

*News Release*  
**FOR IMMEDIATE RELEASE**  
October 24, 2011  
**King Hires Ron Sledge as Company's  
New Performance and Technical Manager**

Cedar Grove, NJ – [King Engine Bearings](http://www.kingbearings.com), a leader in automotive, aviation and high performance engine bearings, has hired Ron Sledge as the company's new performance and technical manager. Sledge will be responsible for the management of performance industry sales, provide technical assistance through product clinics, troubleshooting calls, technical clinics and training, conduct technical seminars and webinars, and oversee King's performance industry sponsorships and motorsports program.

"We are pleased to welcome Ron to King. He is an outstanding industry professional who's developed many long term relationships with leading crew chiefs and engine builders," said Limor N. DePetro, director of sales and marketing, King Engine Bearings. "His technical background and experience at the race track will be a tremendous asset to our company."

A veteran of the automotive aftermarket, most recently, Sledge was the national sales and fleet manager for DT Logistics LLC in Goodlettsville, Tenn. During his career of over 30 years, he's held key positions with major aftermarket companies. From 2005 to 2008, Sledge was the director of motorsports sales for Affinia Group. Prior to that, he was director of technical sales and motorsports marketing for Dana Corp., director of technical sales for Federal-Mogul, technical sales manager for Clevite Engine Parts, and technical engineer for DAB Industries, Inc.

Sledge earned a bachelor of science degree in industrial engineering and psychology from Middle Tennessee State University.

King Engine Bearings is known for its extensive line of high performance engine bearings for circle track, drag racing, monster trucks, tractor pulls, off-road and off-shore racing applications. For more information on King Engine Bearings and the company's complete line of performance engine bearings, visit [www.kingbearings.com](http://www.kingbearings.com).

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**About King Engine Bearings**

Founded in 1960, King Engine Bearings is a world-class developer and manufacturer of engine bearings for automobiles, light and heavy-duty trucks, marine, aviation, standby power and other types of internal combustion engines. King's only product is engine bearings. As a result of its specialization and focus, the company is recognized for producing the highest quality engine bearings available in the market today. The King line includes OEM replacement rod, main, cam bearings, and thrust washers and its special range of high performance bearings. King's extensive coverage of domestic and import engine bearings ships from its main distribution center in Cedar Grove, N.J. and 11 other factory branch warehouses. For more information, visit [www.kingbearings.com](http://www.kingbearings.com).

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