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FOR IMMEDIATE RELEASE:

## **Southwest Reining Horse Association Futurity and Show is Again Presented by Billingsley Ford**

The Southwest Reining Horse Association Futurity and Show presented by Billingsley Ford will return October 22-27 to the Hardy Murphy Coliseum in Ardmore, Oklahoma. In 2012, Billingsley Ford of Ardmore, Oklahoma ramped up its long-time support of the annual event and became the presenting sponsor of the event. Heavily vested in the reining industry, Billingsley supplies pickups to many of the industry's top trainers.

Billingsley Ford Truck Sales Manager Donnie Gillham, and Assistant Used Car Manager Patrick Welch have been strong supporters of the Southwest Reining Horse Association and its members. According to Gillham, the decision was made to focus on one discipline several years ago. The reining industry, specifically the Southwest Reining Horse Association Futurity, was chosen. He noted, "It's been a great relationship. The reiners have really supported us - not only locally but internationally!" He continued, "They could do business anywhere but they chose us. No discipline has been as loyal to us as reining."

The SWRHA Futurity and Show presented by Billingsley Ford will feature \$114,000 added in 2013, keeping its position as one of the reining industry's most important fall events and a great prelude to the NRHA Futurity which follows a short month later.

"We appreciate the support of the staff and ownership of Billingsley Ford," said SWRHA President Ann Salmon. "We hope to continue to do a good job of keeping the Billingsley brand in the forefront of our marketing and publicity efforts."

The dealership earned the trust of owners and riders in the reining community. As one top trainer noted, "I used to shop Billingsley and other dealers to get the best deal. Billingsley always had the best deal so now I don't bother to shop anywhere else!"

The Billingsley family has been committed to delivering the highest possible level of customer service since Travis Billingsley opened his first dealership in Lufkin, Texas fifty-one years ago. Travis's sons Mike and Craig joined the company after graduating from the University of Oklahoma. With the addition of Billingsley Ford of Lawton in 1997, Billingsley Ford Lincoln Mercury of Duncan in 1999, Billingsley Hyundai in 2006 and Billingsley Lincoln Mercury at the Lawton location in 2009, the family-owned company has grown to employ over 200 persons.

For information on Billingsley Ford, visit the web site at [www.billingsleyford.com](http://www.billingsleyford.com).

For more information about the Southwest Reining Horse Association or the SWRHA Futurity, call [580-759-2572](tel:580-759-2572) or visit [www.swrha.com](http://www.swrha.com).