

# Billy Moyer Jr. Captures JRi Shocks Rookie of the Year – Presented by Dunn-Benson Ford



WAYCROSS, GA (November 6, 2013) – Billy Moyer Jr., of Batesville, AR rose to the challenge and won the JRi Shocks Rookie of the Year – Presented by Dunn-Benson Ford Award for the 2013 Lucas Oil Late Model Dirt Series season. Moyer Jr. drove the Sparks Motorsports, Crop Productions Services, Pro Power Racing Engines-powered #21JR on the series in 2013. Moyer Jr. recorded eight (8) Top 10 finishes while finishing 9th in the series final points standings for 2013. Moyer Jr. averaged an impressive 14th place finish in LOLMDS events this season.

Moyer Jr. will receive a \$10,000 cash award for winning the Rookie of the Year title at the series awards banquet along with product awards from JRi Shocks, AR Bodies, C&R Racing, Eibach Springs, Fast Shafts, FK Rod Ends, Fuel Safe, Hawk Performance, Performance Bodies, WELD Wheels, Wiles Drive Shafts and Wrisco Aluminum. Moyer Jr. will collect over \$26,000 in cash and product awards at the Lucas Oil Championship Awards Banquet. For the season, Moyer Jr., and his team will have earned over \$80,000 in earnings and product awards on his first year on the tour.

"It was a great year for our team to win the JRi Shocks Rookie of the Year title on the series. I want to thank JRi Shocks and Dunn-Benson Ford for sponsoring the series and the rookie award. I want to also thank my crew, Sparks Motorsports, Crop Production Services, Henderson Motorsports, and all my sponsors for a great season and for supporting me. Even after some tough times this year, winning the ROY was our goal for the season, and I'm really excited to have earned this honor. We are looking forward to coming back next year and contend for a Top-Five finish in series points," exclaimed Moyer Jr.

In winning the 2013 Rookie of the Year title, Moyer Jr drove a Victory Circle Chassis by Moyer powered by a Pro Power Racing Engine. His sponsors include: Sparks Motorsports, Crop Production Services, Henderson Motorsports, Banner Valley Hauling, Red Line Oil, Performance Bodies, Imperial Motors, New Vision Graphics, Car City, Rock Hard Powder Coating, L&D Trucking, Karl Chevrolet, Fikes Family of Companies, S&H Industrial Services, Watters Autoland, Oakley Deatherage Opticians, Stealth Carburetors, Cizmar Racing, Mark Martin Chevrolet, COMP Cams, Eibach Springs, Allstar Performance, Midwest Sheet Metal, Turbo Start, Bell, Franklin Rear Ends, Wilwood, WELD Wheels, Hooker Harness, Wiles Drive Shafts, BERT Transmission, PRC, Peterson Fluid Systems, Mason Racing, Ohlins Shocks, Sweet Mfg, Schoenfeld Headers, Hoosier Tire, ISC, VP Fuels, KRC, BSB Mfg, Beya Headers, R2C Filters, TWM, Scott Performance Wire, REM Plastics, CPD Racing Tools, MSD, FK Rod Ends and MSR Mafia.

The Lucas Oil Late Model Dirt Series will honor Billy Moyer Jr. and the other stars of the Lucas Oil Late Model Dirt Series at the Lucas Oil Championship Awards Banquet, to be held at the Lucas Estate in Carmel, IN on December 12th, 2013.

To learn more about the 2013 JRi Shocks Rookie of the Year – Presented by Dunn-Benson Ford, Billy Moyer Jr. and his racing team, visit his official website at [www.billymoyerjr.com](http://www.billymoyerjr.com).

To learn more about JRi Shocks visit their official website at [www.jrishocks.com](http://www.jrishocks.com),

For more information on Dunn-Benson Ford, check out [www.dunnbensonford.com](http://www.dunnbensonford.com).

For the latest breaking news on the Lucas Oil Late Model Dirt Series, visit [www.lucasdirt.com](http://www.lucasdirt.com) and check us out on Facebook and Twitter at [www.facebook.com/lucasdirt](http://www.facebook.com/lucasdirt) and [www.twitter.com/lucasdirt](http://www.twitter.com/lucasdirt).

