



NEWS RELEASE

For Immediate Release

**THIS WEEK'S RACE**  
O'Reilly 200, Bristol Motor  
Speedway

## MEDIA RESOURCES

**VIDEO:** Cobb  
Bristol Preview  
[DOWNLOAD .wmv](#)

**PHOTOS:** Cobb  
Headshots  
[DOWNLOAD HI-RES](#)

JJC TV



(Click Image to Preview)



Quick Links...



## Cobb Looking for Short Track Vindication at Bristol *Hoping Unpainted Truck will Stay Clean at Rowdy Half-Mile*

**MOORESVILLE, N.C. (August 16, 2010)** - Jennifer Jo Cobb's No. 10 Driven team is looking to step up its short track program. The Kansas City, Kan., native averages a 25.7-place finish at venues less than one mile in NASCAR Camping World Truck Series competition this season. Cobb understands that they have underperformed at these bullrings, however she's ready to reverse the trend this week at Bristol Motor Speedway.

Having never raced at the high-banked, concrete half-mile racetrack, Cobb is excited about her inaugural run. Cobb anticipates a demanding race, one that's both mentally and physically challenging, and is taking the steps to prepare for such an event.

Last event, Cobb raced to a 14th-place finish at Darlington Raceway. She is currently 16th in the NCWTS championship standings, only 103 points outside of the top-15.

### Cobb Comments on O'Reilly 200:

"We have stunk on the short tracks this season. Bristol is a chance for our team to have some vindication. I told our team that we've got our mile-and-a-half program down to a decent level now. We're becoming much more consistent at the intermediate tracks. We got a top-15 at Texas, and 18th-place finish at Charlotte, so now let's go work on performing in the top-20 at the short tracks. We're going to put a lot more effort into Bristol than we have any other shot track all season. I'm really looking forward to see how far we can step up our short track program.

"I expect endurance to be a factor in this race. I've been working out a lot to prepare for it. I feel like I'm developing 'man arms' because I've been working out so much. Dover was a pretty good lesson on intensity that you get at shorter tracks and I'm looking forward to embracing that challenge.

"You do come into Bristol with the mentality that your truck probably won't be as pretty as it was at the beginning of the race. We have a truck that has the original blue Circle Bar colors that



Join Our Mailing List!

were on it when we bought it. That's our designated short track truck and we named it after a short rocker, Angus (Young). We'll be running that blue truck again at Bristol. What that means is that we aren't going to spend money on a paint job to make it red and black like our other trucks. We're going to keep it blue and when it gets bumped and banged on, the loss is minimized. What's funny is that we came out of Martinsville without a scratch. Maybe that's a good omen, we don't paint it because we expect to beat and bang, then we don't wreck. We'll get stuck with the blue truck, but that will be OK."

**About Jennifer Jo Cobb:**

Jennifer Jo Cobb is a NASCAR Nationwide Series, NASCAR Camping World Truck Series and ARCA Racing Series driver as well as a national spokesperson, public speaker and television personality.

Jennifer is working to secure sponsorship for 2010. Between race events, Jennifer does appearances for her sponsors, is a public speaker, runs her businesses and works for the Richard Petty Driving Experience.

- 30 -

**Contact:**

Brookes Versaggi  
Breaking Limits  
403 Gilead Road, Suite A  
Huntersville, NC 28078  
Mobile: 920-315-3488  
Office: 704-766-9062  
Email: [bversaggi@blmarketing.net](mailto:bversaggi@blmarketing.net)



[Forward email](#)

✉ **SafeUnsubscribe®**

This email was sent to justin@rpm3dinc.com by [bversaggi@blmarketing.net](mailto:bversaggi@blmarketing.net).  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Breaking Limits | 403 Gilead Road, Suite A | Huntersville | NC | 28078