



NEWS RELEASE

For Immediate Release

THIS WEEK'S RACE
Las Vegas Motor Speedway

MEDIA RESOURCES

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

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

JJC TV



(Click Image to Preview)



Quick Links...



Cobb Staying Distraction-Free Until Vegas Checked Flag *Continues to Chase History as Highest Finishing Female in NASCAR*

MOORESVILLE, N.C. - (September 21, 2010) - The bright lights and big city of Las Vegas may be a distraction for some NASCAR Camping World Truck Series drivers, but not for Jennifer Jo Cobb. Cobb and her No. 10 Driven team are focused on the task at hand, the Smith's Food and Drug Stores 350 at Las Vegas Motor Speedway.

This week will mark Cobb's first race at the 1.5-mile Las Vegas Motor Speedway. Her best finishes of 2010 have come at intermediate speedways. She piloted her Driven Ford F-150 to a 14th-place finish at Texas Motor Speedway and recorded another 14th-place finish at Darlington Raceway.

Cobb is currently 17th in NCWTS championship standings, 196 points outside of the top-15. She aims to make history this season by finishing the season higher than any previous female in one of NASCAR's top-three series.

Jennifer Jo Cobb on Las Vegas:

"I'm sure there are a lot of drivers that say, 'When I arrive in Vegas, I need to stay focused on the race.' It's hard to concentrate on the task at hand when there's so much to do outside the track, so I've arranged to stay for a few days after the race. I can focus solely on doing well until the checkered flag. We're winding down the season and the mile-and-a-half tracks that I love so much are becoming fewer. It's time for us to step our program up and take advantage of those.

"At Las Vegas, we'll be racing our truck 'Jimi.' This is our chance to keep improving on it. I really feel like it's our best truck and we've played with the setup so much lately and we're getting so, so close. Hopefully it will all click in Vegas and we'll have everything right. We're always battling one thing or another. If it's not a handling issue, it's an engine issue. Those are some of the challenges you face as a small team with limited resources, but we're on the right track for this week. We've worked out a plan to use our 'A' engine for the rest of the season and hopefully we'll have everything come together in Vegas.

"Our team is blessed to be staying at the Stratosphere. If this month wasn't already exciting enough, after jumping with the Golden Knights, I'm going to be doing one of the fun activities on



Join Our Mailing List!

top of the Stratosphère. September definitely has its share of thrills."

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

[Forward email](#)

✉ **SafeUnsubscribe®**

This email was sent to justin@rpm3dinc.com by 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