



MONTPELIER MOTOR SPEEDWAY

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FOR IMMEDIATE NEWS RELEASE

BACH PROMOTIONAL PRODUCTS TO SPONSOR MONTPELIER MODIFIEDS

Lima, OH Based Advertising Specialty Distributor Joins Expanding Field of Marketing Partners

MONTPELIER, IN (March 10) – Bach Promotional Products of Lima, OH has joined the expanding list of marketing partners for Montpelier Motor Speedway’s 2022 campaign. The advertising specialty distributor has become the title sponsor the Modified division that will be competing on a regular basis throughout the season.

Bach’s Tyler Breidenbach commented, “we’re a promotional company that offers shirts, hats, pens, and marketing materials. We are excited to come on board as the Modified division sponsor and look forward to the opportunity to work with the Montpelier Motor Speedway racers to expand their marketing needs. As an additional way to show our support, we will be offering a 10% discount by mentioning they heard about Bach Promotional Products at Montpelier.”

Running under the DIRTcar sanctioning banner, the Modifieds have been a mainstay of racing at Montpelier for years.

“When the Modifieds are turned loose at Montpelier, it is competition at its finest,” commented track promoter, Larry Boos. “It is not unusual to see them running three-wide for the lead on the tight quarter-mile dirt oval, right up to the checkered flag.”

The 2022 season at Montpelier Motor Speedway opens Saturday, April 16 in a twilight show. Due to the unpredictable seasonal weather, the race time has been moved forward to 3:22 p.m. Joining the Bach Promotional Modifieds, will be the Super Stock, Street Stock, Affolder Implement Hornets and Dirt Truck divisions.

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