



## **HISENSE PARTNERS WITH JOE GIBBS RACING AND CHARLOTTE MOTOR SPEEDWAY**

*Denny Hamlin to Run Two Races in the NASCAR XFINITY Series with Hisense;  
Hisense to Sponsor Charlotte's NASCAR XFINITY Series Race on May 23*

**ATLANTA (February 28, 2015)** – Hisense is pleased to announce a partnership with Joe Gibbs Racing as the primary sponsor of the No. 20 Toyota Camry driven by Denny Hamlin for two races in the 2015 NASCAR XFINITY Series. The brand has also announced it will sponsor the NASCAR XFINITY Series Hisense 300 at Charlotte Motor Speedway on Saturday, May 23.

The consumer electronics manufacturer made these announcements on the heels of its first foray into NASCAR with the NASCAR XFINITY Series Hisense 250 at Atlanta Motor Speedway on Saturday, February 28, 2015.

Hisense is the No. 2 UHD (ultra-high definition) television manufacturer in the world and the No. 1 television manufacturer in China for the past 11 years. Globally, it has produced over 129 million televisions and is the fourth most sold TV brand in the world.

Joe Gibbs Racing's Denny Hamlin will run the NASCAR XFINITY Series races in the No. 20 Hisense Toyota Camry at Richmond International Raceway on Friday, April 24, and at Bristol Motor Speedway on Friday, August 21. These will be the first primary paint schemes for the brand in NASCAR.

Hisense's Charlotte Motor Speedway entitlement will occur on Saturday, May 23, as a part of its Memorial Day weekend festivities.

Dr. Lin Lan, Vice President of Hisense Company, Ltd., is excited for the brand to continue to expand its reach in the United States using NASCAR as a vehicle.

*"As an emerging brand in the US, Hisense is excited to develop this partnership with NASCAR for 2015." Dr. Lin Lan said. "We are thrilled to have the opportunity to get in front of the NASCAR consumer and integrate our brand into an exciting sport that blends technology, teamwork and racing. We have a great line-up of products for 2015 and are committed to continuing providing best-in-class consumer electronic and home appliance solutions for consumers."*

Joe Gibbs, owner of Joe Gibbs Racing, is happy to welcome a new brand into the team's list of sponsors.

*"We're proud to have Hisense partner with JGR for two races on our No. 20 NASCAR XFINITY Series Toyota Camry," Joe Gibbs said. "Hisense is a respected global brand and we look forward to having them become further engrained into our sport with our driver Denny Hamlin behind the wheel."*

For more than 50 years, Charlotte Motor Speedway has entertained millions of fans in the heart of NASCAR country and has a history of bringing innovative brands into the sport. Hisense is another sponsor the speedway is happy to add to its impressive list of marketing partners.

*"Charlotte Motor Speedway has a history of innovation and enhancing the fan experience," said Marcus Smith, president and general manager of Charlotte Motor Speedway. "Hisense is a partner that will bring NASCAR fans to the edge of their seats with their high-definition technology and incredible home entertainment experience. We look forward to introducing them to more race fans on Memorial Day Weekend at the NASCAR XFINITY Series Hisense 300."*

Tickets for the May 23 Hisense 300 at Charlotte Motor Speedway start at just \$25 and kids 13 and under are admitted free with a paying adult. The race will be broadcast live at 2:30 p.m. on FOX.

JMI, the motorsports marketing agency, has been engaged by Hisense to support the brand in the NASCAR space through sponsorship management and marketing communications services.

Following this weekend's Hisense 250 at Atlanta Motor Speedway, Hisense's next NASCAR event will be the NASCAR XFINITY Series race at Richmond International Raceway on Friday, April 24. This will be the first race Hisense will run as the primary paint scheme for the Joe Gibbs Racing NASCAR XFINITY Series No. 20 Hisense Toyota Camry piloted by Denny Hamlin.