

For Immediate Release:

HeavyMetalConcepts is both pleased and excited to announce that they are an official sponsor of Miller Motorsports. Miller Motorsports, made up of driver Erik Miller and co-driver Rob Ruggiero, have just recently become the first to win the International Endurance Championship (IEC) after their outstanding accomplishments this year so far, including 5th place at the 2010 King of the Hammers race.

Along with their 5th place finish at KOH in California, Miller Motorsports took 2nd in the King of the Hammers "Right Coast Qualifier" (RCQ) held at Rausch Creek ORP in Pennsylvania in May, as well as 2nd place at the King of the Hammers "No Coast Qualifier" (NCQ) at SMORR in Missouri. Aside from the IEC series, Miller Motorsports also took home first place at the 2009 November RCrocs race at Rausch Creek ORP, as well as the Overall Winner and the 8 cylinder class winner at the Line Mountain Coal Bucket race in July.

Although the team has shined their way through 2010 thus far, the question "Who is Erik Miller?" is one that still exists in many of the minds of the Ultra4/off road racing community. HeavyMetalConcepts has joined up with Miller Motorsports to help answer this question.

HeavyMetalConcepts first witnessed Miller Motorsports qualify at the 2009 RCQ and has watched the team grow into what it is today. Now, they are working with Miller Motorsports as a media sponsor by creating video, photography, design, marketing packages, and other various forms of exposure for the team. Embedded above is the Team Promotional Reel HeavyMetalConcepts has created. Miller Motorsports' Erik Miller and HMC's Will Gentile share a common ground in the off road motorsports community, and together through this partnership they hope to take their own (as well as each other's) ventures to new heights.

HeavyMetalConcepts, a full service media/advertisement company based out of Connecticut has been working with off road motorsports since 2008, having created DVDs such as the 2010 RCQ "Quest for Glory," 2009's RCQ "Road to the Throne," and the 2009 RCrocs series "Contention." In addition to DVDs, HMC provides a modern sleek advertising/promotional service to teams, businesses, and individuals alike, from business cards/flyers all the way up to full event coverage productions. They are looking forward to the opportunities that lie ahead with Miller Motorsports.

Contact:

Will Gentile
HeavyMetalConcepts
wgentile@heavymetalconcepts.com
Ph: 203-767-8680

Erik Miller
Miller Motorsports
millerrockracing@gmail.com
Ph: 570-575-6333