

# News Release

FOR IMMEDIATE RELEASE

Editorial Contact:  
Kim Schmidt  
Marketing Manager  
(513) 870-8576  
kschmidt@escortinc.com

## **ESCORT INC. ANNOUNCES SPONSORSHIP OF RAHAL LETTERMAN RACING FOR 2009 BMW AMERICAN LE MANS SERIES PROGRAM**

West Chester, Ohio (July 31, 2008) – ESCORT Inc. and Rahal Letterman Racing today announced the signing of a multi-year partnership where ESCORT will join the Ohio-based team's ALMS program as an associate sponsor. ESCORT, the world leader in radar and laser detectors will be an integral part of the new RLR BMW M3 Race Car as it makes its full-season debut in 2009.

The return of BMW to American Le Mans Series competition with Rahal Letterman Racing in 2009 will provide a new showcase of on-track speed for the fabled German manufacturer, and RLR's newest sponsor partner will provide the latest technologies in measuring those blinding speeds.

"Any time that you can build a relationship with a world leader such as ESCORT, it raises the bar for the entire race program," said RLR co-owner Bobby Rahal. "We look forward to forging a great partnership with ESCORT in the coming years. I am sure that ESCORT's cutting-edge technologies will be a vital component in measuring the speeds generated by the RLR BMW M3 Race Car as we prepare for next year's racing season."

The Ohio-based company holds more than 85 percent of the radar and laser detection patents in the United States, and has won more independent third-party tests and reviews than any other brand.

"We are very excited to work with Rahal Letterman Racing on its new BMW program," said ESCORT CEO John Larson. "As an Ohio-based company, the opportunity to partner with one of the finest racers ever to come out of the Buckeye State was very attractive to us. Having just launched the ultimate products for high performance cars, the [PASSPORT 9500ci](#) custom-installed radar and laser defense system and the [PASSPORT 9500ix](#) portable detector, it seemed to be a perfect time to sponsor a great racing series and a great team like Rahal Letterman Racing."

The Rahal Letterman Racing BMW M3 will be joining the American Le Mans Series on a full-time basis on 2009, with the team campaigning a pair of cars in the GT2 class.

The logo for ESCORT, featuring the word "ESCORT" in a bold, blue, sans-serif font with a registered trademark symbol (®) at the end.

The team and the manufacturer are currently completing their plans as they pertain to testing and competition. More details will be announced as soon as they become available.

**About Rahal Letterman Racing:**

Rahal Letterman Racing, based in Hilliard, Ohio and co-owned by three-time Indy Car Champion and 1986 Indianapolis 500 winner Bobby Rahal and CBS LATE SHOW host David Letterman, has been competing for more than a decade compiling 19 victories, 30 poles and one series championship and an Indianapolis 500 championship. In 2007 Rahal Letterman Racing entered a new partnership with Andersen Racing to run two entries in the Indy Pro Series and in 2009 will campaign a pair of BMW M3 race cars in the ALMS.

**About ESCORT, Inc.**

ESCORT Inc. is the leading manufacturer of high-performance radar and laser detectors. It manufactures products under the [ESCORT](#), [SOLO](#), [Vector](#) and [Beltronics](#) brands. The company is headquartered in West Chester, Ohio with its principal manufacturing facility located in Mississauga, Ontario, Canada.

**ESCORT®**