

Quaker Steak and Lube Announces Sponsorship of The Swedish Job Team Televised Robin Hood Rally Race Series

Restaurant Chain based in Pennsylvania teams with The Swedish Job Team campaigning the MINI JCW Challenge car to compete in TV Reality Race Series for charity.

FOR IMMEDIATE RELEASE

[\(Press Release\)](#) – May 17, 2010

The Quaker Steak and Lube restaurant chain has agreed to a sponsorship of The Swedish Job Team in the Robin Hood Rally, a ten race series run on closed public roads in ten states. The Quaker Steak and Lube franchise is based in Sharon, Pennsylvania and operates 37 automotive themed restaurants throughout the Eastern United States.

Per Olof Ezelius and Ted Theodore have teamed together to compete in the rally as The Swedish Job Team. The Team has experience racing a variety of cars in different forms of racing in the Southeastern United States. These include autocross, hill climbing, time trial and road racing with Sports Car Club of America – Central Carolina Region, South Carolina Region and SEDIV, BMWCCA, Porsche Club of America, National Auto Sport Association and other racing organizations. The Swedish Job Team is maintaining a diary of their experiences with this TV reality race series on The Southern Driver website. This will allow readers to follow along as they race events through November of this year. Per says: “The Robin Hood Rally provides a unique competition experience amongst the participants on closed public roads visiting small towns in rural areas of Eastern United States. The smoothing formulas adjust times based on weight to horsepower ratios so there is a reasonable chance for each competitor regardless of vehicle chosen to win one of the exclusive car prizes. We are looking forward to building new friendships, drive on unknown roads and visiting towns we might not otherwise ever see. We are looking forward to the adventure, the surprises and challenges ahead.”

The Robin Hood Rally, a race series to be run on closed public roads primarily in the northeastern and southern US will be televised as a reality series in late 2010. The show will be hosted by Steve Santagati, a 22-year television industry veteran, Frank Markus, Technical Director at Motor Trend Magazine and Charles Hendrickson, former technical advisor to Speed Channel’s “Pinks” and “Pinks All Out”. Robin Hood Rally will run ten races beginning nearby Berlin in New Hampshire on May 22nd & 23rd. The race series will finish in November, 2010 and plans are to air the show beginning in October, 2010. Proceeds from spectators at each event go to charities in the community where the events are held.

Quaker Steak and Lube

<http://www.quakersteakandlube.com>

The Swedish Job Team Diary

<http://www.thesoutherndriver.com>

Robin Hood Rally

<http://www.robinhoodrally.com>

