



Brad Keselowski No. 29 K Automotive Motorsports Ford F-150 Race Notes

Feature Stories

Keselowski Plans to Be Anything But 'Blah' at Atlanta: Brad Keselowski's No. 29 Ford F-150 will be sporting a new paint scheme for the event at the Atlanta Motor Speedway with the words 'Don't Be Blah' emblazoned on the quarter panels of the truck. Keselowski is not referring to staying away from the back of the pack; he is promoting a new marketing campaign for Pork. The Other White Meat. Don't Be Blah campaign is kicking off its motorsports support on the sides of the K Automotive entry for the World Financial Group 200 this weekend.

"It is pretty exciting being involved with a new campaign with a sponsor like Pork," said Keselowski. "They have a long time relationship with the ARCA Re/Max Series and they have always been one of the most impressive sponsors in that garage area when it comes to leveraging their sponsorship. We are very proud to help them unveil this new marketing campaign and feel like there will be a lot of attention given to the unique phrase, Don't be Blah, on the race truck in Atlanta."

The K Automotive team has been preparing for this event at the Atlanta Motor Speedway with two full days of testing immediately following the race at California Speedway along with several hours at the wind tunnel in Mooresville, North Carolina. The team will race the same truck they took to California, which was its inaugural event. The team finished work on the truck just prior to the first practice session, but was unable to pinpoint a vibration until 30 laps into the race when the water pump failed. But after extensive testing the team has found several items that they hope will improve their chances of success at Atlanta.

"Atlanta is real important for us," said Keselowski. "Not only are we showcasing Pork's new marketing campaign, but we are also working to perfect this new speedway truck that we worked very hard on over the off season. We had such a great run at Daytona which was followed by bad luck at California. Now we want to get on the right track of consistency in top finishes starting at Atlanta."

The NASCAR Craftsman Truck Series competed at Atlanta Motor Speedway for the first time in 2004 when six-time ARCA Re/Max Series Champion; Frank Kimmel piloted the No. 29 Ford. This year, the 21-year old Keselowski will take his place in his first event at the 1.5-mile speedway.

"Atlanta is probably one of the fastest race tracks that we run on," said Keselowski. "It is amazing that you can be almost to the floor all the way around a mile and a half speedway, but that is why testing here was so important. We learned a lot about our new speedway truck at the test and at the wind tunnel especially when it came to the drag on the truck. After we got back to the shop, we made some adjustments that I feel like will make a big difference for the race."

The World Financial Group 200 will take the green flag at 9:00pm ET on Friday, March 18 at the Atlanta Motor Speedway. The race will be televised Live on SPEED Channel.

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World Financial Group 200
March 18, 2005
Atlanta Motor Speedway
TV: Speed Channel LIVE
9:00PM ET
Radio: MRN Radio LIVE
8:30PM ET
XM Radio - 144

K Automotive Track Statistics

Atlanta Motor Speedway

Year	Start	Finish	Status	Driver
2004	18	30	Running	Kimmel

Best Starting Position:

2004 - 18th

Best Finish Position:

2004 - 30th

Brad Keselowski NCTS Career Statistics

Year	Starts	Wins	Top-5s	Top-10s
2004	8	0	0	0
2005	2	0	0	1
Total	10	0	0	1

K Automotive NCTS Career Statistics Year-By-Year

Year	Starts	Wins	Top-5s	Top-10s
1995	16	0	0	4
1996	24	0	0	1
1997	26	1	2	6
1998	29	1	1	8
1999	25	3	11	19
2000	24	1	8	16
2001	24	0	5	16
2002	22	4	9	17
2003	25	0	1	15
2004	25	0	0	1
2005	2	0	0	1
Total	242	10	37	104

2005 NCTS Point Standings

1. Bobby Hamilton	355
2. Ricky Craven	330
3. Jimmy Spencer	321
4. Ted Musgrave	310
5. Matt Crafton	280
6. Steve Park	279
7. Johnny Benson	271
8. David Reutiman	256
9. Dennis Setzer	254
10. Casey Atwood	251
18. Brad Keselowski	221

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K Automotive Motorsports No. 29 Ford Team Roster	
Name	Duties
Brian 'Buzz' Bufwell	Mechanic
Suzanne Davis	Team Scorer
Ricky Golembeski	Front Tire Changer
Ginger Hoffman	Computer Technician
Steve Irwin	Catchcan
Bob Keselowski	Crew Chief
Brad Keselowski	Driver
Brian Keselowski	Team Engineer
Kay Keselowski	Jackman
Dave McManus	Mechanic
Dawn Nicholas	Spotter
Kathy Samborski	Rear Tire Changer
Todd Thompson	Legal Assistant
Mark Turgeon	Assistant Manager
Seth Weingartz	Rear Tire Carrier
	Gas Man
	Transport Driver
	Front Tire Carrier

K Automotive Motorsports / No. 29 Ford F-150 2005 NASCAR Craftsman Truck Series Event Results

Location	Start	Finish	Laps	Status	Money
Daytona	13	7	100 of 100	Running	\$19,850
California	31	31	39 of 100	Running	\$10,110
Atlanta					
Martinsville					
Gateway					
Mansfield					
Charlotte					
Dover					
Texas					
Michigan					
Milwaukee					
Kentucky					
Memphis					
Indianapolis					
Nashville					
Bristol					
Richmond					
Loudon					
Las Vegas					
Martinsville					
Atlanta					
Texas					
Phoenix					
Homestead					

2005 Totals

Starts – 2
 Poles – 0
 Wins – 0
 Top fives – 0
 Top tens – 1
 Earnings – \$29,960
 Laps Completed – 139 of 200 (69.5%)
 Laps Led – 1 of 200
 Races Led – 1 of 2
 DNF's - 0