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## **Mobile International Speedway and Rogers-Dabbs Chevrolet Announce New Sponsor Relationship**

Race fans and drivers alike are winners when it comes to Rogers-Dabbs Chevrolet

### **FOR IMMEDIATE RELEASE:**

**(Irvington, AL) August 18, 2022** – Mobile International Speedway is pleased to announce Rogers-Dabbs Chevrolet as the sponsor of the Pro Late Model class for the remainder of 2022 and throughout the 2023 race season at Mobile International Speedway.

Patrick Williamson, Director of Fixed Operations at Rogers-Dabbs Chevrolet, stressed the importance of a having a strong relationship with race teams. If an engine is purchased, they will also track down all other parts needed going forward.

“The racing industry has some serious buying power when it comes to purchasing engines and parts for their cars” stated Williamson. “The problem we have seen is that the relationship with the supplying dealership doesn’t always reflect that. Driver/owners should not have to be put on hold for extended periods, or even told they can buy one part but will have to find the other somewhere else. Rogers-Dabbs Chevrolet built a powertrain superpower within GM and we achieved it by supplying the best customer service possible. Driver/Owners deserve the same experience.”

When it comes to race fans, Williamson is fully aware of how dedicated they are to their favorite sport and how that dedication can translate into strong customer relationships.

Williamson stated “Rogers-Dabbs Chevrolet has turned the little town of Brandon, Mississippi into a national name within General Motors. Any time you can take a small town dealership and kick the butt of big towns like New York, Boston, Los Angeles or even Denver, it’s a good day. Rogers-Dabbs Chevrolet wanted to show our appreciation to the small town people who helped us achieve this feat and what better way to make it happen than to help bring back competitive racing to the small towns that do it so well. We decided to sponsor several tracks in the MS, LA, and AL area but when the opportunity came to help sponsor Mobile International Speedway, it seemed like a win/win situation and I don’t know one single race fan that doesn’t like to win. Rogers-Dabbs Chevrolet wants to continue to hear the loud revving, tire spinning, and raw power of American flag waving traditions for years to come and we feel confident that the fans in Mobile do as well. Who knows, for a short drive north you may want to one day show your appreciation to us in return.”

### **About Rogers Dabbs Chevrolet**

Location: 1501 W Government St. Brandon, MS 39042-2408

Sales: (877) 211-4220 | Service: (866) 529-5578 | Parts: (800) 489-2070

Website: [www.rogersdabbs.com](http://www.rogersdabbs.com)