

TOWN TALK

By Joe Josko

This month's edition of "Town Talk" features Lou Guarini of Maple Shade New Jersey. Lou has been a Cottman owner for some time now and is always looking for new ways to promote his center, and more importantly his growing Total Auto Care. Lou has followed in the path of many business owners and companies before him choosing to use the popular medium of automobile racing to get the name of his business out there. What's different about Lou, an old time dirt track racer, is the way he chooses to promote his shop. He toyed with the idea for a while of buying a 410 sprint car and sponsoring a driver, however through his local area connections he came across a most unique way to accomplish the mission.



He met Brandon Traino, a well known local dirt, and more recently, asphalt racer. Brandon has multiple wins under his belt as well as a 2006 national championship. When Lou first met him he knew right away this was the type of driver he wanted to represent his business. What makes Brandon different from many of the other South Jersey drivers is his age, he is only thirteen! That's right thirteen! Brandon has been driving since 2002 when he first started his career in Quarter Midgets. He races in multiple classes, Senior Honda, Light 160, and most recently World Formula, an extremely fast and competitive class. Brandon and his fleet of cars travel the local dirt and asphalt circuits racing on a weekly basis. Many weeks right by his side is Lou, helping wherever needed and offering advice from his years of experience on dirt. I had the privilege recently of meeting this young man and was impressed with his poise and confidence. He told me a story about Lou and his help as a sponsor. During a recent racing weekend one of Brandon's primary cars suffered frame damage during a race. They searched high and low for a welder but no one had one at the track. Lou dropped everything and told Brandon he would be right back. When Brandon's father asked where Lou went, Brandon said "To get a welder." His father said, "You mean borrow one?" Brandon responded with, "You know Lou." Sure enough the team had a new welder shortly after.



I think Lou gets as much out of the competition and watching his young driver sweep the local tracks as Brandon and his Dad do from the sponsorship. His cars all have the Cottman logo in plain sight and they are becoming well known both locally and nationally for their competitive spirit. They have many friends on the local circuit and it doesn't hurt Lou's business one bit that all these cars are trailed to the events with tow vehicles of every shape and size. Lou Guarini is a Cottman Man who knows how to get his name out there and have fun doing it. I'm sure next year will bring more trophy's and success for team "Cottman"!