

**FOR IMMEDIATE DISTRIBUTION****LG AIR CONDITIONING TECHNOLOGIES JOINS  
BAKER DISTRIBUTING'S 2019 NASCAR SPONSORSHIP**

*NASCAR Truck Series Partnership with Nationwide Distributor  
Raises LG's Profile with HVAC Customers, Installers*

**DAYTONA BEACH, Fla., Feb. 15** – LG Electronics USA Air Conditioning Technologies, in conjunction with nationwide HVAC distributor Baker Distributing Company, is supporting winning race car driver Gus Dean and Young's Motorsports for the NASCAR Gander Outdoors Truck Series 2019 season.

The collaboration kicks off with the season-opening NextEra Energy Resources 250 at Daytona International Speedway on Feb. 15. LG Air Conditioning Technologies will support Dean in a primary role for eight races – with LG branding included on trucks, equipment, uniforms and promotional items, while serving as an associate partner for the remaining 15 races of the season.

“By supporting Gus and the Young's Motorsports team during the 2019 NASCAR Gander Outdoors Truck Series, LG and Baker are forging a new path together on the race track,” said Kevin McNamara, senior vice president and general manager, Air Conditioning Technologies, LG Electronics USA. “This alliance marks the next evolution in an already successful collaboration between two companies that are dedicated to bringing award-winning solutions to the HVAC industry.”

Dean, a native of Bluffton, S.C., is a two-time winner of the ARCA (Automobile Racing Club of America) Racing Series. For the 2019 NASCAR Gander Outdoors Truck Series season, he is joining Young's Motorsports full-time to compete for Rookie of the Year honors in the No. 12 Chevrolet Silverado. 2018 ARCA championship crew chief Jeff Stankiewicz will lead the team's efforts this season.

“The NASCAR truck series is the ideal vehicle, so to speak, for LG to engage with our HVAC contractors and installers,” McNamara said. In conjunction with Baker

Distributing's NASCAR sponsorship, LG Air Conditioning Technologies will have a primary support role in these 2019 races:

- Daytona International Speedway, Daytona Beach, Feb. 15
- Atlanta Motor Speedway, Atlanta, Feb. 23
- Charlotte Motor Speedway, Charlotte, N.C., May 17
- Bristol Motor Speedway, Bristol, Tenn., Aug. 15
- Las Vegas Motor Speedway, Las Vegas, Sept. 13
- Talladega Superspeedway, Talladega, Ala., Oct. 12
- ISM Raceway, Avondale, Ariz., Nov. 8
- Homestead-Miami Speedway, Miami, Nov. 15

“LG leads the industry with innovative HVAC technology and flexible connectivity solutions, and we are proud to collaborate with them to provide our customers a unique experience,” said Baker Distributing President Matt Roth. “Building on our long-standing relationship with Gus Dean, we look forward to introducing our valued partner LG to the NASCAR circuit this season.”

The NASCAR Gander Outdoors Truck Series (formerly the NASCAR Camping World Truck Series) is one of three national divisions of NASCAR, along with the Xfinity Series and Monster Energy NASCAR Cup Series.

For more information on LG's complete portfolio of air conditioning systems visit [lghvac.com](http://lghvac.com).

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#### **About LG Air Conditioning Technologies**

The LG Electronics USA Air Conditioning Technologies business is based in Alpharetta, Ga. LG is a leading player in the global air conditioning market, manufacturing both commercial and residential air conditioners and providing total sustainability and building management solutions. From consumer and individual units to industrial and specialized air conditioning systems, LG provides a wide range of products for heating, ventilating and air conditioning. The company's industry-leading variable refrigerant flow (VRF) technology minimizes efficiency losses, provides sustainable energy savings and offers some of the lowest life cycle cost of any system on the market today. LG Electronics USA, based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a \$54 billion global force and technology leader in consumer electronics, mobile communications, home appliances and air solutions. LG is a 2018 ENERGY STAR® Partner of the Year-Sustained Excellence. [lghvac.com](http://lghvac.com).

#### **About Baker Distributing Company**

Founded in 1945, Baker Distributing Company is engaged in the sales and distribution of HVAC, refrigeration and food service, equipment, parts and supplies for residential and commercial applications. With over 200 locations in 22 states, each Baker Distributing Sales Center is staffed by the most knowledgeable and customer service-oriented people in our industry. With a complete inventory of HVAC/R products and technical assistance, our Sales Centers can provide you with the products and information you need to make your job and you more efficient. [bakerdist.com](http://bakerdist.com)



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