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SMOKEY YUNICK'S AUTOBIOGRAPHY RACES INTO THIRD PRINTING ON WEB, PHONE AND WORD OF MOUTH

Smokey Yunick's autobiography, **Best Damn Garage in Town...The World According to Smokey**, is already half way through the second edition with sales topping 5,000 copies after just 9 months. Given the enormity of the current best sellers, this might not seem a huge achievement, but these sales have been only through direct sales on their Web site and a toll-free number. The \$275 Collector's Edition, which is accompanied by a numbered, signed certificate and is limited to 2,000 copies, has reached the halfway mark, while the \$95 Racer's Edition has sold well over 4,000 copies.

The autobiography is a three-volume, boxed set that was written long-hand entirely by Smokey with his wife Margie transcribing his scribbles into the computer. In December of 2000, Smokey was diagnosed with a very aggressive form of leukemia and this finally gave him the push he needed to stop editing and rewriting and commit the book to print. He formed Carbon Press so that the book would be published just as he had written it and so his family would be assured of receiving the proceeds. The collection was produced in less than five months from start to finish and premiered during race week of the 2001 Pepsi 400. Smokey never lived to see the finished books, but he supervised everything up until it went to printer. Smokey passed away on May 9, 2001.

Carbon Press is the publishing company set up by Smokey and sells the book direct via its Web site, smokeyyunick.com and their toll-free number, 866-SMOKEY2 (766-5392). The company will launch retail sales following the upcoming BookExpo America in early May.

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