

# Shot Peening Guru Launches NASCAR Team



**Jim Burr**, founder and Chief Executive Officer of **National Peening, Inc.**

**Jim Burr**, founder and Chief Executive Officer of **National Peening, Inc.**, has launched a new company, Burr Motorsports, that will design, build and race a two car NASCAR team. The team will advance in the NASCAR Busch Grand National Series in 2003 and run a complete schedule in 2004.

Burr Motorsports is the culmination of a lifetime interest in racing by Jim Burr. Having raced and worked with NASCAR greats such as Dale Earnhardt, Bobby Labonte, and Ernie Irvan, Jim is well known within the NASCAR community. Jim's personal experience in building race cars, combined with his business expertise in utilizing and perfecting the shot peening process, make Burr Motorsports a natural to achieve greatness on the NASCAR circuit.

Jim will continue to be involved with National Peening; a company he opened in 1986. National Peening shot peens tens of thousands of connecting rods for OEMs and the aftermarket that supplies the race teams. Almost every race team uses shot peening on connecting rods, valve springs, wrist pins, crankshafts, retainers and even rod bolts. However, the use of shot peening on NASCAR cars wasn't always common practice. It took the vision of people like Jim to bring the two together.

Jim recognized the value of shot peening to the automotive industry from his years of working with National Peening clients like General Motors. He looked at the components that were failing on competitors' cars and began to shot peen the engine and suspension parts on his son's cars. (His son, Conrad, began racing when he was 13 years old.)

Jim says, "People were asking us why we never seemed to have engine failures or breaking parts. We would tell them that we shot peened our parts but our answer seemed to run off their backs."

Since shot peening is used primarily to eliminate fatigue failure due to cyclic loading, there are many components used in all touring divisions of NASCAR which can benefit from the shot peening process, if properly processed.

When the big race teams started shot peening, Jim believes that it was due to the research from the aerospace industry that finally proved the value of the process. All components of the race car and its engine are becoming increasingly stressed due to attempts to eliminate weight. Race teams, like Burr Motorsports, that successfully incorporate good shot peening processes into the design of their cars will enjoy a competitive edge.

"I've been involved in racing from the outside in for a long time," Burr says. "I think now is a great time to be involved in this exciting sport and I am proud to be putting together a team that I expect to see in the Winner's Circle within the year."

**T**hese figures on specific product improvements due to shot peening are from National Peening's<sup>1</sup> web site:

- **Spring life increased 400% to 1000%**
- **Gear life increased 500%**
- **Drive pinion life increased 40% to 414%**
- **Steering knuckle life increased up to 121%**
- **Crankshaft life increased 100% to 1000%**

**(Product improvement proven by independent sources.)**

**Numbers like these should convince everyone to follow Jim's lead and add shot peening to their formula for success.**

<sup>1</sup> [www.nationalpeening.com/benefits/shtml#benefits](http://www.nationalpeening.com/benefits/shtml#benefits)