



For Immediate Release

Contact Mike Arning
True Speed Communication on behalf of Stewart-Haas Racing
(704) 875-3388, ext. 802

Mike.Arning@TrueSpeedCommunication.com

www.TrueSpeedCommunication.com

DEKALB® Joins Stewart-Haas Racing

Agricultural Brand Partners with No. 14 Team and Driver Clint Bowyer

BOONE, Iowa (Aug. 28, 2018) – DEKALB® corn waved the green flag on the annual Farm Progress Show inside its “Fuel Your Yield” tent by announcing a new partnership with Stewart-Haas Racing (SHR), the championship-winning NASCAR team.

The opening day of the nation’s largest outdoor farm event saw the agricultural brand unveil the No. 14 DEKALB Ford Fusion Clint Bowyer will race throughout the Monster Energy NASCAR Cup Series race weekend Oct. 19-21 at Kansas Speedway in Kansas City. DEKALB will be the primary sponsor for Bowyer and the No. 14 team at Kansas with the brand serving as an associate partner of Bowyer and the No. 14 team at all other races.

The Kansas race is a homecoming for Bowyer, who hails from nearby Emporia.

“Farming and racing have many parallels that present a natural connection between Clint and DEKALB,” said Pete Uitenbroek, DEKALB Asgrow® Brand Lead. “It’s all about performance and the team supporting you – whether that’s a pit crew or agronomic experts. With his rural Kansas roots, Clint is the ideal person to help tell that story.”

DEKALB has been helping farmers ensure a future of performance with industry-leading corn seed products for more than 100 years. And while driving a purpose-built racecar that puts out more than 850 horsepower is his day job, the affable Bowyer is also a farmer who oversees a 650-acre spread in North Carolina.

“I grew up in farm country and saw firsthand the hard work that goes into growing crops and taking care of livestock,” said Bowyer, who literally began his racing career on Kansas dirt by racing motocross and then late models at Lakeside and I-70 Speedways in Kansas City. “Farming takes time, energy and incredible attention to detail. DEKALB understands all of that, and they know what farmers need to take care of their crops. It really is an honor to represent DEKALB and spend time with their customers.”

Bowyer will greet farmers at the Farm Progress Show from 11 a.m. to 2 p.m. CDT on Wednesday, Aug. 29 inside DEKALB Asgrow’s “Fuel Your Yield” tent.

About DEKALB

DEKALB, a Bayer Crop Science brand, provides farmers superior performance with exclusive genetics, integrated solutions and agronomic expertise to help maximize yield potential. For additional information, farmers can contact their DEKALB Asgrow dealer or visit www.DEKALB.com.

About Bayer

Bayer is a global enterprise with core competencies in the Life Science fields of health care and agriculture. Its products and services are designed to benefit people and improve their quality of life. At the same time, the Group aims to create value through innovation, growth and high earning power. Bayer is committed to the principles of sustainable

development and to its social and ethical responsibilities as a corporate citizen. In fiscal 2017, the Group employed around 99,800 people and had sales of EUR 35.0 billion. Capital expenditures amounted to EUR 2.4 billion, R&D expenses to EUR 4.5 billion. For more information, go to www.bayer.com.

About Stewart-Haas Racing:

Stewart-Haas Racing is the title-winning NASCAR team co-owned by three-time Monster Energy NASCAR Cup Series champion Tony Stewart and Gene Haas, founder of Haas Automation – the largest CNC machine tool builder in North America. The organization fields four entries in the Monster Energy NASCAR Cup Series – the No. 4 Ford Fusion for Kevin Harvick, the No. 10 Ford Fusion for Aric Almirola, the No. 14 Ford Fusion for Clint Bowyer and the No. 41 Ford Fusion for Kurt Busch. The team also competes in the NASCAR Xfinity Series by fielding a full-time entry – the No. 00 Ford Mustang for Cole Custer – and one part-time entry – the No. 98 Ford Mustang. Based in Kannapolis, North Carolina, Stewart-Haas Racing operates out of a 200,000-square-foot facility with approximately 380 employees. For more information, please visit us online at www.StewartHaasRacing.com, on Facebook at [www.Facebook.com/StewartHaasRacing](https://www.facebook.com/StewartHaasRacing), on Twitter @StewartHaasRcng and on Instagram @StewartHaasRacing.

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