Cobb Taking Conservative Approach in Martinsville Debut

Mooresville, N.C. (March 23, 2010) - Jennifer Jo Cobb will make her inaugural start at Martinsville Speedway in this weekend's Kroger 250. The Kansas City, Kan., native plans to take a conservative approach as she navigates the historic half-mile oval in her No. 10 Driven Ford F-150 for the first time.

Cobb is looking to build on her 21st-place finish at Atlanta Motor Speedway in her quest for Raybestos Rookie of the Year honors.

Jennifer Jo Cobb Comments on Learning the Ropes at Martinsville Speedway:

"You talk about Martinsville (Speedway) and you're talking about horsepower and brakes. It's basically two drag strips with a U-turn at each end. We're fortunate enough to have Roush/Yates Engines in our F-150s, so we have the horsepower all taken care of. The brakes will really be up to me to manage. It will be a new experience for me. I went there with another team last year and stood in one of the corners with a veteran driver. I learned a ton. I know how important it is to drive conservatively, especially early on. I saw so many drivers charge the corners too hard and lock up the brakes. I think saving your brakes early will be what pays dividends later on.

"This race has potential to be a caution-fest. You'll probably see me drive a little more carefully at somewhere like Martinsville because we need to survive the races first and foremost. As they say, 'If you want to finish first, first you must finish.' Since we wrecked at Daytona, we need to finish these next few races. We'll probably be a little more conservative this week than we will be later in the year because this is a program we want to build over the long term. Martinsville is definitely a place where there will be beating and banging and side-by-side racing. I'm looking forward to that. At the same time, if I need to give a little then I'll give a little. The next time we race there will probably be a whole different story, but as I'm learning and getting more comfortable with the track, I'm not going to push the issue too much."