

## Autosport Development Welcomes Magnafilter to World Challenge Family

**TRENTON, MI. (July. 16, 2007)** Autosport Development, LLC is excited to welcome a new sponsor to the World Challenge family. Magnafilter, manufactured by Boss Products USA, has joined forces with the Autosport Team and will kick-start their partnership at the Mid-Ohio race this weekend as the main sponsor on Dane Moxlow's #20 Pontiac GTO.



Magnafilter is the latest filter introduced by Boss Products. “Our design of magnetics to filter oil is unique, (patented), in that we put the magnet in the flow of oil, where the oil is passing within the magnet’s effective range,” according to Pete Raciti, Engineering Director for Boss Products. Raciti approached Autosport as a potential sponsor with an interest in a different way to educate the consumer about his product.

Autosport owner David Moxlow agreed, saying, “Magnafilter is one of those sponsors that comes along that happens to have a product that fits perfectly with performance racing. It’s a product that everyone can use who owns or operates anything from passenger cars to boats to ATVs and cares about extending the life of their vehicle.”

Boss Products has been selling in-line magnetic filtration to the Original Equipment Manufacturers (OEM) for years. The OEM’s have been using Boss Products’ range of in-line filters to reduce warranty, improve operational reliability, and improve customer satisfaction for several years.

“The next market to tap is the Aftermarket,” according to Len Kelsey, Director of Sales and Marketing. The Magnafilter spin on filter is a natural fit for the Quick Lube Industry as well as the Do It Yourselfer. Autosport and Magnafilter hope to tap into the aftermarket through the racing industry, and to start right away Magnafilters will be

available at the Autosport Development transporter in the World Challenge paddock at the Mid-Ohio Sports Car Course this weekend.

Autosport Development competes in the SPEED World Challenge GT Series, which was recently named “the most competitive road racing series in the World” by Racer magazine. In 2005, driver Stu Hayner finished the season Seventh in points, a huge feat considering the team had no factory support from any major automotive manufacturers. As the first team to develop GTO road racers, Autosport Development’s expertise is in demand by other teams now fielding these cars. The race shop is also involved in prototype and racecar development, preparation, fabrication, assembly, carbon fiber work as well as automotive manufacturing. For more information, visit [www.autosportdevelopment.com](http://www.autosportdevelopment.com) and [www.derondausa.com](http://www.derondausa.com).