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**DeCuzzi TIRES ARE NAMED OFFICIAL INDOOR TIRE OF PKE2010**

Las Vegas, NV, October 20, 2009 – DeCuzzi Tires, headquartered in Brunswick, Ohio, a leading manufacturer/distributor of indoor and outdoor go kart tires has been named "The Official Indoor Tire of PKE2010".

Forty eight 3-member Indoor karting teams from all over the country will converge on Las Vegas, Nevada the first weekend of February 2010 to race in the "First Ever" 180 lap Indoor Arena Mini-Enduro being held in the 80,000 square foot Arena at the South Point Hotel and Casino Event Center. The actual track design will utilize over 31,000 square feet of concrete surface on the arena floor with more than 4400 perfect view seats surrounding the course.

Major indoor kart track facilities will send two Teams per track to this \$5000 Indoor kart racing event with the winning Team taking home the \$2500.00 First Place prize.

"The growth of the indoor Karting market over the past 10 years in the U.S. has been amazing", commented Lou DeCuzzi, President and designer of the line of tires. "Indoor tracks offer our engineers a unique challenge of developing a tire compound to cover several different track surfaces that are in play, based upon how the track surface is set up. When new facility buildings are leased or built, the track area surfaces are treated with various methods to give the track smoothness and grip, the tire we have developed has been compounded to give grip under these conditions, and have the long lasting wear that is required for these types concession venues where a tire might see 10,000 cycles in a month."

DeCuzzi added, "Our goal is to provide the best quality product, at a great value with unsurpassed customer service"

The DeCuzzi Indoor Tire is being distributed by Tom Godfrey of Finish Line Race Gear. "The DeCuzzi Tire has proven itself in testing at several major tracks and is a great addition to our line of Indoor Kart products," noted Godfrey.

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**For further information on DeCuzzi Tires:**

**Finish Line Race Gear** [www.finishlinracegear.com](http://www.finishlinracegear.com) Phone:480-226-5885

**DeCuzzi Tires** [www.decuzzitires.com](http://www.decuzzitires.com) Phone: 330-220-3102 Fax:330-220-3204

**PKE2010 is the largest performance karting exposition in North America.** Scheduled for February 5-7, 2010 at the South Point Hotel and Casino on the Las Vegas strip, this will be the only pure karting event with a full exhibit floor, indoor and outdoor live racing and the largest karting buy and sell swap ever held. The website is [www.pke2010.com](http://www.pke2010.com) and is now accepting indoor team registrations, exhibitor reservations and hotel accommodations.

**International Motorsports Marketing, LLC** is a leading event management and marketing organization behind motorsports marketing and branding with a specific emphasis on performance karting in North America. The company is involved with publishing, digital media marketing, event management and competitive race series programs. The company's management team has more than 40 years in successful motorsports sales and marketing, matched with the production of hundreds of successful events and major exhibitions around the world.

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