

Team Prefix Contributes to Local Economy with Made in USA Mindset

by Irena Granaas

Prefix Corporation took the wraps off a modified 2008 Dodge Viper SRT-10 March 14 at a media event announcing Prefix's participation in this year's One Lap of America motorsports event.

The purpose of the event was not just to present a beautiful race car with a show-quality finish done by Prefix, but to announce the intention of Team Prefix/Forge Ahead USA to use the eight-day motorsports competition to encourage Americans to buy products made in the USA.

"The One Lap of America is a great way to share the importance of the Forge Ahead USA campaign," explained Kim Zeile, owner of Prefix Corporation, the team's title sponsor. "There is definitely a renewed interest in buying American-made products, so the timing has never been better for us to bring attention to American companies and the importance of recycling dollars back into our economy."

Zeile is passionate about the subject and said that he was struck by a statistic he heard recently that, if every American household would just spend three or four dollars on American-made products, it could put over 10,000 Americans back to work.

"That's what Forge Ahead America is all about. It's about promoting American manufacturing - it's about education, and letting people know no govern-

ment stimulus package is going to save them. It's a team effort. If everybody does just a little bit (it makes a difference). Sure it's the global economy, but we can make a difference, and this is one way we can do it," said Zeile.

Prefix, which opened its doors last August in a former Kmart location on Joselyn Road, was awarded the contract to produce its show-quality paint finish through its 100-percent manual process for the 2013 SRT Viper.

Team Prefix, a.k.a, Steve Loudin, owner of the Viper SRT-10, and co-driver Tom Drewer were on hand for the unveiling of the race car.

Drewer liked the impressive panel work by Prefix craftsmen.

"In all my years of racing I've never seen a race car turned out as beautifully as this one," he commented.

The 2013 Tire Rack One Lap of America, the modern version of the famous Cannonball Run, will be held May 4 to May 11.

Organized by the same group of enthusiasts who pioneered the original event, today's One Lap has events taking place on professional race tracks.

Drewer explained that the One Lap is as much of an endurance contest as it is a race, with drivers literally living in their car for days on end, yet, "The camaraderie is staggering."

Drewer, who hails from Australia, added, "I'm real proud to be representing this American company for Team Forge Ahead



Ralph Gilles, Chrysler SRT Motorsports, Prefix Owner Kim Zeile and Chrysler Program Manager Eric Zeile

and Prefix. The drive, determination and passion of Americans is what led me to this country. The opportunities here are second to none."

Drewer said with the SRT-10's 700 hp, 8.4-liter V10, "We've got the weapon this year. It's going to be a tough competition, but we've got added motivation and we're going to give it everything we've got."

"This Forge Ahead USA mes-

sage is much bigger than putting an American-made sticker on a product," said Zeile. "It's a national movement that pulls together manufacturing businesses, employees, communities, industry groups, and consumers. It's a true, national team effort! The future of our economy depends on all of us making the decision to buy American whenever possible."

Additional sponsors include:

Whelen Engineering, Archer Racing, Forgeline Wheels, American Racing Headers, Arrow Racing, Tricel Corporation, K&N Engineering, CORSA Performance, PartsRack, Thule, & Jason Industries.

To follow team Forge Ahead USA, fans can "like" their team's Facebook page to see hourly updates, photos and video from the 2013 One Lap of America, at facebook.com/TeamForgeAheadUSA.

CHIEF FINANCIAL CREDIT UNION

Drive off with a great rate!

Auto Rates as low as

1.89% APR*

Up to 60 mo.

Call, Click or use your Smartphone to apply!

(800)844-5440

www.chiefonline.com

or use our Mobile App!

Scan this QR Code to get entered into a \$50 drawing!

NCUA

*APR is subject to terms, conditions and credit score. 2011-2013 models only.

Central Michigan University's **Global Campus** in Metro Detroit & Online

Auburn Hills • Clinton Township • Dearborn
Livonia • Southfield • Troy • Warren • Online

For over 40 years, the bachelor's, master's, and doctoral degrees from CMU's Global Campus in Metro Detroit have helped local students start new careers, get promotions, and change their lives. **Shouldn't you start today?**

- Adult-friendly formats let you earn your degree and still keep working
- Face-to-face classes and online options to help you manage your time
- No GMAT or GRE required
- 8-week terms so you can graduate in less time
- Excellent student services to help you every step of the way

Master of Science in Administration degree

Want to move to upper-level administration? You'll need a master's degree. With the MSA from CMU's Global Campus, in just 2 years, you can apply for jobs you couldn't even consider before. Choose from 9 concentrations, including General, Human Resources, and Health Services Administration.

Lorrin James
CMU Graduate

Get it all at CMU's Global Campus in Metro Detroit.
cmich.edu/Detroit • Toll-free 877-268-4636

CMU
CENTRAL MICHIGAN UNIVERSITY

CMU is an AA/EQ institution (see cmich.edu/aaeo). cmich.edu/globalcampus CMUglobal@cmich.edu 35504 12/12