



Media Contact: Kerry O'Malley, Marketects, Inc. (281) 348-0888 or omalley@marketectsinc.com
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Rookie Sponsor, Driver to Debut at Martinsville

Statesville, NC: Texas businessman Terry Hebron is no rookie in the heavy truck and equipment industry, but he'll be a first-timer when he arrives in Martinsville, Virginia, as the sponsor of Carl Long's #96 Dodge race truck.

"I'm living my dream. I'll be at my first race and I'm going as a sponsor!" Hebron exclaimed.

The Texan is no doubt expecting big things from the truck race, namely a big spike in interest in his business, HeavyTruckDealers.com. "There may be 30 sites out there that try to serve the heavy truck and equipment buyers, but HeavyTruckDealers.com is, by far, the most efficient. I've got over 1,200 dealers signed up with me between my retail site, HeavyTruckDealers.com, and my wholesale site HTAEW.com. It's very easy for buyers to come to HeavyTruckDealers.com and search for a roadworthy vehicle that suits their needs," explained Hebron.

Hebron used to do all of his heavy truck and equipment transactions the old-fashioned way—by phone. His websites now deliver all the custom service of a phone call—and afford the users the ability to shop at their leisure.

Hebron enjoyed the first element of sponsorship success at the Great American Truck Show in Dallas. The HeavyTruckDealers.com race truck was on display in Hebron's booth at the trade show, and drew quite a crowd. "The truck definitely drew attention to the booth!" said Hebron of the truck's "show car" appearance.

Hebron will soon enjoy the biggest part of his sponsorship package as he watches his business' website zip around Martinsville Speedway on the hood and quarter panels of Carl Long's #96 Dodge race truck, driven by Matt Carter, son of Winston Cup team owner Travis Carter.

"I'm very excited about this opportunity to drive in the [NASCAR] Craftsman Truck Series. I've got a lot of laps at Martinsville, so I'm hoping that'll help us out," Carter said of his upcoming debut.

Carl Long owns the #96 HeavyTruckDealers.com Dodge. Carter is excited to drive for a different owner, and his father, Bel-Car Racing's Travis Carter, is grateful for this chance for his son to answer to a different boss.

"The truck belongs to Carl [Long]. Matt gets a chance to drive for someone else for the weekend and it'll be an important experience for him," explained Travis Carter.

Rookie Matt Carter and first-time sponsor Terry Hebron will make their NASCAR Craftsman Truck Series debut on Saturday, October 18th at Martinsville Speedway in the Advance Auto Parts 200. Race time is 12:30 PM ET; watch all the action live on SPEED Channel or tune into MRN Radio.

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(See reverse for Stats, Notes and Race Info...)

Stats, Notes, Race Info...

Driver: **Matt Carter**

Hometown: Denver, NC Residence: Denver, NC
Age: 22 Status: Single
Race starts: 76 Wins: 4
Top 5's: 45 Top 10's: 57
Poles: 9
Championship: 2003 Hickory Motor Speedway Track Champion, 2nd in points in 2002
Website: www.MattCarter15.com

Sponsor: **HeavyTruckDealers.com**

Heavytruckdealers.com is a community of truck and trailer dealers that have come together to list their equipment for sale on the Internet. All dealers are members of www.HTAEW.com, a private "Dealers Only" website that provides dealer services such as wholesale and trades.

Heavytruckdealers.com was created for our members to publicly list their equipment. Dealers from all parts of the United States and some provinces in Canada have equipment listed on HeavyTruckDealers.com. The site is one, easy to use website where all the specification pages are uniform—to simplify the search process. Visit HeavyTruckDealers.com and see the difference!

Website: www.HeavyTruckDealers.com

Owner: **Carl Long**

Hometown: Roxboro, NC
Residence: Mooresville, NC

After 20 years behind the wheel, Long is interested to see if being a car owner will satisfy his omni-present need for racing action. He heads into his ownership role with all the determination of a veteran owner—working out masterful engine plans and lining up a strong crew. Carl Long would like nothing more than to be handed a contract to drive a race car full time, but at 36, the long-term benefits and joys of car ownership are looking very, very attractive.

Race: **Advance Auto Parts 200**

Time: Saturday, October 18th Distance: 200 laps
Practice: Friday, October 17th Qualifying: Friday, October 17th
Race Airs: Saturday, October 18th, 12:30 PM ET, Speed Channel and MRN Radio
Track: Martinsville Speedway
Banking: 12 degrees
Distance: 0.526 miles
Shape: Oval

In the house that Clay Earles built, it can be a tough, tough go. Martinsville Speedway opened in 1947 and has given driver's headaches ever since. The track, said to be shaped like a paperclip because one end is wider than the other, is short and fairly flat. The lap times are often the slowest on the NASCAR circuit, but that doesn't mean they are easy. Drivers come to this Virginia fixture knowing there will never be a good or easy time to pass! It's not uncommon to see drivers do their Victory Lane speech sitting on the ground, propped up against their race car following an exhausting run at Martinsville Speedway.

Website: www.MartinsvilleSpeedway.com