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The Carlstar Group announces sweepstakes to win a 2016 Cragar® Camaro

Sweepstakes begins today for custom modified car built by Detroit Muscle

Franklin, TN - August 24, 2016 - The Carlstar Group announced today a sweepstakes partnership with RTM, producer of the hit TV show Detroit Muscle, to build and giveaway a 2016 Cragar Camaro SS. The official sweepstakes for the 2016 Cragar Camaro kicks off today and will be outfitted with Cragar's brand new wheels recently launched for Modern Muscle.

"Joining forces with the team from Detroit Muscle was a great way for us to pay tribute to our loyal fans and help celebrate two iconic brands that enthusiasts know and love," stated Laren Harmon, Executive Vice President of Sales at The Carlstar Group. "It's also a great way for us to reinforce our recent announcement of three new Cragar styles and fitments launched for Modern Muscle."



The car features the new Cragar 620BMBC wheel, one of three new styles Cragar unveiled in August. The featured wheel offers a contemporary design with a machined aluminum face. In addition, the 2016 Cragar Camaro also includes these aftermarket upgrades:

- A brand new set of Firestone Firehawk tires
- Edelbrock E-Force supercharger with 578 horsepower
- Chevrolet Performance brakes and suspension kit
- Hooker Blackheart headers and exhaust
- 6LE Designs splitter package
- BASF paint with custom graphics



“We are excited to be able to partner with The Carlstar Group to giveaway this incredible Camaro,” RTM President Matthew Hawkins said. “One lucky PowerNation viewer will get the chance to own a piece of automotive television history by winning this custom modified 2016 Cragar Camaro SS built by Detroit Muscle.”

To enter for a chance to win the brand new, custom built Cragar Camaro, visitors can register on Cragar’s new website, www.cragarwheel.com . The new site was launched in conjunction with the sweepstakes and offers car enthusiasts a more user-friendly experience when searching for Cragar wheels.

“The site comes complete with a Vehicle Visualizer so you can actually see how our wheels will look on your make and model car,” stated Harmon. “Additional features include an easy Where to Buy feature for quick access to online and local retailers and easy to navigate product specifications and details so consumers can ensure they’re getting the right fit for their car.”

The three new Cragar styles launched last week include the 614C, 615BMBC and 620BMBC/MB. The wheels come in sizes ranging from 18x8 to 22x9 and are available in four different finishes. The new Modern Muscle line targets the 2005 – 2016 model cars. All three styles will be available in dealerships in September 2016.



“The unveiling of our new brand, the new styles for Modern Muscle, and the new website combined with this Camaro car giveaway is an exciting way for us to pay tribute to our Cragar brand and the auto enthusiasts,” said Harmon.

To see the official rules and to enter for a chance to win, viewers should visit www.cragarwheel.com or www.powernationtv.com . For more information regarding air dates and times, [visit www.powernationtv.com](http://www.powernationtv.com).

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Cragar® Wheels from The Carlstar Group

The Cragar Wheels brand, owned by The Carlstar Group, offers a collection of stylized wheels *Built for Real American Muscle*. Founded in the 1930s as Cragar Wheels, the Cragar brand symbolizes iconic style, performance and speed. Today, millions of vehicles all over the world are equipped with quality Cragar wheels. Nothing screams style like a set of Cragar wheels. *Cragar is a registered trademark of The Carlstar Group, LLC. All rights reserved*

About The Carlstar Group

The Carlstar Group is headquartered in Franklin, Tennessee, and is a global manufacturer of original equipment and aftermarket specialty tires and wheels for the agriculture, construction, outdoor power equipment, powersports, high-speed trailer and flat free/manual markets. The diverse portfolio of solutions are offered under several leading brands including Carlisle® tires and wheels, ITP® tires and wheels, as well as Cragar®, Black Rock® and Unique® wheels and Marastar® flat free and manual tires. The Carlstar Group employs 3,000 associates in 16 facilities located in five countries. The Carlstar Group has created a culture of converting great ideas into advanced products and has a legacy of excellence in product innovation, quality, and customer service. For more about The Carlstar Group, visit www.carlstargroup.com

About RTM

Based in Franklin, Tenn. and New York, N.Y., RTM is a full-service television marketing and media company specializing in automotive tech content. RTM currently airs four auto shows in a two-hour block under its PowerNation title including Xtreme Off Road, Engine Power, Truck Tech and Detroit Muscle. PowerNation blocks are distributed on Spike TV, NBCSN and CBSSN as well as online at PowerNationTV.com and the PowerNationTV app. For more information, visit www.rtmv.com.

RTM is a wholly owned subsidiary of Raycom Media. Located in Montgomery, Alabama, Raycom Media owns and operates 56 television stations covering over 13 percent of the United States across 18 states. For more information, visit www.raycommedia.com.