

## **SCOSCHE® Industries Supports Michele Abbate of GRR Racing In Her Debut NASCAR Camping World Truck Series Race, May 22, 2021**

Oxnard, CA – May 17, 2021 SCOSCHE – (pronounced skōsh/skohsh) Industries, the #1 Mount Brand\* and #1 FM Transmitter Brand\*\* and a leading innovator of award-winning consumer technology, powersports and car audio products and accessories, are pleased to announce their support of Michele Abbate in the NASCAR Camping World Truck Series Race on May 22, 2021 in Austin, Texas.



Michele, an inspiring and hard-working Scosche ambassador since 2016, and dedicated professional race car driver at [GRR Racing](#) in Las Vegas, Nev., will be realizing her dream of driving NASCAR. She will make her NASCAR debut driving the Scosche #30 [On Point Motorsports](#) Toyota Tundra truck.

*"We are so excited for Michele at GRR Racing to reach a hard earned entry into the 2021 NASCAR Camping World Truck Series race. Michele has great passion, experience and talent for racing and very much deserves to be there. We wish her the best of luck in her Scosche #30 race truck and dream come true debut at her first ever NASCAR race. We are Fans!"*

– Kas Alves, Co-President, Scosche Industries

*"There is nothing more rewarding than when hard work pays off. I couldn't be more grateful and proud to make my NASCAR debut with my long-time partner, Scosche. Together we will share this amazing experience on the COTA road course where I made history with my second place finish in the ultra competitive TA2 category with the Trans Am West Coast finale. Scosche has helped me follow, and achieve, my dreams and I look forward to continuing to take my Scosche accessories along for the ride!"*

– Michele Abbate, GRR Racing



The May 22 race will be broadcast live, nationally on FOX Sports 1 and on Motor Racing Network. Join us in cheering Michele on.

\*Source: The NPD Group, Inc., Retail Tracking Service, U.S. & Canada, Mobile Holders/Stands, Excluding Mobile Holder Type: Mobile Grip/Stand, Dollars & Units, Jan. 2017– Mar. 2021.

\*\*Source: The NPD Group, Retail Tracking Service. Total Retail (POS) Top 10- Portable Digital Player Accessories - PDP Accessory Type “Wireless FM Transmitters/Modulators” 12 Month Calendar Dollar Volume (Apr. 2020 - Mar. 2021).

Follow us on: Instagram (@scoscheinc) and @scosche on Twitter, Facebook, Pinterest and LinkedIn for the latest news on all of the company’s award-winning consumer tech and car audio products and accessories. And also visit our company Press Room on Scosche.com.

About SCOSCHE: Founded in 1980, SCOSCHE Industries is an award-winning innovator of consumer technology and car audio products – committed to delivering superior product quality and functionality, exceptional value and unmatched customer service. The designers and engineers at SCOSCHE develop products that reflect a rich heritage in audio and mobile technologies. SCOSCHE finds inspiration in the California lifestyle, culture, music and people. These influences can be seen in the accessories and products that are now in the hands, homes, offices and vehicles of people in over 50 countries. With over 400 patents/trademarks and countless industry awards received, it is easy to see why SCOSCHE is consistently at the forefront of technology and innovation. [www.scosche.com](http://www.scosche.com)

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