



Press Release

February 21, 2012

## **Jennifer Jo Cobb Returns to Race Full Truck Series Schedule**

### **New Shop, Team Roster Have Team Ready for Return to Success**

**MOORESVILLE, N.C. (February 16, 2012)** - Jennifer Jo Cobb Racing (JJCR) announced today plans to race the full 2012 NASCAR Camping World Truck Series (NCWTS) schedule. In addition, the team will enter select NASCAR Nationwide Series events this season. For owner and driver Jennifer Jo Cobb, this marks a fresh canvas and she and her No. 10 team are more ready than ever to make a lasting impression.

The team will enter a combination of Ford and Dodge-manufactured trucks in the NCWTS and Dodge Challengers in the NNS. Cobb's "Driven2Honor" program will adorn her vehicles until primary sponsorship is secured.

Cobb ran her first full season of NCWTS competition in 2010. She finished 17<sup>th</sup> in the championship standings that year, setting a new precedent of the modern era as the highest-finishing female in one of NASCAR's top-three national touring series. Initial 2011 attempts to run full-time in the NNS were thwarted when the team she partnered with at the beginning of the year was unable to fulfill its obligations. Cobb's team quickly went into action to salvage the season's efforts, going on to make 18 of the 34 events. She also ran 12 NCWTS races, finishing a career-best sixth place at Daytona International Speedway in February. Cobb sees last year as a learning experience and plans to build on her achievements from the past two seasons.

"We sat down in the off-season and evaluated our strengths and weaknesses. We figured out what we needed to leave the same and what needed to change," Cobb said. "We realized that we'll be better off focusing our efforts primarily on one series, the NASCAR Camping World Truck Series, and running a few select NASCAR Nationwide Series events. We felt like we were scrambling last season between the two series and couldn't give our best effort in each event. For our small team, we were just spread too thin. Now we can concentrate primarily on one series and make sure that our trucks get better and better each week."

#### **NEXT RACE:**

NextEra Energy Resources 250  
Daytona International Speedway  
Friday, February 24, 7:30 pm ET

#### **MEDIA TOOLS:**

[HI-RES PHOTOS](#): Jennifer Jo Cobb headshots/car shots

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Other changes that Cobb made in the off-season include a new race shop and three additional crew members. Steve Kuykendall is returning as Cobb's crew chief, however, he will only lead Cobb's NCWTS efforts allowing the team to focus on the full schedule.

"I'm so excited about how all of our changes are shaping up," Cobb said. "We are already seeing dividends. The new shop has more equipment and resources. Our new crew members have brought lots of fresh ideas and perspectives to our organization. Our crew chief, Steve Kuykendall, is able to dial in his efforts on one program and focus on our truck team. We're definitely more prepared and more organized heading into this season. Things are off to a great start."

Cobb will continue with her Driven2Honor program in 2012. The program rewards female members of the military for their service by hosting them at the race track. Cobb entertained numerous women and their guests last season and aims host a female soldier/veteran at every NCWTS race this season.

"I'm very proud of our Driven2Honor program and so glad that we can continue it in 2012," Cobb said. "We aim to honor the women of armed services with our race team. It's our way of saying 'thank you' for all that they've sacrificed and contributed to our country. We hope to host someone at every venue this year. The program is very important to me and will always be part of our team, even if a primary sponsor takes over its space on the truck."

#### **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.

In 2010, Cobb made racing history. Her 17th place finish in the Camping World Truck Series standings was the highest among females in one of NASCAR's national touring series since 1949.

Jennifer is working to secure sponsorship for 2012. Between race events, Jennifer does appearances for her sponsors, is a public speaker and runs her businesses.

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