Racing Technology) Motorsports No. 91 Dodge Viper SRT GTS-R in the IMSA TUDOR United SportsCar Championship's Brickyard Grand Prix at Indianapolis Motor Speedway on Friday, July 25.

As part of the agreement, TI Automotive, a leading global supplier of automotive fluid systems, will partner with SRT Motorsports as a team associate sponsor for the remainder of the 2014 season.

"TI Automotive is proud to be a partner with the SRT Motorsports team, as it provides us an opportunity to move our technical relationship with SRT engineers from the street to the track," said Al Deane, chief technology officer for TI Automotive. "Our involvement in the series will also introduce TI Automotive to a wider audience by supporting an iconic race car at a truly iconic race track. We look at this sponsorship as fueling our mutual passion for street and racing technology development."

TI Automotive currently supplies the high-performance fuel pump module system to the production Viper and the recently released Dodge Challenger SRT Hellcat. The fuel delivery module system features the Automotive News PACE Award-winning Dual-Channel Single-Stage (DCSS) fuel pump, one of the industry's highest-performing fuel pumps. This fuel delivery design enables the Dodge Challenger SRT Hellcat to be the fastest and most powerful muscle car in history with 707 horsepower.

"On behalf of SRT Motorsports, I'd like to welcome TI Automotive to the team as sponsors of the No. 91 Viper SRT GTS-R," said Ralph Gilles, President and CEO, SRT Motorsports, Chrysler Group LLC. "It's exciting to see TI Automotive, who is a great partner on the product side, grow to support our Viper racing program and we look forward to working with them as a partner for the remainder of the 2014 season. As part of the sponsorship, a unique livery has been created for the No. 91 Viper to showcase the TI Automotive colors at the Indianapolis Motor Speedway."

In honor of the new partnership, the No. 91 Dodge Viper SRT GTS-R will sport a new livery for the IMSA TUDOR United SportsCar Championship's Brickyard Grand Prix at Indianapolis Motor Speedway. The vehicle will feature a white body with a bold, bright green stripe outlined in dark blue from nose to tail. TI Automotive's blue-and-green Fluid thinking™ icon will sit atop the roof and on other key points across the vehicle.

"We think the SRT Motorsports group came up with a great look for a race car," said Deane. "It's certainly something that our 24,000 employees in 130 worldwide locations will be thrilled to see and cheer for. We look forward to seeing it on the track and in the winner's circle."

About TI Automotive

Fluid thinking™ shapes the mindset of TI Automotive. Global automotive manufacturers turn to TI Automotive for insight and focus to develop industry-changing fluid storage, transfer and delivery technology.

Two-thirds of the vehicles produced in the world feature TI Automotive products.

Our strength lies in our ability to creatively meet and exceed the increasing fuel economy and emissions regulations of tomorrow's auto industry.

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