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Broekemeier Shines in LATICRETE car on VW Green Racing Tour



May 31, 2010: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, entered into a sponsorship program with a young race car driver from Colorado named Taylor Broekemeier back in 2008 for the first Volkswagen Jetta TDI season of green, clean-fuel racing. After three years together, LATICRETE appears to have helped uncover a star in the making. Driving the LATICRETE car in the 2010 clean-diesel fueled VW Jetta TDI Cup, Broekemeier has earned 41 points after two events to place 11th in the latest standings. The 23-year-old remains very much in the running for the cup with only six points separating the four other drivers bunched in front of him for sixth-place at 47. As the only professional racing series designed to be green, the tour has garnered its share of attention through a nationally televised documentary program, "Racing Under Green," produced by Discovery Channel. The second installment of the documentary series features the emergence of Broekemeier in a leading role as he grinds out the tour with representatives from LATICRETE in the stands at every track along the way.

The Discovery Channel documentary picked up in year two of the Jetta TDI Cup, offering inside looks at the 25 drivers while showcasing the technology behind VW's clean-diesel fuel. With filming of the third season in full-swing, the camera has been highly focused on Broekemeier as he maneuvers the No. 3 LATICRETE car. In three, 60-minute episodes including off the track interviews, Broekemeier seems destined to step out in the spotlight with a leading role in this year's program. Racing Under Green is set to air on cable television over a three-day span in January on the Discovery Science Channel, Planet Green and HD Theater.

"Volkswagen has definitely noticed that LATICRETE comes out to the track," said Broekemeier. "They do little things along the way to recognize LATICRETE as a sponsor that's involved and supports the tour. Volkswagen
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might put them in a special box, or bring them out on the track after the race. I don't think there's been one race that at least someone from LATICRETE hasn't been at. It's definitely unique. I know the 'green' aspect of the series is very important to them, but for me it shows they care about my racing career. LATICRETE really seems to enjoy being part of it and it's always nice to have them there. In racing, that little extra support makes all the difference."

Broekemeier fared well as he traditionally does at VIRginia International Raceway in late April, the first date of the 2010 season featured two rounds of racing over the weekend. The Fort Collins, CO. native started in the 11th position and picked up 13 points with an 8th place finish in Round 1. In Round 2 in Virginia, Broekemeier started in the 8th position and crossed the finish line 5th, adding 16 points to his total in the first stop for the Jetta TDI Cup.

The next weekend of the tour on May 8-9, Broekemeier also held true to form, struggling at a New Jersey Motorsports Park that just hasn't been kind to him. His first year Broekemeier finished 9th in New Jersey, and last year was sitting solid in the seventh position before totaling the LATICRETE car. In 2010, Broekemeier was cruising along in sixth-place when another driver tried to overtake him and mangled his right-front side. Despite costly damages, he held onto his position and ended up placing fifth, moving up a spot when the same driver was penalized for a dangerous move in the corner. Broekemeier finished 15th and picked up 12 more points in New Jersey for a season total of 41, just six points away from sixth-place. With the LATICRETE No. 3 car patched up, Broekemeier and the VW Jetta TDI Cup head for Utah and Miller Motorsports Park for Round 4 on June 5-6.

"New Jersey hasn't been a good track for me," Broekemeier said. "This year was one just one of those races that didn't go my way. But LATICRETE came out to the track and we got one of its sales reps inside a TDI car after the race. I think he enjoyed that. He had a big smile on his face. It was nice to have him there."

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.





1. Taylor Broekemeier angles his No. 3 LATICRETE into position hoping for a win on the 2010 Jetta TDI Cup.



2. The daughter of LATICRETE regional sales manager Eric Pucilowski gets on board with LATICRETE racing at the Jetta TDI Cup in New Jersey.

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