

MotorWeek

Television's Original Automotive Magazine

FOR IMMEDIATE RELEASE:

CONTACT: Michelle Parker • mparker@mpt.org • 410-581-4076

April 8, 2011

***MotorWeek* Announces RockAuto.com as New National Sponsor**

(Owings Mills, MD) – *MotorWeek*, television's longest running automotive series, and online auto parts retailer RockAuto.com announced today the signing of a national sponsorship agreement which kicks-off Friday, April 8, 2011.

The Madison, Wisconsin-based company was founded by the Taylor family in 1999. Featuring everything from trim to transmissions, RockAuto.com's online catalog is updated daily and offers auto parts from more than 200 manufacturers.

"I have enjoyed reading and watching all sorts of car tests since I was a kid," said Tom Taylor, co-owner, RockAuto.com. "It is a thrill for RockAuto.com to now be able to help sponsor *MotorWeek*."

"We are delighted to welcome RockAuto.com to the *MotorWeek* team," said *MotorWeek* host and executive producer John Davis. "RockAuto.com's strong commitment to exceptional customer service is a great fit for *MotorWeek*. Its sponsorship helps *MotorWeek* continue to be the leader in consumer-oriented automotive news and information."

The sponsorship provides RockAuto.com with a variety of platforms to communicate with *MotorWeek*'s audience, including: underwriting spots, representation on *MotorWeek*'s website, podcasts, E-newsletters and other *MotorWeek* promotions. *MotorWeek*'s Goss' Garage video segments will be featured in RockAuto.com's monthly newsletters.

[MotorWeek](#) is television's long running and most respected automotive series. Launched in 1981, *MotorWeek* is now in its 30th season of delivering the latest car and truck reviews, do-it-yourself car care tips, and auto industry news and trends. The Emmy award-winning program is produced by Maryland Public Television and airs on PBS, HD Theater and V-me Spanish language network. *MotorWeek* can also be found on Facebook, Twitter, YouTube and iTunes.

[RockAuto, LLC](#) was founded in Madison, Wisconsin in 1999 by the Taylor family. Their engineering background, passion for old cars, and desire to liberate information hidden behind the auto parts store counter led the Taylors to start RockAuto.com.

Today, RockAuto.com ships thousands of auto parts from over 200 manufacturers to customers on every continent except Antarctica. The RockAuto.com catalog is updated daily with mechanical parts like brake pads and shock absorbers, body parts like bumpers and mirrors, interior trim like door handles and carpets, and major assemblies like steering gears, CV axles, engine long blocks, and complete transmissions. The RockAuto.com catalog is expanding constantly. Someday, it may be possible to build an entire car using parts from RockAuto!