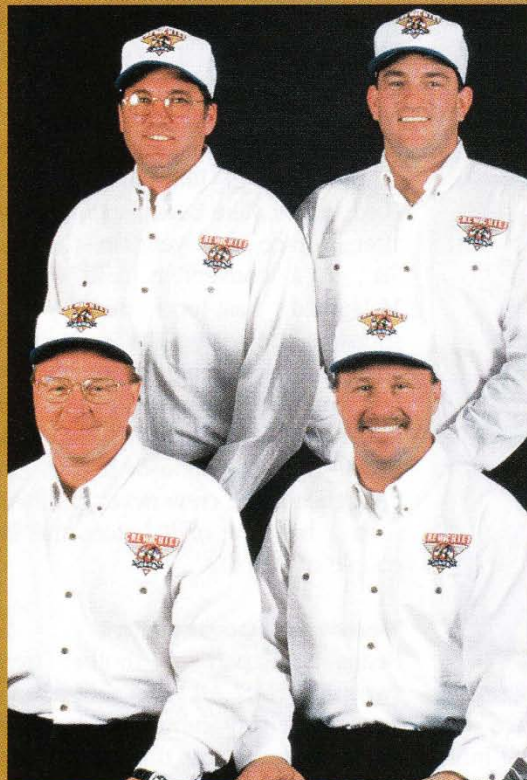


Teaming Up

Four NASCAR Winston Cup crew chiefs — (clockwise from top left: Robin Pemberton, Todd Parrott, Jimmy Makar and Larry McReynolds) — have joined forces to manage their celebrity status by forming the Crew Chief Club.



The Crew Chief Club is designed to provide fans with a new way to interact with some of their NASCAR favorites, including autograph sessions, special souvenirs and Internet chats at www.crewchiefclub.com.

“Hopefully it will be something new and different for the fans to enjoy,” McReynolds says. “We’ve got a good group of guys who are part of the company and the fans should be able to rally around them. The club represents us as individuals, but it also represents the whole garage area. All of the people who work

80 to 90 hours each week are just as important as the drivers are.”

Makar says, “People are relating to crew chiefs sometimes even more than drivers. There are a lot of guys at home who tinker with their car on the weekend.”

The Crew Chief Club is offering a full line of apparel, sold in specialty race shops and at souvenir trailers, and a member will also sign autographs at the end of every Happy Hour practice, usually the last on-track action of the day before a race.

The founding members expect to add more mechanics to the club in the future. “The more the merrier, especially since our first priority always needs to be our race team,” Parrott says. “The more of us there are, the more time we can spend with the fans and the media.”

— Mark Zeske