**TeXtreme® cars successful at Daytona 500**

**Borås, Sweden, 27th of February 2012**

The National Association for Stock Car Auto Racing (NASCAR) season got off to a good start for cars using TeXtreme® Spread Tow carbon reinforcements by winning the Daytona 500 race and obtaining 4 out of the 5 top positions.

The Daytona 500 is regarded as the most important and prestigious race on the NASCAR calendar and this year’s race took place the 24th of February in Daytona Beach, Florida, USA.

TeXtreme® Spread Tow carbon reinforcements are a unique kind of composite reinforcement suitable when looking to reduce weight and improve mechanical properties. TeXtreme® is currently used by selected teams in NASCAR in applications such as bumpers and hoods.

“In similarity with customers from other racing series and industries the NASCAR teams have been able to take a substantial amount of weight out of the parts by using TeXtreme® and it is great to see that it is helping not only F1 teams to win races. In F1 we have experienced as much as 30% of weight savings on their parts using TeXtreme® and it will be interesting to see how the progress in NASCAR will be. This is a good start, showing that there is great potential for making even lighter and better cars” says Andreas Martsman, VP – Marketing & Sales of Oxeon.

NASCAR is second only to the National Football League (NFL) amongst professional sports franchises in terms of television ratings in the United States. Internationally, NASCAR races are broadcast in over 150 countries.

TeXtreme® has been successfully used in Formula 1 for many years, as well as other racing series such as Le Mans and different European Touring Championships. Other industries where TeXtreme® can be found are Aerospace, Marine and Sports & Leisure.

**About Daytona 500**

The Daytona 500 race is the direct successor of shorter races held on Daytona Beach. This long square was partially on the sand and also on the highway near the beach. Earlier events featured 200-mile (320 km) races with stock cars. Eventually, a 500-mile (805 km) stock car race was held at Daytona International Speedway in 1959. It was the second 500-miler, following the Southern 500, and has been held every year since. By 1961, it began to be referred to as the "Daytona 500", by which it is still commonly known.

**About TeXtreme®**
TeXtreme® Spread Tow reinforcements is the ultimate choice for making ultra light composites. TeXtreme® Technology is flexible and tow-size independent which enables development of optimized reinforcement solutions tailor-made for specific application needs. Utilization of TeXtreme® Spread Tow carbon fabrics and carbon UD tapes by manufacturers of advanced aerospace, industrial and sports products confirms that 20-30% lighter composite parts can be produced with improved mechanical properties and superior surface smoothness.

TeXtreme® is a registered trademark owned by Oxeon AB. Founded in 2003, Oxeon has quickly established itself as the market leader in Spread Tow Reinforcements with its products marketed under the brand name TeXtreme®.

For press statements, please contact: For other press inquiries, please contact:

Andreas Martsman Christian Borg

Vice President – Marketing & Sales Communication & Brand Director

Oxeon AB Oxeon AB

Tel: +46 33 340 18 01 Tel: +46 33 340 18 13

E-mail: andreas.martsman@textreme.com E-mail: [christian.borg@textreme.com](file:///%5C%5Coxeon-file%5Cdata%24%5CAdministration%5CCommunication%5CExternal%20communication%5CPR%5CPressreleaser%5C2012%5Cchristian.borg%40textreme.com)