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CarParts.com Partners with 2021 Daytona 500 Champion Michael McDowell for National Ad Campaign

Adds Kansas Speedway to Primary Race Schedule

TORRANCE, Calif., April 26, 2021 /PRNewswire/ -- Today, CarParts.com, Inc. (NASDAQ: PRTS) ("CarParts.com") announced the launch of a national ad campaign featuring Daytona 500 champion Michael McDowell. Continuing its mission to simplify the auto parts shopping experience and help drivers get back on the road, CarParts.com aims to connect with consumers through inspirational and entertaining content, leaning into McDowell's story of perseverance as well as his quirky personality. Campaign elements will run on national television, digital and social platforms throughout the year.



"I've never dreamed of being in a national commercial," said McDowell. "I've worked so hard in my life and career just to keep racing in the NASCAR Cup Series, and to have [CarParts.com](https://www.carparts.com) recognize that hard work and overcoming the adversity to win, it's humbling. In racing, you are serious when you are at the track, so this gave me a chance just to relax and have fun with [CarParts.com](https://www.carparts.com). That made for a great experience and I think everyone will laugh—if you're a NASCAR fan or not."

This will mark the growing eCommerce company's third national ad campaign—first with McDowell—since entering television in 2020 as part of its turnaround journey and rapid growth trajectory that started two years ago.

"Having been a part of the Front Row Motorsports family for the past year, we couldn't be more proud to support Michael McDowell, his accomplishments and determination," said Houman Akhavan, Chief Marketing Officer at [CarParts.com](https://www.carparts.com). "Having launched our rebrand with Michael last year at Martinsville, the ad campaign was a natural extension of the partnership. He's an inspiration for many to not give up on their goals and dreams. We're honored to not only share his story, but to also hopefully bring a laugh or two to drivers

across the country through comedic commercial content."

To celebrate the launch, CarParts.com has also signed on to be a primary partner of the No. 34 Ford Mustang at Kansas Speedway this Sunday, May 2, where McDowell will race with the new paint scheme seen in the ad campaign. In addition to Kansas Speedway, CarParts.com will hit the track with McDowell for his return to Daytona this August along with three additional races this season.

To watch McDowell's story, [click here](#).

To watch the TV commercial, [click here](#).

About CarParts.com

With over 25 years of experience, and more than 50 million parts delivered, we've streamlined our website and sourcing network to better serve the way drivers get the parts they need. Utilizing the latest technologies and design principles, we've created an easy-to-use, mobile-friendly shopping experience that, alongside our own nationwide distribution network, cuts out the brick-and-mortar supply chain costs and provides quality parts at a budget-friendly price.

[CarParts.com](#) (NASDAQ: PRTS) is headquartered in Torrance, California.

About Front Row Motorsports

Front Row Motorsports (FRM) is a winning organization in the NASCAR Cup and Camping World Truck Series and the 2021 Daytona 500 champions. The team was founded in 2004 and is owned by successful entrepreneur, Bob Jenkins. FRM fields the No. 34 and the No. 38 NASCAR Cup Series teams along with the No. 38 NASCAR Camping World Truck Series team— from its Mooresville, N.C. headquarters. Visit [teamfrm.com](#) and follow FRM on social media: Twitter at [@Team_FRM](#), Instagram at [@team_frm](#) and Facebook at [facebook.com/FrontRowMotorsports](#).

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