



# Gemaire's Rheem NASCAR Promotion Creates Excitement for Dealers

The Spring air is full of excitement for Gemaire customers with the announcement of the Rheem NASCAR Promotion. During a series of customer appreciation events that showcased the Rheem #33 of Kevin Harvick, Gemaire made customers eligible to win race tickets and pit passes to the race at Daytona in July.

Customers were treated to lunch, a mini trade show, door prizes and an up close look at the #33 Rheem Race Car. The events were held at Gemaire locations in Orlando, Melbourne, Sarasota, Valdosta, Pensacola, Jacksonville, East Tampa, and Sarasota.

