



**For Immediate Release**  
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## LATICRETE Sponsors Driver in "Green" Racing Series



*For Immediate Release:* LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, has announced it will sponsor the race car of Taylor Broekemeier for five out of his 10 races this season in the Volkswagen Jetta TDI Cup Series, the world's first racing series designed to be "green." Driving the LATICRETE car, Broekemeier took the podium with a third-place finish on April 24, 2009 in the first race of the Volkswagen clean-diesel fuel series at Virginia International Raceway in Danville, Virginia, considered one of America's finest road courses.

"Without a doubt, LATICRETE has been essential to my success," said Broekemeier. "They have really stepped up for me and are sponsoring five of my 10 races this season. They don't just provide monetary support; they bring a lot of customers out and put spectators in the stands. They really take care of me, and it's a great company to be sponsored by and associated with."

Broekemeier, a 22-year old senior at Colorado State University, is the son of Brent Broekemeier, vice president of the Rio Grande Company in Denver, a long-time LATICRETE distributor in the Rocky Mountain Region.

LATICRETE, the first tile and stone installation products manufacturer to achieve GREENGUARD certification for an entire product range, sponsors Broekemeier in the Volkswagen Jetta TDI Cup which is designed to bring an environmentally responsible focus to the world of motor sports with its clean-diesel fuel technology. Volkswagen's goal is to demonstrate there is a short to medium term solution to dramatically reduce harmful vehicle emissions, and the entire racing series has been certified carbon-free in a partnership with CarbonFund.org. The factory prepared and maintained 2010 Volkswagen turbo-diesel Jetta gets 25 mpg in racing conditions, and in normal driving conditions will return 36 mpg in the city and 52 highway mpg.

### Innovative Tile and Stone Installation Systems

Broekemeier, now in his second season with the Volkswagen Jetta TDI Cup Series, finished third and fourth, respectively, at Virginia International Raceway, his highest finish on the tour to-date.

“The LATICRETE car was running really well,” said Broekemeier. “We qualified in the exact same spots that we finished in for both races. It was pretty hot out, but the tires stayed under the car pretty well and I managed to run a clean race and bring it home on the podium.”

LATICRETE International, Inc. is a family owned business dedicated to innovative, high quality tile and stone installation systems. Based in the USA, the 50-plus year old company is one of the world’s leading manufacturers in its field. It’s well known brands LATICRETE®, LATAPOXY® and SpectraLOCK® are manufactured and sold worldwide. USA /Canada: 1.800.243.4788, outside USA: +1.203.393.0010, [www.laticrete.com](http://www.laticrete.com).

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