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New Chevy Racing Campaign During Daytona 500

By Aurel Radulescu

As the stars of NASCAR are revving their engines for the 2006 racing season, Chevy Racing will be celebrating it's success on the track with a new advertising campaign set to kick off during the televised Daytona 500 race. Boasting about their 25 wins in the last 33 Manufacturer's Cup Championships, Chevy racing plans to focus on the fact that they have won more than any other automobile manufacturer while dominating one of the most popular sports in America.

The new Chevy Racing campaign unveils "Team Chevy," which is an exclusive club consisting of some of NASCAR's brightest stars and their participation using the Chevy Monte Carlo SS racing machine. While retaining it's "American Revolution" tag line, Chevy also plans to incorporate a touch of humor with it's new campaign.

During the first commercial ad spot, fans will see "Toast." This promo features Jeff Gordon, Jimmie Johnson, Dale Earnhardt Jr. and Tony Stewart as they enjoy celebrating recent Team Chevy victories. As these superstars relive their wins, they incorporate NASCAR's victory celebration into the crowd. As they spray champagne into the crowd of cheering fans, they also pour their champagne over the heads. The latter is customary for the victor in a NASCAR race, but Chevy decided to add a twist by spraying the fans, as well.

During the second televised spot, titled "Office," Team Chevy once again showcases their racing dominance as Chevy's Racing Director, Terry, searches for space to display the latest awards for current NASCAR Champion Tony Stewart. As he searches all around, he finds that every inch of space is already occupied with trophies. But, perhaps there is room somewhere! . . .

"Chevy Racing is all about a passion for racing and winning and that excitement extends to our vehicle lineup, which is now America's No. 1-selling automotive brand," said Ed Peper, Chevrolet General Manager. "Deutsch found a simple, clear way to deliver that message with a couple of great humorous twists."

Chevy and NASCAR fans will get their first glance at the new advertising campaign during the NBC televised Daytona 500 event on February 19, 2006. Ads will appear nationally on both NBC and Fox.

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Printed ads, in conjunction with those being televised, will appear in USA today and in various racing program guides.

Chevrolet is the bestselling automotive brand in the United States. With the largest dealer network in America, Chevy is the leader in full-size trucks and in the sale of vehicles priced at \$35,000 and above. In addition, Chevy offers expressive design, valued pricing and spirited performance with features found only in the more expensive automobiles.

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Timeshare Properties In Daytona Beach

By Connie Barker

One of the top reasons to look into a timeshare in Daytona Beach is the amazing amount of sights, activities and events held each and every year at Daytona Beach. Whether it is the Daytona 500, Bike Week, The Turkey Run or spring break, you will never run out of things to do at Daytona Beach.

Purchasing a timeshare in the Daytona Beach area makes sense for a lot of different reasons. First of all, Daytona Beach is a place that most people want to come back to year after year. Many destinations are great one or two years, but can become old and stale quickly. Daytona Beach has a long and exciting history as being one of the top destinations to visit for its beach, speed, water, and land activities.

For people looking to purchase a timeshare at Daytona Beach, you will be happy to know that there are timeshares to fit almost any budget. Many people sometimes are wary at purchasing an expensive luxury timeshare, however, at Daytona Beach, there are always lots of timeshares available and the prices are extremely affordable, making it a great way to come back to the area with your loved one or family year after year.

Daytona Beach has something for everyone, so your family won't outgrow the area. Whether it is rides and attractions on the boardwalk, enjoying sun bathing, scuba and snorkeling in the water, or enjoying fishing trips at some of the best fishing that Florida has to offer, Dayton Beach is a Mecca for tourists.

The main attraction in Dayton is the beach, with 23 miles of sandy beaches that are opened to the public 24 hours a day. There are even areas in which you can bring your vehicle up onto the beach and plenty of beach front parks for the kids or family. For timeshare owners, it is great to have such a large beach accessible to them no matter what season it is.

Daytona Beach is a great place to purchase a timeshare because you can find many quality developments that fit your budget and lifestyle and it is extremely easy to visit Daytona Beach year after year, coming for special events or just for some summer fun with your family. If you are looking for a great destination to purchase a timeshare, one of the leading destinations in Florida is Daytona Beach.

Connie Barker is the owner of a Timeshare website focusing on Florida Timeshares.

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