**About Lucas Oil Late Model Dirt Series:** Founded in 2005, the Lucas Oil Late Model Dirt Series is the nations' premier dirt late model sanctioning organization. The series sanctioned 47 events in 21 states in 2013 and receives national exposure through taped-delayed series events that are shown on CBS, CBS Sports, FOX Sports 1, NBC Sports and MAVTV.

**About Lucas Oil Products:** Founded in 1989 by Forrest and Charlotte Lucas, Lucas Oil Products, Inc. has established itself as one of the fastest-growing lubrication product lines in the consumer automotive aftermarket, featuring a line of engine oils, greases, gear lubes, problem-solving additives, and car-care products. Through innovative product research and development, along with aggressive marketing programs, Lucas Oil has established itself as a worldwide leader in the lubrication industry. Motorsports has always been part of the Lucas Oil culture and the cornerstone of the company's marketing strategy. Such passion for motorsports has inspired Lucas Oil to sponsor many race teams, events and series at all levels, including, NHRA, IRL, ASCS, NASCAR, IHRA and many more. Lucas Oil has also taken ownership and operational control of a number of high profile racing properties, such as: Lucas Oil Off Road Racing Series, Lucas Oil Drag Boat Series, Lucas Oil Pro Pulling League, Lucas Oil Late Model Dirt Series, Lucas Oil Modified Series, Lucas Oil Speedway in Wheatland, MO. and the Lucas Oil I-10 Speedway in Blythe, CA.

In 2007 Lucas Oil founded its own production house, Lucas Oil Production Studios, dedicated to producing high action motorsports television. Currently Lucas Oil Production Studios produces over 300 hours of original programming for networks such as CBS, CBS Sports, NBC Sports, FOX Sports 1 and MAVTV. More information about Lucas Oil Products, Inc. visit the company website at [www.lucasoil.com](http://www.lucasoil.com).

#### **2013 Lucas Oil Late Model Dirt Series Official Sponsors Include:**

ASi Racewear – "The Official Merchandise Vendor" of the Lucas Oil Late Model Dirt Series  
E3 Spark Plugs – "The Official Spark Plug" of the Lucas Oil Late Model Dirt Series  
GEICO – "The Official Insurance" of the Lucas Oil Late Model Dirt Series  
General Tire – "The Official Tire" of the Lucas Oil Late Model Dirt Series  
Hoosier Tire – "The Official Race Tire" of the Lucas Oil Late Model Dirt Series  
iON Cameras – "The Official Camera of the Lucas Oil Late Model Dirt Series"  
Lucas Oil Products – "The Official Oil" of the Lucas Oil Late Model Dirt Series  
MAVTV "American Real" – "The Official TV Network" of the Lucas Oil Late Model Dirt Series  
Optima Batteries – "The Official Battery" of the Lucas Oil Late Model Dirt Series  
Ole Smoky Moonshine – "The Official Moonshine" of the Lucas Oil Late Model Dirt Series  
ProtectTheHarvest.com-"The Official Protect the Harvest Campaign of the Lucas Oil Late Model Dirt Series  
RED BUCK- "The Official Fast Time Sponsor" of the Lucas Oil late Model Dirt Series  
Sunoco Race Fuels – "The Official Fuel" of the Lucas Oil Late Model Dirt Series

#### **2013 Lucas Oil Late Model Dirt Series Supporters Include:**

Allstar Performance, AR Bodies, Borrowed Blue, Barry Wright Race Cars, Bloomquist Race Cars, COMP Cams, Cornett Racing Engines, C&R Racing Inc, Crawford Supply, CV Products, DART Machinery, DirtonDirt.com, Dunn-Benson Ford, Dyers Top Rods, Edelbrock, Eibach Springs, Fast Shafts, Fuel Safe Fuel Cells, FK Rod Ends, Gaerte Race Engines, Georgia Boot, Hawk Performance, Jay Dickens Racing Engines, JRi Shocks, Keyser Mfg, Kuntz Race Engines, Longhorn Chassis, Hot Rod Merchant Processing, MasterSbilt Chassis, Öhlins Shocks, Outerwears, Performance Bodies, Pierce Racecars, Performance Rod and Custom, Pro Power Racing Engines, Race Engine Design, Rick Schwallie Photography, Rocket Chassis, Roush Yates Engines, Roush Yates Parts, Simpson Performance Products, Sweet Mfg, Traeger Grills, Weld Racing Wheels, Wiles Drive Shafts, Wrisco, 5150 Race Trailers.