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**Liberty Tire Recycling Breaks Ground as NASCAR ‘Green’ Sponsor**  
– MAKE Motorsports’ #50 Liberty Tire Recycling Chevy Silverado Driven by T.J. Bell –

**PITTSBURGH, August 17, 2010** – Pittsburgh-based [Liberty Tire Recycling](#), the premier provider of tire recycling services in the United States, is now the official sponsor of the MAKE Motorsports’ #50 Liberty Tire Recycling Chevy Silverado, which is operated by veteran driver T.J. Bell in the NASCAR Camping World Truck Series. Liberty Tire is the official tire recycler of the race team – the first such sponsorship in NASCAR’s “green” category.

“Our partnership with MAKE Motorsports is a natural progression as we try to reach more and more people with our core message of sustainability and performance,” said Jeffrey Kendall, CEO of Liberty Tire Recycling. “Scrap tires provide a consistent supply of raw material for innovative products, including rubberized asphalt, tire-derived fuel and recycled rubber mulch. These products are not only sustainable, but perform better than the conventional alternatives.”

Liberty Tire is the premier provider of tire recycling services in North America, reclaiming more than 1.5 billion pounds of rubber each year for innovative, eco-friendly products. The recycled rubber produced by Liberty Tire is used as crumb rubber and industrial feedstock for molded products and rubberized asphalt; as tire-derived fuel for industrial kilns, mills and power plants; and as rubber mulch for landscaping and playground safety surfacing. The company maintains a network of processing plants and comprehensive door-to-door collection services.

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MAKE Motorsports was founded by Mark Beaver and Tracy Lowe, a partnership with 50 years of combined racing experience. Beaver has owned teams as part of the NHRA, IHRA, Super Late Model Dirt Series, Legends, SCCA Trans Am & SCCA World Challenge. As one of the only female team owners in racing, Lowe has owned or competed in Dirt Late Models and SCCA. The pair is committed to enhancing the sport with quality-prepared vehicles, an experienced crew, and sound business practices. MAKE Motorsports is the first NCWTS team to be operated out of historic Shelby, N.C. in the last 15 years.

“Our team is built on family, our word and our sustainability in the sport of stock car racing,” Lowe said. “As a mom, I like to do whatever I can to help give my children a better planet someday. Teaming with Liberty Tire Recycling is perfect – spreading that message of sustainability through our daily working lives in NASCAR. Who would have thought? I can’t wait to see what the true impact will be in the sport.”

For more information about Liberty Tire Recycling, visit [www.libertytire.com](http://www.libertytire.com).

**About Liberty Tire Recycling**

Liberty Tire Recycling is the premier provider of tire recycling services in North America. By recycling more than 110 million tires annually, Liberty Tire reclaims about 1.5 billion pounds of rubber for innovative, eco-friendly products. The recycled rubber produced by Liberty Tire is used as crumb rubber and industrial feedstock for molded products; as tire-derived fuel for industrial kilns, mills and power plants; and as rubber mulch for landscaping and playgrounds. The company maintains a nationwide network of processing plants, and comprehensive door-to-door collection services. Liberty Tire Recycling is headquartered in Pittsburgh, PA. For more information, please visit [www.libertytire.com](http://www.libertytire.com).

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