



## 24th Anniversary Kyle Petty Charity Ride Across America Sponsors

### **Manheim**

Manheim<sup>®</sup> is North America's leading provider of end-to-end wholesale solutions that help dealer and commercial clients increase profits in their used vehicle operations.

Through its extensive physical, mobile and digital sales network, the company offers diverse solutions for inventory management, buying and selling, floor planning, logistics, assurance and reconditioning. With more channels and smarter tools, Manheim Marketplace offers the most comprehensive end-to-end solutions and services, enabling wholesale vehicle buyers and sellers faster and more efficient ways to connect and transact business how and when they want. In addition, Manheim provides industry-leading data and tools to improve client efficiencies and decision-making, while delivering a value-added customer experience.

Approximately 18,000 team members enable Manheim to offer 8 million used vehicles per year, facilitate transactions representing nearly \$58 billion in value and generate annual revenues of more than \$3 billion. Headquartered in Atlanta, Manheim North America is a [Cox Automotive](http://press.manheim.com)<sup>™</sup> brand. <http://press.manheim.com>

### **The Coca-Cola Company**

The Coca-Cola Company is the world's largest beverage company, offering over 500 brands to people in more than 200 countries. Of our 21 billion-dollar brands, 19 are available in lower- or no-sugar options to help people moderate their consumption of added sugar. In addition to our namesake Coca-Cola drinks, some of our leading brands around the world include: AdeS soy-based beverages, Ayataka green tea, Dasani waters, Del Valle juices and nectars, Fanta, Georgia coffee, Gold Peak teas and coffees, Honest Tea, Minute Maid juices, Powerade sports drinks, Simply juices, smartwater, Sprite, vitaminwater, and Zico coconut water. At Coca-Cola, we're serious about making positive contributions to the world. That starts with reducing sugar in our drinks and continuing to introduce new ones with added benefits. It also means continuously working to reduce our environmental impact, creating rewarding careers for our associates and bringing economic opportunity wherever we operate. Together with our bottling partners, we employ more than 700,000 people around the world.

Riding along in signature Coca-Cola motorcycles, the Coca-Cola team joins the Kyle Petty Charity Ride Across America to provide riders with ice-cold refreshments along the 24th Anniversary route. Kyle Petty is one of the original members of the Coca-Cola Racing Family, the cornerstone of Coca-Cola's NASCAR involvement.

[www.coca-colacompany.com](http://www.coca-colacompany.com)

### **Harley-Davidson Motor Company**

Harley Davidson is proud to support the Kyle Petty Charity Ride Across America by providing Service Support to our enthusiastic customers who are on the Ride. Harley-Davidson Motor Company produces custom, cruiser and touring motorcycles and offers a complete line of Harley-Davidson motorcycle parts, accessories, riding gear and apparel, and general

merchandise. Harley-Davidson Financial Services provides wholesale and retail financing, insurance, extended service and other protection plans and credit card programs to Harley-Davidson dealers and riders in the U.S., Canada and other select international markets.  
[www.harley-davidson.com](http://www.harley-davidson.com)

### **Racing Electronics**

Racing Electronics is the worldwide leader in motorsports communications technology and equipment for motorsports drivers, teams, series, venues, and fans, as well as the exclusive provider of FanVision technology to NASCAR, NHRA and Formula 1. Racing Electronics offers reliable, industry-tested equipment and best-in-class customer service throughout the motorsports industry. Founded in New Jersey in 1988, Racing Electronics has called Concord, N.C., home since 2005. [www.racingelectronics.com](http://www.racingelectronics.com)

### **Love's Travel Stops**

Love's Travel Stops & Country Stores is headquartered in Oklahoma City, Oklahoma. Founded in 1964, Love's has more than [450 locations in 41 states](#). Love's provides professional truck drivers and motorists with 24-hour access to clean and safe places to purchase gasoline, diesel fuel, [travel items](#), [electronics](#), snacks and more, as well as a selection of [restaurant offerings](#). On-site Love's [Truck Tire Care](#) centers offer [roadside assistance](#), [tire care](#) and [light mechanical](#) services for professional truck drivers. Showers, CAT scales and other services for professional truck drivers are also available. Love's, which remains family-owned and operated, employs more than 20,000 people.  
[www.loves.com](http://www.loves.com).

