



The Leader in Event Critical Timing Electronics

RaceAmerica Drag Tree part of an exhibit at the Walter P. Chrysler Museum

**Museum makes use of RaceAmerica demo tree to enhance the display
of famous Dodge Drag Car "Color Me Gone"**

Santa Clara, Ca (May, 18 2010) – RaceAmerica is proud to have one of its drag trees as part of the "Color Me Gone" exhibit at the Walter P. Chrysler Museum in Auburn, MI. Tuned by Dick Branster and driven by Roger Lindamood to the National Hot Rod Association's Top Eliminator title, "Color Me Gone" was one of the most famous of the limited-edition, lightweight, Dodge drag cars. This 1960's drag car created over 500 hp and ran a quarter mile time of 11.7 seconds. Weight reduction, critical for drag racing, was achieved by use of an acid-dipped body shell, lightweight bumpers, magnesium front wheel and aluminum hood and front fenders. Tens of thousands of plastic models of this car were sold to modelers and race fans in the 1960's.



"Our equipment is utilized in various applications from professional racetracks to firemen's test courses and product testing laboratories. Having it exhibited in the Walter P. Chrysler Museum, with a famous drag car, is fitting with our company's roots," said Dennis Laczny, President of RaceAmerica.

The Walter P. Chrysler Museum celebrates the proud heritage of an American automotive original. With 55,000-square-feet spanning three floors, the Museum features more than 65 antique, custom and concept vehicles interspersed with interactive displays and historical exhibits that tell the story of the automaker's contributions to automotive design, technology and innovation, as well as the automobile's impact on American culture. The newly-independent, nonprofit Walter P. Chrysler Museum operates independently of Chrysler Group LLC and donations are tax-deductible.



The RaceAmerica tree used in the exhibit is a fully functional, classic style, professional drag tree with a RaceAmerica demo tree controller.

For more information on RaceAmerica visit www.RaceAmerica.com. For more about the Walter P. Chrysler Museum, including membership opportunities, visit www.wpchryslermuseum.org.

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Founded in 1991, RaceAmerica is the industry leader in advanced event critical timing electronics. The Company designs and manufactures a complete line of portable timing systems, software, and LED-based scoreboards and displays for use in both single and multi-lane snowmobile, autocross, mud bog, soap box derby, ATV, and drag racing. RaceAmerica also provides a variety of customized timing solutions for private, commercial, and industrial applications. RaceAmerica is recognized worldwide for their innovativeness, reliability, speed, and accuracy. The Company produces the world's only state-of-the-art, fully wireless drag racing timing system and continues to innovate with flexibility to match unique customer needs. RaceAmerica also supports the thousands of systems that it has operating in over 40 countries with unrivaled customer and technical assistance. Learn more about RaceAmerica at www.RaceAmerica.com.

