

You balance wheels. You match rotors.

NEWS

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JEFF HAMMOND ENDORSES PRO-CUT AND TALKS SHOP

West Lebanon, NH

Pro-Cut constantly seeks effective ways to connect with drivers and communicate the importance of rotor matching. In Jeff Hammond, the company has found a well-known and respected auto expert who believes in the Pro-Cut product. Hammond was brought into the fold after he saw the Pro-Cut on-car brake lathe match rotors on his own truck.

Pro-Cut will use Hammond's personality and message for advertisements and promotional material as a qualified

endorser of the Pro-Cut lathe. To learn the specifics about why Hammond endorses the Pro-Cut, visit: <http://www.procutusa.com/Hammondvid.aspx>. In this video clip, Hammond speaks to the importance of rotor matching for both the race-car pro and the lay car owner.

Hammond's early days on the NASCAR tracks were spent working for Hall Of Fame driver/owner Junior Johnson where he learned the importance of rotor matching. In that capacity, and as an accomplished mechanic, Jeff worked on all three of Cale Yarborough's NASCAR championship seasons and then led the Darrell Waltrip crew to two more NASCAR championships. During these years, along with his experience working in an auto parts store and in the shop turning rotors, he became intimately acquainted with all aspects of brake quality, service and maintenance.

"When I worked on Pit Row, I had all the confidence that the car coming at me was going to stop on dime," says Hammond. "Today when I'm riding down the road, I think about the safety aspects of my brakes working properly because of not only my family, my life, but how about the people around you? The good thing about the Pro-Cut and what's going on with the company today is they have the ability to address these issues with the everyday customer. 1/1000 of a second in our biz is huge. 1/1000 of an inch in the rotor matching biz is also very important — it means someone's brakes are working properly."

Pro-Cut International is the world leader in on-car brake lathes. The company is located in West Lebanon, NH.

For more information visit www.procutusa.com or contact Geoff Womer @ 800-543-6618, Ext. 124.