### **FLUIDYNE® High Performance**

FLUIDYNE® will once again join the Kyle Petty Charity Ride Across America on their cross-country trek for Victory Junction by sponsoring the 'kick-off' breakfast and contributing traditional gloves. FLUIDYNE® High Performance is located in the heart of Race City USA, Mooresville, North Carolina. Since 1993, FLUIDYNE® has produced and sold custom oil coolers and custom radiators for High Performance vehicles. Serving as the official oil cooler for NASCAR for many years, FLUIDYNE® High Performance takes pride in achieving one simple goal: "Making products that perform built by people you know!"  
[www.fluidyne.com](http://www.fluidyne.com)

### **Piedmont Moving Systems**

Piedmont Moving Systems gives back the best way they know how, with their moving and transport services. Every year their Mayflower trucks transport motorcycles to the origin of the Kyle Petty Charity Ride. Piedmont Moving Systems is a family owned business celebrating 36 years of service in the Silicon Valley. They own and operate their own fleet of local trucks that are equipped with air ride suspension and lift gates for easy deliveries and trained in the handling of high value equipment and specialty items. Blanket wrap, palletized or loose shipments are no problem for their moving professionals. In addition to local moving crews, they own and operate a 100,000 square foot warehouse that supports the trucking operation with short and long term storage.  
[www.piedmontmoving.com](http://www.piedmontmoving.com)

### **WinCraft, Inc.**

As a sponsor of the Kyle Petty Charity Ride Across America since the early 1990s, WinCraft is excited to join the 24th Anniversary by equipping the Ride with licensed retail and promotional products. WinCraft is a racing licensee of more than 30 drivers – serving professional sports, colleges, universities, schools, corporations, racing entertainment, and outdoor and home

decorating industries. Holding more than 600 licenses, WinCraft excels in producing top-line quality licensed products for all retail-selling seasons, hot markets and major events.

[www.wincraft.com](http://www.wincraft.com)

### **Wiley X**

Veteran founded in 1987, Wiley X has been producing the world's most protective and stylish eyewear for over 30 years. Myles Freeman Sr., a military veteran, started Wiley X to protect the eyes of those who protected America. His sons Dan and Myles Jr. are quick to credit their success to passionate, committed employees and highly supportive retail partners. While Wiley X remains a major supplier of eyewear and gloves to military forces around the world, it has since become a burgeoning outdoor lifestyle brand. Above all, Dan and Myles Jr. agree their success is due to the fact they have remained true to their father's original vision to make the most protective and stylish eyewear available, anywhere.

Every adult sunglass style made by Wiley X meets ANSI Z87.1 High Velocity and High Mass Impact Safety Standards, for protection that goes far beyond the harmful rays of the sun. Several styles also meet U.S. military MIL-PRF-32432 (GL) standards for ballistic eye protection, a key reason why the Wiley X has been a leading provider of vision protection equipment to the U.S. military and law enforcement for more than 30 years.

[www.wileyx.com](http://www.wileyx.com)

### **Petty Family Foundation**

The Petty Family Foundation was built upon the ideals of family values, integrity and compassion for others. By focusing their mission on empowering organizations that help others – including Victory Junction, cancer research and enriching the lives of our country's servicemen – they continue a legacy of success and a vision of humanity.

[www.pettyfamilyfoundation.org](http://www.pettyfamilyfoundation.org)

### **Headbands of Hope**

Headbands of Hope was founded in 2012 by Jess Ekstrom after an inspiring summer internship with a wish-granting organization. For every item sold, a headband is given to a child with cancer. The brand has been supported by dozens of celebrities including Lea Michele, Lauren Conrad, Whitney Port, Tiffani Thiessen, Molly Sims and more. But more importantly, they've donated over 200,000 headbands to kids with cancer and have reached every children's hospital in the United States and 15 countries.

[www.headbandsofhope.com](http://www.headbandsofhope.com)

### **Goody's**

Goody's® Powder is proud to be the official headache powder for the Kyle Petty Charity Ride. Goody's® roots trace back to the 1930s when they were founded in North Carolina. Over the years they've added more product offerings for all your minor aches and pains, so no matter when you're hurting, Goody's® products have the right formula to stop pain fast. Goody's® Powder has been a mainstay in racing with the signing of Richard Petty in 1977 as our official spokesman. Since then, they haven't looked back!

[www.goodyspowder.com](http://www.goodyspowder.com)