

Dave Kobuszewski is responsible for managing NASCAR Performance's overall marketing assets that include a \$15 million advertising campaign, a weekly TV show on SPEED Channel, a live weekly radio show heard in 128 markets and on XM Satellite Radio, print sections in Babcox and NASCAR Scene as well as the Auto Service channel on NASCAR.com. These assets, which all deliver a consumer education car care message, combined delivered more than 700 million media impressions in 2005 alone. Kobuszewski helped develop NASCAR Angels, a new syndicated television program debuting in fall 2006 which has a simple mission – help people by fixing broken cars.