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FOR IMMEDIATE RELEASE
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Roush Fenway Racing Redefines Race Fan Experience with Google+

Feb. 15, 2012 (CONCORD, N.C.) -- In an effort to completely redefine fan engagement within the sport of auto racing, RoushFenway Racing has joined Google+ to create a richer, more engaged experience for its fans. With the help of the digital agency, CrushIQ, Roush Fenway is launching both a Google+ brand page and individual profiles for its racecar drivers to provide fans unprecedented ways to engage with personalities in the sport of auto racing. This will offer fans unmatched behind-the-scenes access to team activities beyond just race days.

"There is so much that goes into being a successful race team," says John Bauersfeld, vice president of business development for Roush Fenway Racing. "And now, in this digital age, we have the ability to share directly with our fans all of the hard work and team dedication that you never get a chance to see outside the oval."

"Fans are demanding a greater level of access and engagement from brands and now we have the unprecedented opportunity to give it to them using Google+ and its unique features, like live Hangouts," states [Tim Moore](#), CEO of [CrushIQ](#). "The Google+ platform is powerful for sharing digital content and we are seeing it deliver a new level of interaction for brands and companies to effectively engage with fans, consumers and influencers," continued Moore.

By following [+Roush Fenway Racing](#) as well as the individual drivers' profiles on Google+, fans will have access to live team updates, behind the scenes information, team meetings, team practices, the garage, team travel, extracurricular activities and race preparations as well as live face-to-face Google+ Hangouts with drivers and team members.

Roush Fenway Racing is committing the entire organization to the success of this new fan engagement. Fans are encouraged to circle their favorite Roush Fenway driver on Google+ at: [+Carl Edwards](#), [+Greg Biffle](#), [+Matt Kenseth](#), [+Ricky Stenhouse, Jr.](#) and [+Trevor Bayne](#) and by adding [+Roush Fenway Racing](#) to their circles.

This new fan engagement kicks off with a multi-driver Hangout scheduled for **Wednesday**, Feb. 22 at 7:00 P.M. EST live from Daytona Beach, Fla. During this Hangout, the drivers will answer questions directly from their fans through Google+. Be sure to check out the Roush Fenway Racing page for more details in the coming days. Additional highlights will include a pre-Daytona 500 **Saturday** night fan Hangout 2011 D500 winner Trevor Bayne prior to him defending his title at the famed event, a race-day hangout with team owner Jack Roush on **Sunday**, Feb. 26 and a Daytona 500 race-recap on (**Monday**, Feb. 27) (Could be Tuesday) with two-time NASCAR Champion Greg Biffle.

Roush Fenway Racing is the winningest team in NASCAR history, fielding multiple teams in the Sprint Cup and Nationwide Series with championship drivers Carl Edwards, Matt Kenseth, Greg Biffle, Ricky Stenhouse Jr. and Trevor Bayne. Celebrating 25 winning years in 2012, Roush Fenway is the leader in NASCAR marketing solutions, pioneering its exclusive Roush Fenway OnTrack sponsorship measurement services, motorsport's first team-focused TV show and its award-winning social marketing channel [RickyvsTrevor.com](#). Visit www.roushfenway.com. For sponsorship inquiries call John Bauersfeld at 704.720.4621.

CrushIQ is a digital brand management agency that helps companies and brands build intelligent strategies for social business success. CrushIQ.com

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