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Simpson Performance Products and HANS Announce Safety Alliance

New Braunfels, TX – Simpson Performance Products is now a factory trained distributor and installer for the HANS head and neck restraint system.

Chuck Davies, CEO for Simpson states, “Simpson is committed to providing the highest level of safety to racers, from the professional to the Saturday night racer. The HANS device is a product we are proud to add to our mix of racing safety products.”

Andrea Walker, Marketing Manager for HANS states, “We are extremely excited about this partnership with Simpson. We believe in the value and quality of their products and share the same dedication to racing safety. I believe 2006 will be an exciting year for both companies.”

John Saunders, V.P. of Business Development for Simpson adds, “We have developed a sales and marketing platform that is unlike any other program now available for the HANS device. Building on our major track side presence with racing series such as NHRA, NEXTEL Cup, the IRL and many others, we will be on hand when the HANS user needs us most. We are positioned and fully trained to install and service trackside. Simpson plans to launch several programs that will make owning a HANS device and safer racing a reality for almost everyone! One important initiative is the “Simpson Safe Racer Program” that offers the racer extended payment terms on the purchase of a HANS device and accessories. This program is designed to help the everyday racer afford one of the best racing safety products available. We would like to aggressively move forward with this option.”

Simpson will follow this announcement with an intensive communications program consisting of industry trade advertisements, targeted web promotions, catalog promotion, and trackside and direct mail campaigns.

This program along with several other marketing and sales initiatives will make owning a HANS Head and Neck Device a reality for every racer and will continue to position Simpson Performance Products as a leader in providing safety innovation in products and programs to the motor sports community.

Since 1959, Simpson Performance Products has been the leading manufacturer of safety equipment for the motorsports industry. In addition to our Auto line, Simpson also manufactures safety products for the Motorcycle industry, both off road and street, as well as karting. We believe in putting safety first and are dedicated to elevating the standards of racing safety through continuous development, refinement and testing. The one thing that remains constant is Simpson’s commitment to racer safety. Gear up safer with Simpson.

“End”