



## FOR IMMEDIATE RELEASE

Contact: Lisa Riordan, Max Papis Inc. USA  
Email: [lisa@maxpapis.com](mailto:lisa@maxpapis.com)

Mooresville, NC (Oct. 3, 2011) - Max Papis Inc. USA with MOMO USA are proud to announce its partnership with Motor Racing Outreach as the official steering wheel of the Better Half Dash. The inaugural event is taking place at Charlotte Motor Speedway on Saturday October 15 prior to the Bank of America 500.

Tatiana Papis, president of MPI USA was invited to participate with her husband, NASCAR Camping World Truck Series driver Max Papis as crew chief, but had to decline due to the NCWTS Las Vegas race taking place on the same day.

"I would have loved to participate but we will be racing in Vegas. I still wanted to participate somehow, so I thought it would be great if the ladies wheeled the Bandoleros in style with our MOMO steering wheels. MRO is such an important part of our lives at the track, it's our 'home away from home', and it brings everyone together. I am honored to support them!"

Additionally, MOMO USA will donate the race-used steering wheels of the top-three finishers to be auctioned off and raise money for Motor Racing Outreach and Speedway Children's Charity.

The 25 lap Better Half Dash supports Motor Racing Outreach and Speedway Children's Charity. The Better Half Dash purse will be paid to the driver's charity of choice, with \$5,000 going to the winner's charity, \$3,000 for the second place finisher and \$2,000 for third. Fans will also have the opportunity to donate \$10 to MRO and SCC through the completion of the Bank of America 500 by texting "MOTOR" to 20222.

### **About Max Papis Inc. USA -**

MPI USA was founded by Max Papis and his wife Tatiana Fittipaldi Papis in February 2009 with the intention of selling the MOMO stockcar steering wheels and other products in the future.

Max and Tatiana both have a long background in racing. Max has been a professional race car driver since he was 12 years old and has raced in Formula 1, Champ Car, Indy Car, IMSA, Grand-Am, IROC, (among others) and now is in the NASCAR Camping World Truck Series, driving the #9 Geico Toyota Tundra. Tatiana was born into racing with parents Emerson and Maria Helena Fittipaldi and has a bachelor degree in Advertising and Psychology with a minor in Marketing from the University of Miami. Max, Tatiana and their 2 sons Marco and Matteo live in Mooresville, NC.

Max Papis Inc. USA  
PO Box 4665 - Mooresville, NC - 28117  
704.208.4344 - [www.maxpapisinc.com](http://www.maxpapisinc.com)