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Courtesy: Leadfoot Media

Brian Olatunji and Pepsi Renew Partnership for 2010 NHRA Racing Season

Detroit, MI - February 10, 2010 – Aspiring NHRA Fuel Funny Car driver and 2005 Kettering University (formally GMI) graduate in Mechanical Engineering; Brian Olatunji and the Leadfoot Motorsports team are proud to announce PepsiCo and the Pepsi brand will continue their marketing partnership for the upcoming 2010 NHRA All Motor and Chaos heads-up divisions. 2010 marks the second consecutive year Brian O and team will represent Pepsi in hopes of capturing both the NHRA All Motor and Chaos titles.

Olatunji and team have already begun preparations for the impending 2010 campaign and are pleased a world class corporation such as Pepsi recognized the value of their partnership which began in 2009.

“We are pleased, excited and humbled to represent Pepsi and look to meet our objectives in hopes that our relationship will continue to provide value and yield results,” said Olatunji team owner and driver. Olatunji continued, “Our goals at Leadfoot Motorsports, LLC have always been to align with world class corporations and we are elated to see our marketing partners recognize the value of our partnership. We look to demonstrate that value through collective actions centered on brand identity and ultimately driving sales. We’re building a world class organization at Leadfoot Motorsports.”

Brian O and team are meticulously preparing the teams, Chevrolet Monte Carlo for competition with the season to begin May 7th at Milan Dragway located in Milan, MI. “We thank Mr. William Langford and the entire PepsiCo Corporation for continuing to believe in our program and offering the opportunity to increase one-another’s value. To our many fans look for a dynamic marketing campaign filled with opportunities to interact with the Leadfoot Motorsports team as well as a sleek new paint scheme on the hot rod,” said a jubilant Olatunji.

For more details, please visit Olatunji’s website at: [www.BrianORacing.com](http://www.BrianORacing.com) and download the 2010 press packet.

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