

Auto Club Speedway Preview - Robert Richardson, Jr. and the No. 23 Chevrolet

Richardson, Jr. coming off Daytona 500 effort without primary sponsorship

CHINA GROVE, N.C. (February 16, 2010) – Robert Richardson, Jr. is coming off a full Daytona Speedweeks after pulling double duty in the Daytona 500 and Nationwide Series races. With both days ended early, because of wrecks not his fault, the native of McKinney, Texas notched a 31st and 25th place, respectively, while earning high marks in tenacity and ability.

But, the 2010 NASCAR Nationwide Series doesn't give time to reflect backwards as it rolls on this weekend with 34 more races on the schedule. Richardson will return to his role as a Nationwide Series regular in the No. 23 Chevrolet for R3 Motorsports.

With only one previous start to his credit at Auto Club Speedway, Richardson is looking to log laps and learn the fastest way around the two-mile oval. Heading to the West Coast without primary partnership on the team's Chevrolet means the R3 Gang has to work that much harder to earn some recognition via a good finish.

Past Facts in Fontana: Richardson has only one prior start at ACS, which was in 2008. He started 19th and finished 25th completing 146 of 150 laps (97.3 percent).

Car Facts: Crew Chief John Quinn and team have loaded Chassis No. 41 for the trek west. This car was raced at ACS last October where it started 32nd and finished 18th. It has been tweaked with some enhanced body work to ready it for Richardson to race this weekend.

Did you know: Richardson is a huge Elvis Presley fan. His home and car stereos are frequently tuned to Sirius XM Radio's Elvis Channel. He also has multiple CD's, photos, posters and books around his Texas home. Elvis had a home in Palm Springs, Calif., which is 70 miles from ACS, when he was shooting some of his 31 movies.

Talk about racing at Auto Club Speedway: "The track is just a half-mile smaller than what we raced on last week at Daytona. But, the layout is totally different and with it being an oval instead of a trioval, that calls for a different set-up in the car and driving style.

"This track taxes the motor pretty good with the long front and backstretches. We had a great motor in Daytona, and I'm confident we'll be good to go there this weekend, as well. "

Keys to Success in California: "The most important part is to dial the car in as best you can in the two practice sessions on Friday. Then we want to get a real good qualifying position on Saturday morning. The field can get stretched out pretty quickly at Fontana and you want to try and stay on the lead lap.

"Last week, I had the best car I've ever driven at Daytona in my life. If John Quinn and Jeff (Kirkendall – team engineer) can do that again this weekend, I'm pretty confident we can have a good finish."

Talk about running the next two races (Fontana and Vegas) without primary sponsorship: "I don't like it one bit. I know things are tough out there right now for a lot of people. But the best part about our team is we aren't looking for the multi-millions of dollars to go racing. We're just looking for the right amount to race better and faster.

"I enjoy meeting the sponsor's executive, VIPs and getting to know them and their customers. I also enjoy racing, and so does everyone on this R3 Motorsports team. We offer a very personable and profitable option for anyone who becomes one of our partners."

Associate Partner for California: The No. 23 Chevrolet will carry the Stratosphere name and logo on the car's lower quarter panels for the next two races. The Stratosphere is the official resort of R3 Motorsports while in Las Vegas, N.V.

New Associate Partnerships for the 2010 season: R3 Motorsports has also signed associate partnerships with Maradyne High Performance Fans and Southern Pride Trucking. The team will also continue their association with SponsorEdge.com that was started last weekend prior to Daytona. Decals of each will be on the car for the entire NASCAR Nationwide Series season.