

# JEGS Performance And Kenny Wallace Celebrating 17 Years Together

by Makenna Brown

February 22 2023 9:49 AM



ST. LOUIS - JEGS Performance, America's leading high-performance auto parts supplier, has announced it will sponsor stock car driver Kenny Wallace for a 17th consecutive year. Wallace, 59, has 905 starts in all three of NASCAR's premier series (with nine Xfinity Series wins), and for 15 years was a broadcast personality for FOX Sports. The St. Louis native now competes at short tracks across the United States.

JEGS Performance will sponsor Wallace's popular YouTube channel and support his eight Kenny Wallace *Live!* tour dates, including World Wide Technology Raceway near St. Louis on June 4. Wallace's show is a pre-race event that attracts thousands of fans to the midway stage.

"We are so excited to renew our sponsorship with Kenny, now for the 17th year," said John Coughlin, JEGS board member and son of founder Jeg Coughlin Sr. "He is such a great personality. The fans love him. He is the perfect ambassador for our iconic brand. We are honored to partner with him for the 2023 season."

"I'm proud to be associated with JEGS," said Wallace. "They are a quality company that is respected across America. Our relationship has continued for 17 years now. You don't see sponsorships last that long very much anymore, and I think that speaks volumes about JEGS."

### **About JEGS Automotive, Inc.**

JEGS Automotive, Inc. ("JEGS") is a leading DTC, e-commerce retailer and distributor of automotive aftermarket parts and accessories to enthusiast customers, primarily through its online platform (JEGS.com) and third-party online marketplaces. The Company offers over two million different SKUs spanning across 800+ brands including its own private-label product offering, providing a wide variety of automotive parts for a diverse selection of vehicle types and vintages. JEGS operates two locations with approximately 400 employees and is headquartered in Delaware, Ohio.