

# NewsFlash from The Joie of Seating ~ Custom Race Seats – Concord, NC

## THE JOIE OF SEATING TEAMS WITH HBR Seating Company to Provide Seats for Dodge Monster Trucks

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**HALL BROTHERS RACING, INC.**

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For many years, stock car racers of all levels, from local weekend warriors to Nextel Cup veterans, have known the value of having a well-built aluminum racing seat. And although



aluminum racing seats are nothing new in **Monster Truck Racing**, they are still considered something of a rarity. **But with the help of Hall Brothers Racing and their Dodge Raminator and Rammunition monster trucks, the Joie of Seating is looking to change that.**

Owned and created by two-time NASCAR Busch Series



Champion Randy LaJoie, the Joie of Seating has been the leader in custom aluminum racing seats for quite a long time. As the supplier of seats to some of the biggest names in NASCAR racing, LaJoie's company is at the forefront of their field, and they are always looking for new ways to keep it that way.

Enter Hall Brothers Racing, and drivers Mark Hall, Geremie Dishman, and Dale Benear. With the level of abuse that man and machine must sustain in Monster Truck competition, the HBR team saw the need to look at some aluminum seating options, but not any old seat would do. After discussing some options with Randy LaJoie and Joe Pelham, the Joie of Seating and HBR decided to team up to begin an extensive R&D program that would involve the custom tailoring of Joie seats to suit the needs of each individual driver.

Two of the team's three race trucks have now been outfitted with custom, hand-crafted Joie of Seating aluminum race seats, with the third truck scheduled to receive a new seat in the coming weeks.



The team's drivers report back

to LaJoie and company after each event, to discuss how the seats performed and what changes, if any, need to be made. "I think we were all a little skeptical at first," said lead Raminator driver Mark Hall. "But after using the seats for a couple of weekends, I really became sold on the idea. My belts stay tighter, and I feel like I move around a lot less during a run." Mark's brother Tim Hall was also ecstatic about the seats: "Having been a crew chief in this sport for nearly 20 years, I know what it is like to watch a driver from the pits and hope that he is as safe as he can be in his truck. With our new Joie of Seating seats, I'm confident that our drivers are safe and secure while on the track."



Joe Pelham of The Joie of Seating also offered his thoughts: "We at The Joie of Seating are extremely excited about our involvement with Hall Brothers Racing. It is obvious to us that HBR is a professionally-run organization." He went on to add that "We are all fans of Monster Truck racing, but after having Mark and Geremie spend a couple days at our shop just to learn and listen about seat safety was really impressive. These drivers move around so much in the cockpit during their races and performances, we at the Joie of Seating though it would be a natural fit for us to get involved with top-notch trucks like the factory-backed Dodge Raminator and Rammunition." Joe expressed his pleasure at having the Joie of Seating involved with HBR and the Monster Truck Racing Association, which hopefully will open the door for more teams to explore the benefits of a high-quality, custom-built aluminum race seat. Pelham summed it up by saying "We are so proud to be a part of the MTRA, and we just hope that Mark, Geremie, and Dale's competitors will pay as close attention to safety as Hall Brothers Racing has."

For more information on The Joie of Seating, make sure to stop by their website: [www.thejoieofseating.com](http://www.thejoieofseating.com). There you will find tons of information, including information and pricing on their complete line of seats. With seats that can handle 150+mph crashes at NASCAR races and massive leaps at Monster Truck events, it is hard to go wrong with a Joie seat. Also, be sure to visit [www.raminator.com](http://www.raminator.com) to learn more about the Dodge Raminator and Rammunition monster trucks, and to find out when they will be at a race track or Dodge dealership near you.

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**EATON, DODGE MONSTERS RENEW PARTNERSHIP**  
*MANUFACTURER TO CONTINUE RELATIONSHIP WITH HALL BROTHERS RACING*

As the world's largest producer of differentials, diversified industrial manufacturer Eaton Corporation provides innovative traction solutions for all original equipment manufacturers (OEM) and the performance automotive aftermarket. Eaton strengthened its presence in specialty vehicle markets with the acquisition of Tractech Holdings, Inc., the parent company of such well-known brands as Detroit Locker® and Detroit Truetrac®. And in the rugged world of Monster Truck racing, the Detroit Locker® has become a key ingredient in winning championships. A prime example of that is Hall Brothers Racing, and their factory Dodge Raminator and Rammunition monster trucks.



With six outdoor championships and five indoor championships to their credit, Hall Brothers Racing knows a thing or two about what it takes to win. And if you ask team manager and crew chief Tim Hall, he'll gladly tell you that the Detroit Locker® is a crucial element in their winning formula.

“With the tremendous power that our 565ci Hemi® engines are making, it can be easy to lose traction on the myriad of surfaces that we race on,” said Hall. “But with a Detroit Locker® in the rear of our Dodge Ram monster trucks, we can help harness that raw power and put it to the ground.” And if you ask any racer, they will tell you that power isn’t worth anything unless you can put it to the ground effectively.

In 2006, the Eaton Corporation and their Detroit Locker® brand had been supporting Hall Brothers Racing and their trucks for a number of years, but they decided it was time to step it up a bit. So, at all of their major national events, a specially constructed Eaton display tent could be found, exhibiting the latest in Eaton differential technology with hands-on displays that fans could interact with, as well as plenty of free literature and decals. For 2007, Eaton and HBR plan to continue this popular and successful exhibit at all of the Special Events 4-Wheel Jamboree events, but this year the team will have even more to offer the fans. Several members of the team visited Eaton’s home in Southfield, MI in early March to learn exactly what goes into the creation of Eaton’s line of products. The crew spent an entire day touring the facility and learning about the lineup of Eaton products so that when fans ask questions of the team at the events, they know they are getting reliable and accurate information.

OEM’s, enthusiasts, and racers know and trust the Eaton lineup of products, but to see for yourself, visit [www.eaton.com](http://www.eaton.com) and [www.eatonperformance.com](http://www.eatonperformance.com). Also be sure to visit [www.raminator.com](http://www.raminator.com) to check out the latest info on the Dodge Raminator and Rammunition monster trucks, and to find out when they will be at a race track or Dodge dealership near you. And when you see the Dodge Raminator or Rammunition trucks, you’ll know that they are using a genuine Detroit Locker®.