

KINETIC MOTORSPORTS ANNOUNCES OFFICIAL WATER SUPPLIER

Buford, Ga. – Kinetic Motorsports announced its partnership with U.S.A Waters Inc. today in association with the Kinetic KONI Challenge and IMSA Cup programs. The local water distributor is located just around the corner from Kinetic in Sugar Hill and will supply Kinetic’s motorsports programs with bottled water for the rest of the season.

“We are proud to bring on a new partner for our motorsports programs,” said Kinetic General Manager Ed Hall. “The fact that U.S.A Waters Inc. is interested in our programs shows that they have a strong desire to grow their brand in one of the most exciting and lucrative ways possible. In a sport where hydration is incredibly important, having the right water to do the job is vital and we are pleased to have U.S.A Waters as the source.”

In endurance sports car racing, temperatures inside the cars can reach upwards of 160 degrees. Drivers who are equipped with the latest in safety gear including full multi-layered fire resistant racing suits experience tremendous water loss creating the need for constant hydration during racing conditions.

“Many people do not understand the extreme need for proper fluid intake before, during and after a race,” said Kinetic co-owner and professional driver Nic Jonsson. “I have lost several pounds of water weight during a race due to the extreme heat inside of the car. To have U.S.A Waters onboard with us is extremely positive and we look forward to a successful season with them.”

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Kinetic Motorsports competes in the IMSA Porsche GT3 Cup Challenge and made its Grand-Am KONI Challenge debut with a multi-car effort this year at Daytona International Speedway. The motorsports division also competes at the club racing level in events across the nation. The division offers a complete array of services from race car building to assisting customers in the simplest of projects. Kinetic provides both professional and club racing clients with coaching, race setup, transport, full track support and hospitality to help competitors achieve their racing goals. For more information about Kinetic please visit www.kssmotorsports.com.