



STEVE ARPIN, LOENBRO MOTORSPORTS JOIN FORCES WITH HOONIGAN'S KEN BLOCK IN NEW RALLYCROSS

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For more information, contact Loenbro Motorsports, (704) 859-5599

CHINA GROVE, N.C. – Loenbro Motorsports and its world-class driver Steve Arpin are taking their racing team to an exciting new level, teaming up with Ken Block and his Hoonigan Racing Division to compete in select events of the new Americas Rallycross Championship (ARX).

Since 2013, Arpin has been a rising star on the Red Bull Global Rallycross circuit, racking up victories and podium honors in his Ford Fiesta ST Supercar. Arpin, who doubles as general manager of Loenbro Motorsports, finished third in the overall GRC championship standings in 2017.

He can't wait for his relationship with Block, Hoonigan and Ford to deliver more wins on the racetrack.

"The support from our owners, Paul and Jon Leach of Loenbro, our sponsors and our fans during our GRC run has been unbelievable," Arpin said. "We have accomplished so much as a small, private team. We've earned a tremendous opportunity to work closely with Ken Block and Hoonigan."

In a news release, Block said he's "excited about partnering with Steve on my 2018 rallycross plans."

"Steve and his team have offered to continue with development of the Ford Focus and I think they're a great partner for myself and my team when it comes to ARX," he said.

Arpin credits the Leach brothers and many valued teammates for his success. The commitment of lead engineer Carl Goodman, fabrication specialist Kyle Bussard, shop foreman Wayne Orme and many other key crewmembers have been instrumental in Loenbro Motorsports' rise to prominence on the GRC circuit, he said.

Ford has been Arpin's vehicle of choice for his rallycross career, and Block has favored the brand, as well. Loenbro, an industrial construction and services company, has relied on Ford products for years, and now has a fleet of 400 Ford pickups in service across the U.S.

Arpin said the new relationship with Block, Hoonigan and the Ford machines seems like "a natural progression and a great fit" for their team.

Arpin will be part of three-way technical and marketing partnership with Block and Hoonigan. The partnership will see Arpin become a Hoonigan driver and his racecar will feature a livery similar to Block's.

The Loenbro team will focus on technical developments of the Focus RS RX. Block and Hoonigan will contribute marketing assistance to Arpin and the Loenbro Motorsports team, which are headquartered in China Grove, N.C.

With the additional marketing assistance, Loenbro Motorsports sponsors will enjoy even greater visibility and benefits from the partnership and the new ARX series, which has attracted other top Supercar drivers from the Red Bull GRC circuit, Arpin said. Arpin's new livery and sponsors will be announced in coming weeks.

Block is a co-founder of DC Shoes. He helped launch Hoonigan Industries, a motorsport-lifestyle apparel brand for rebellious auto enthusiasts. Block and his Hoonigan team produce the high-speed, award-winning Gymkhana

video series.

IMG announced the Americas Rallycross Championship in March. IMG organizes the World and European Rallycross championships and is a global leader in sports events and marketing.

"ARX is a very exciting opportunity to use our experience from World RX to grow the sport in the Americas," said Paul Bellamy, IMG senior vice president and Managing Director, Motorsports, in a news release.

About Loenbro Motorsports

Owned by brothers Paul and Jon Leach, Loenbro Motorsports is the racing team division of Loenbro, a successful industrial construction and services company. Loenbro provides single-source solutions for industrial customers from coast to coast. Its reputation for exceptional performance and a strong work ethic has helped fuel its growth since it was founded in 1998. For more information visit www.loenbro.com.

