



# PRESS RELEASE

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## **VP RACING FUELS NAMES KAREN MADDEN CHIEF OPERATING OFFICER BEN DOLAN ASSUMES BRANDED RETAIL ROLE**

**San Antonio, TX (May 26, 2022)** - VP Racing Fuels, Inc., regarded worldwide as the leader in racing, performance fuel products, and branded retail, announced today that Karen Madden has been promoted to Chief Operating Officer.

Most recently serving as Vice President of Branded Retail, Madden will assume responsibility for the operations of VP's three manufacturing, warehousing, and shipping facilities in Texas and Tennessee in her new position. "Karen did a fantastic job as our VP of Branded Retail, growing the division by double digits in the past three years," said Alan Cerwick, President & CEO of VP Racing Fuels. "Her deep industry experience in systems, logistics, and distribution will ensure we meet the demands of our incredible growth and anticipated accelerated growth as we expand globally."

Madden joined VP in 2019 after 16 years at DTN, where she was Senior Vice President, responsible for two of DTN's largest businesses, energy, and agriculture. Prior to DTN, she was with ExxonMobil and FuelQuest, holding positions that touched every aspect of the wholesale and retail fuels industry.

She holds both a Bachelor of Science degree in Electrical Engineering from North Carolina State University and a Master of Business Administration degree from the Haas School of Business at the University of California Berkeley.

Assuming the role of Vice President of Branded Retail is Ben Dolan. Dolan was most recently VP's Vice President of Marketing. Dolan joined VP in 2020 following more than 20 years of sales and marketing experience across a broad range of industries. Dolan earned his BS in Marketing and MBA with a digital marketing concentration from the University of Dayton.

For more information about VP and its products for racers, enthusiasts, and general consumers, visit [www.vpracingfuels.com](http://www.vpracingfuels.com).

## **About VP Racing Fuels**

VP Racing Fuels is best known as the World Leader in Fuel Technology<sup>®</sup>, fueling champions in virtually every form of motorsport on land, sea, and air since 1975. VP is the Official Racing Fuel of the IMSA WeatherTech SportsCar Championship, MotoAmerica, World Racing Group, and World of Outlaws, Kicker AMA Arenacross, American Flat Track, SCORE, USAC, NMCA/NMRA, and more than 60 sponsored series and sanctioning bodies.

As part of a retail branding program, gas stations and convenience stores across North America are being branded as VP Racing Fuels, with each providing distribution for VP's other product lines, including ethanol-free VP Small Engine Fuels, formulated for 2- and 4-cycle outdoor power equipment; VP Madditive<sup>®</sup> performance chemicals; VP Hi-Performance Lubricants; VP PowerWash<sup>™</sup>; and VP PowerMaster<sup>®</sup> hobby fuels for R/C racing. VP's most recent diversification efforts include the introduction of VP Hi-Performance

Lubricants in conjunction with the launch of quick lube facilities, branded VP Racing FASTLUBE™, VP Racing POWERWASH™ car wash systems, and VP Appearance and VP TANK GUARDIAN™ product lines.

More information is available online at [www.vpracingfuels.com](http://www.vpracingfuels.com).

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