



For Immediate Release
Additional information contact:
Eric Carson or Ron Treister
epc@communicatorsintl.com
207-828-8050 x 101

LATICRETE Sponsored Driver in Fifth Place for "Green" Series



For Immediate Release: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, has sponsored race car driver Taylor Broekemeier for the second consecutive season in the SCAA Pro Racing sanctioned 2009 Volkswagen Jetta TDI Cup. In the first racing series designed to be "green" from start to finish utilizing clean-fuel technology, Broekemeier has maneuvered himself into fifth place at the midseason point with four top 10 finishes in just five

events. Heading into the August 14-16 weekend of racing at Road America in Elkhart Lake, Wisconsin, Broekemeier has amassed 115 points, trailing the top-ranked driver by only 73 points with five events remaining on the schedule. Driving on his favorite track, VIRginia International Raceway on April 24-26, the 22-year-old Colorado State University senior impressed with a third-place and fourth-place finish in the double-event that kicked off the season.

"It seems the higher I finish the more inquiries I get about the LATICRETE logo," said Broekemeier. "This year I'm racing much better and I get asked a lot about it. I always tell them 'LATICRETE is an innovative manufacturer of tile and stone installation materials.' I like to use that line. One of the drivers on the tour this year is from Seattle. His father is a contractor out there and he knew all about LATICRETE. We had a nice talk about it."

Broekemeier is the son of Brent Broekemeier, vice president of the Rio Grande Company, one of the most respected sources for LATICRETE® products in the Rocky Mountain Region surrounding Denver. By participating in the Jetta TDI Cup Broekemeier has the chance to win the \$100,000 purse as the series champion, and will earn a Pro Racing license from the SCCA at the end of the season. This year, 25 drivers between the ages of 16 and 26 compete in 10 events on eight road courses around North America in identical factory-prepared Jetta TDI's powered by SynDiesel® B5 biodiesel fuel provided by



HYPERFUELS. The Jetta TDI Cup car features a 2.0-liter, 170 horsepower, four-cylinder TDI clean diesel engine. Performance testing has proven that diesel powered vehicles direct injection system improves fuel economy by 24 percent. By using biodiesel fuel the 2009 Jetta TDI Cup season will reduce carbon emissions by 2,583 pounds. All Jetta TDI's currently at dealerships nationwide qualify for a \$1,300 Advanced Lean Burn Technology Motor Vehicle Income Tax Credit. The series also supports Carbonfund.org, the leading not-for-profit provider of carbon offsets. Volkswagen and Carbonfund.org are able to reduce the series' carbon footprint through reforestation efforts in northeast Louisiana.

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.

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