



**AJ ALLMENDINGER**  
*Walldinger Racing, Inc.*

## **Penske Racing Driver AJ Allmendinger® “Takes the Challenge” with SCOTT® Pro Shop Towels**

ROSWELL, GA (APRIL 17, 2012) – The SCOTT® Pro Shop Towels brand, a professional-grade clean up solution designed for automotive DIYers, announced today a new partnership with AJ Allmendinger, driver of the No. 22 Penske Racing Dodge Challenger in the NASCAR Sprint Cup Series.

Allmendinger will serve as the official spokesperson for the SCOTT® Pro Shop Towels “Take the Challenge” sweepstakes, which will offer automotive enthusiasts a chance to win a 2012 Dodge Challenger SRT. Consumers can enter to win at [www.scottproshoptowels.com](http://www.scottproshoptowels.com) until the promotion ends on October 15, 2012. The program marks the first time SCOTT® Pro Shop Towels, a brand of Kimberly-Clark Professional, has used motorsports as a marketing platform.

“We are thrilled to be involved with the NASCAR Sprint Cup Series and partnering with AJ to promote the new SCOTT® Pro Shop Towels,” said Charlotte Ciccone, Marketing Specialist for Kimberly-Clark Professional. “NASCAR fans take great pride in their automobiles and we are excited to offer these loyal consumers another great SCOTT® Branded product that will meet their needs in the garage.”

Allmendinger will present the keys of the 2012 Dodge Challenger SRT to the winner of the SCOTT® Pro Shop Towels “Take the Challenge” sweepstakes on a segment of Powerblock on SPIKE TV in Nashville, Tenn., later this fall.

Allmendinger is in his first season with Penske Racing. Nicknamed “The Dinger,” he has been a fixture in the NASCAR Sprint Cup Series since 2007. A former open-wheel racing Champ Car Series race winner and Rookie of the Year, he began his racing career in go-karts, claiming two International Karting Federation Grand National titles.

“Between working on my No. 22 Penske Dodge and my Walldinger Racing karting team I use quite a few SCOTT® Pro Shop towels,” said Allmendinger. “I am honored to represent this high-performance brand and I look forward to helping make their first sponsorship in NASCAR a success.”

The “Take the Challenge” sweepstakes is sponsored by Kimberly-Clark Global Sales, LLC. To learn more about SCOTT® Pro Shop Towels or the “Take the Challenge” Sweepstakes visit [www.scottproshoptowels.com](http://www.scottproshoptowels.com).

SCOTT® Pro Shop Towels is a professional-grade product designed for use in any garage. From oil changes to carburetor cleaning and other heavy duty tasks, SCOTT® Pro Shop Towels offer a strong, durable and reusable product that helps ensure a job well done.

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About Walldinger Racing, Inc.: Walldinger Racing was formed in 2006 to support AJ Allmendinger's motorsports career by developing commercial opportunities and partnership programs. For more information about AJ Allmendinger, visit [www.ajallmendinger.com](http://www.ajallmendinger.com), and follow him on Facebook at [www.facebook.com/ajallmendinger](http://www.facebook.com/ajallmendinger), and on Twitter at [www.twitter.com/ajdinger](http://www.twitter.com/ajdinger)

About Kimberly-Clark : Kimberly-Clark and its well-known global brands are an indispensable part of life for people in more than 175 countries. Every day, nearly a quarter of the world's population trust K-C's brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend, Kimberly-Clark holds the No. 1 or No. 2 share positions in more than 80 countries.

[www.ajallmendinger.com](http://www.ajallmendinger.com)