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LINE-X and Driver Alex Bowman to Spotlight New Truck Gear by LINE-X Brand on No. 5 Car at Phoenix

Sweepstakes Launches to Give Away Car Hood, Helmet and Race Suit Signed by Alex Bowman and Dale Earnhardt Jr.



PHOENIX, (Nov. 7, 2014) - [LINE-X](#), North America's largest retail automotive aftermarket franchise and leading provider of high performance spray-on bedliners, will power the [No.5](#) LINE-X Chevrolet, piloted by JR Motorsports driver [Alex Bowman](#) for the upcoming NASCAR Nationwide Series race at [Phoenix International Raceway](#) on Saturday, Nov. 8th. The one-race sponsorship is reflective of LINE-X's growth and its efforts to deliver a complete truck customization experience for customers. Featuring a LINE-X theme design, the car will spotlight the all-new aftermarket truck accessory brand, Truck Gear by LINE-X. The Phoenix race will also kick-off a three month sweepstakes that gives consumers the opportunity to win the hood off of the No.5 LINE-X Chevrolet race car, Alex Bowman's race suit and helmet and



four tickets and pit passes to the 2015 Daytona 500. The race suit, helmet and hood will be signed by Alex Bowman and Dale Earnhardt Jr, JR Motorsports, Co-Owner.

“I am honored to have LINE-X sponsoring the car for the upcoming race this weekend in Phoenix,” said JR Motorsports Driver Alex Bowman. “The car looks absolutely incredible and we couldn’t be more thrilled to have them backing us on pit road. With the launch of the all-new Truck Gear by LINE-X brand, you can really see how much LINE-X has evolved into a world-class truck accessories stop. And, of course, three lucky customers will get a shot at the race suit, helmet or hood all of which have been signed by Dale (Earnhardt Jr.) and I!”

The “Race to the Finish” Sweepstakes will kick off on Saturday, November 8, 2014 and will run through January 11, 2015. The sweepstakes will consist of two individual prizes and one grand prize package.

- 1st Prize – signed race suit
- 2nd Prize – signed race helmet
- 3rd Prize – signed race car hood, 4 tickets and pit passes to the 2015 Daytona 500, flight and hotel

Consumers can visit LINE-X’s Facebook Fan Page (www.Facebook.com/LineXProtects) for upcoming information on the sweepstakes – including instructions on how to enter for a chance at the grand prize, which will include a visit to a LINE-X franchise. For upcoming information on the sweepstakes and information on LINE-X and Truck Gear by LINE-X, please visit www.LINEX.com.

About LINE-X LLC

LINE-X LLC (www.LINE-X.com) is a leading developer and provider of high performance protective coatings offering scientifically formulated polymers that permanently bond to a wide range of surfaces for unmatched durability. LINE-X has also expanded to include a custom truck division with Truck Gear by LINE-X (www.TruckGear.com) offering private labeled accessories from LINE-X and sold exclusively through LINE-X Franchises. LINE-X products are utilized in automotive, commercial, light industrial, heavy industrial, agricultural, military, marine and custom applications. Headquartered in Huntsville, Ala., with more than 500 locations in 48 countries, it is the goal of LINE-X to consistently produce the highest quality and most reliable materials available. Follow LINE-X on Twitter [@LineXprotects](https://twitter.com/LineXprotects), become a fan on Facebook of [LINE-X Protective Coatings](https://www.facebook.com/LineXProtectiveCoatings) and check out what LINE-X is doing on YouTube at: www.youtube.com/LINEXProtects.

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