



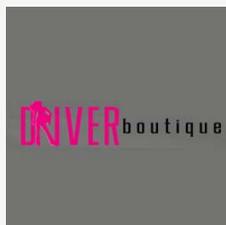
NEWS RELEASE For Immediate Release

**THIS WEEK'S RACE**  
VFW 200, Michigan International  
Speedway

**PHOTOS:** Cobb  
Headshots  
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## Hey Jo

### Cobb Hoping Jimi will Keep Streak Alive in Michigan

MOORESVILLE, N.C. (June 7, 2010) - Jennifer Jo Cobb will be making a fresh start at Michigan, in more ways than one. The VFW 200 will not only mark Cobb's inaugural race at the two-mile oval, but she will be driving a new race truck. "Jimi," as the No. 10 Driven team affectionately refers to its new F-150, is the first truck first truck completed to Crew Chief Steve Kuykendall's specifications matching Cobb's driving style. Cobb hopes "Jimi" and she start their relationship with Michigan International Speedway off on a good note.

Cobb is coming off a streak of career-best finishes. She scored an 18<sup>th</sup>-place finish at Charlotte Motor Speedway in May, only to top that with a 14<sup>th</sup>-place run at Texas Motor Speedway last week. She hopes to keep that momentum rolling into Michigan.

### Cobb Comments on VFW 200 at Michigan International Speedway

"I'm so excited about Michigan. We're debuting a new truck there. Our team names most of our trucks after classic rock stars, and they've named this one 'Jimi,' after guitar great Jimi Hendrix. We bought the chassis from Circle Bar Racing, without a body on it. This is the first truck built the way we wanted it. All of our other trucks were built by other teams, so 'Jimi' is the first truck that's exactly the way we want it. I can't wait for it to hit the track.

"I'm really excited about Michigan. It's a good, wide open track where you dig, dig, dig. I hear there's not a lot of grip, but for some reason I have a good feeling. I have a lot of laps there from several years back with the Richard Petty Driving Experience. When you drive for RPDE at speeds designed for students you think, 'Man, I'd love to turn it loose and race here.' Well, I'm finally getting that chance and I can't wait."

### About Jennifer Jo Cobb:

Jennifer Jo Cobb is a NASCAR Nationwide Series, NASCAR Camping World Truck Series and ARCA Re/Max 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.

**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)



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