

**REV YOUR ENGINES AND COME OUT FOR ARIZONA'S MOST EXCITING
NHRDA DIESEL RACING EVENT!**

Phoenix-based Strictly Diesel hosts 4th Annual DESERT DIESEL NATIONALS

Phoenix, Ariz. (Feb. 15, 2011) - High performance diesel cars and trucks will take center stage Saturday, March 12, 2011 during the **4th Annual Desert Diesel Nationals** at the Speedworld Dragstrip in Wittman, Ariz. **Phoenix-based Strictly Diesel** is proud to be the title sponsor of the Desert Diesel Nationals, a family friendly, action-packed day that attracts diesel enthusiasts, competitors and spectators from across the U.S. and Canada. As a headlining sponsor of this year's event, **Strictly Diesel will be giving away FREE tickets** while supplies last. Tickets must be picked up in person at Strictly Diesel, centrally located in the Deer Valley Airpark, at 621 West Lone Cactus Drive, Phoenix, AZ 85027.

Coordinated by the National Hot Rod Diesel Association (NHRDA), the Desert Diesel Nationals features diesel powered drag racing, a burnout contest, mud bogs, sand drags and a show 'n shine. During the crowd-favorite burnout contest, competitors get 20 seconds to do the biggest, *baddest* burnout they can, creating a cloud of smoke and cheers. In the Show 'n Shine contest, the best looking car or truck takes the win. For each competition, a panel of judges and combined audience response will determine the winners.

"Sponsoring the Desert Diesel Nationals again this year is an incredible opportunity for Strictly Diesel to support a great event in our own city," states Strictly Diesel's Co-Owner Nate Brekken. "Last year's racing event was one of the most exciting, high impact events of the 2010 NHRDA season and set record attendance. With more support from diesel enthusiasts and spectators from the USA and Canada than ever before, we know this year's event is going to be even better."

The Desert Diesel Nationals is being held at the Speedworld Dragstrip: entrance is located at 19420 West Happy Valley Road, Surprise, AZ 85361 (9 miles north of Bell Road, off of Grand Avenue/Highway 60). The gates open at 9:00a.m. and qualifying rounds start at 10:00 a.m. and go to 1:00 p.m. Drag Racing Eliminations, the Burnout Contest, and the Show 'n Shine events happen from 1:00p.m. to 6:00p.m. For excitement later in the night, the Mud Bogs and Sand Drags are from 8:00p.m. to 1:00a.m. Admission for kids under 12 is free, and adult tickets are \$15.

As a local shop carrying an extensive assortment of diesel engine parts and offering superior repair service, Strictly Diesel is also home to one of the largest selections of aftermarket diesel parts. Shop in-person or order online. For more information on its product assortment, or for free tickets to this event, call Strictly Diesel at 623-582-4404 or visit www.strictlydiesel.com.

-30-

About Event Sponsor Strictly Diesel:

Headquartered in Phoenix Arizona, Strictly Diesel is committed to providing the best diesel engine parts and vehicle repair. Qualified technicians, friendly customer service, and an impeccable reputation combined with the very latest in electronic diagnostic and testing equipment for troubleshooting and correcting problems. Offering complete power train repairs and performance items, Strictly Diesel specializes in Ford Power stroke 7.3L and 6.0L, 6.4L Chevrolet Duramax, and Dodge Cummins 5.9L and 6.7L. After market parts available on line nationwide. For more information, visit www.strictlydiesel.com.