

# PRI

PERFORMANCE RACING INDUSTRY MAGAZINE

## 2022 PRI TRADE SHOW

THE BUSINESS  
OF RACING

DECEMBER 8-10 | INDIANAPOLIS, INDIANA

2022 PRI TRADE SHOW



### INSIDE

OFFICIAL SHOW GUIDE | FULL EXHIBITOR LISTING | EVENTS SCHEDULE | PRI EDUCATION LINEUP  
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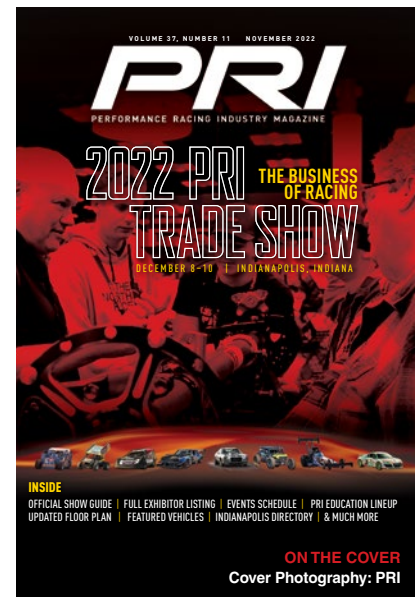
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# FROM THE PRESIDENT

## TIME FOR US TO VOTE RACING

As this issue of PRI Magazine drops, the United States is about to hold a national midterm election that could largely dictate the future of the racing industry. Repeatedly, our editors and I have informed you of the mission at hand as well as what your PRI team is doing to better represent the racing industry. But now is the time for all of us to do our part and “Vote Racing!”

For over five years, SEMA and PRI leadership as well as our Washington, DC-based government affairs staff have pushed, lobbied, and positioned the industry to get the Recognizing the Protection of Motorsports (RPM) Act passed. Without support for the RPM Act, we are concerned that the Environmental Protection Agency (EPA) will continue with their blatant overreach, levying more and more fines on companies that manufacture racing parts. This simply cannot continue.

Accompanying this column is a list of the state-by-state RPM Act co-sponsors. These lawmakers have publicly announced their support for the racing industry—their support for you. Since these candidates support our industry, you should take them

into consideration as you head to the polls in November.

You will notice this list is very bipartisan, as the RPM Act and the future of racing is an issue that holds no political party boundary. We need Republicans and Democrats to work with us, to pass common-sense legislation, and do their part to protect you from an unchecked bureaucratic agency. I am operating this office in a truly “party-blind” manner as we continue to evolve our alliances in Washington.

For politicians who read this, we have a very simple way of looking at the political landscape: If you are a friend of the racing industry, PRI will be a friend to you. In the past 12 months, we have invested in race track banner ads for racing-friendly politicians, as well as multiple digital and social campaigns that are designed to highlight the RPM Act’s strongest supporters in Congress.

We continue to expand our reach, our Performance Racing Political Action Committee (PAC) funding, and our ability for the racing industry to be a true impact industry in politics. Your support of the PRI



**DR. JAMIE MEYER**  
[jamiem@performanceracing.com](mailto:jamiem@performanceracing.com)

PAC and voting the “PRI line” is the best way to show our strength.

To be clear, PRI is choosing to highlight those candidates who support our industry and are on the ballot in the midterm election because it matters. Elections have consequences, and you need to really investigate who will best represent your racing industry (as well as all the other issues on the ballot).

Stay tuned to PRI, and make sure you check out our latest political activities at [SaveOurRaceCars.com](http://SaveOurRaceCars.com). And, you are always welcome to send me a note with your thoughts (President@PerformanceRacing.com). **PRI**

<b>ALABAMA</b> R Robert Aderholt R Gary Palmer R Mike Rogers	D Scott Peters D Raul Ruiz D Mike Thompson D Norma Torres R David Valadao	<b>IDAHO</b> R Mike Crapo	<b>KENTUCKY</b> R Andy Barr R James Comer R Brett Guthrie R Thomas Massie	<b>MISSOURI</b> R Jason Smith	<b>NEW YORK</b> D Sean Patrick Maloney R Elise Stefanik R Claudia Tenney	R Mike Kelly R Scott Perry R Guy Reschenthaler R Glenn Thompson	R Jake Ellzey R Lance Gooden R Pete Sessions
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# FROM THE EDITOR

**F**our key reasons why this year's PRI Trade Show will deliver unbeatable opportunities and value for motorsports professionals:

**1) THE EXHIBITORS.** Any ink we devote to the PRI Trade Show really begins with the more than 1,000 exhibiting companies that fill the floor of the Indiana Convention Center and Lucas Oil Stadium each year with countless new parts, equipment, and solutions for all forms of competition. This is where the top names in motorsports unveil their latest innovations—cars, engines, suspension, chassis, batteries, safety, tools, machinery, trailers, etc.—with product and systems experts on hand to provide additional information, answer questions, and develop relationships with buyers and media. There's simply no bigger or better venue for racing professionals to conduct business than PRI.

**2) THE NETWORKING.** Year after year we hear variations of the following from PRI attendees and exhibitors: "I never would have known about [important discovery] if it weren't for the PRI Show," or "I never would have met [future business partner] if I hadn't attended the PRI Show." Whether it's a chance encounter with drinks and appetizers in hand at the PRI Happy Hour, or a casual conversation over eggs and bacon at the Grand Opening Breakfast, Show guests are bound to discover and establish common bonds while sharing space with like-minded industry members.

**3) THE EDUCATION.** PRI's seminar program is designed to provide racing and performance industry members with world-class management and technical training and information in order to help them enhance their operations and better serve their customers. In the last few years that program has been expanded to incorporate a wide array of topics across multiple learning tracks. This year's tracks—Business, Tech, and EV—include presentations on hot-button topics like sponsorship, social media, performance tuning, cylinder head/



**DAN SCHECHNER**  
dans@performanceracing.com

induction system design, and electric vehicle conversions, and feature industry leaders and subject matter experts live and in-person throughout all three days of the Show.

**4) THE ACTIVATIONS.** There's a reason we strongly advise all attendees to plan ahead before arriving in Indianapolis for the PRI Trade Show. In addition to helping you navigate the Convention Center's formidable footprint, an agenda will ensure you don't miss out on any of the Show's unique activations. Our Featured Products Showcase, for example, contains exhibitors' newest and hottest parts and gear in a dedicated display just inside Lucas Oil Stadium. Our Content Creation Zone, located this year in the Wabash Ballroom, highlights a number of the industry's leading content generators and social influencers. Also set for Wabash and expanded for 2022, PRI's EV Performance Zone will feature up-close the tech, hardware, suppliers, and applications for today's high-performance electric-powered vehicles. And the list goes on.

So, what does this all mean? Whether you're a racer, sponsor, manufacturer, distributor, service provider, track promoter, or member of the press, there's no better, or more important, place to be on December 8–10, 2022, than the PRI Show in downtown Indianapolis. We'll see you there! **PRI**

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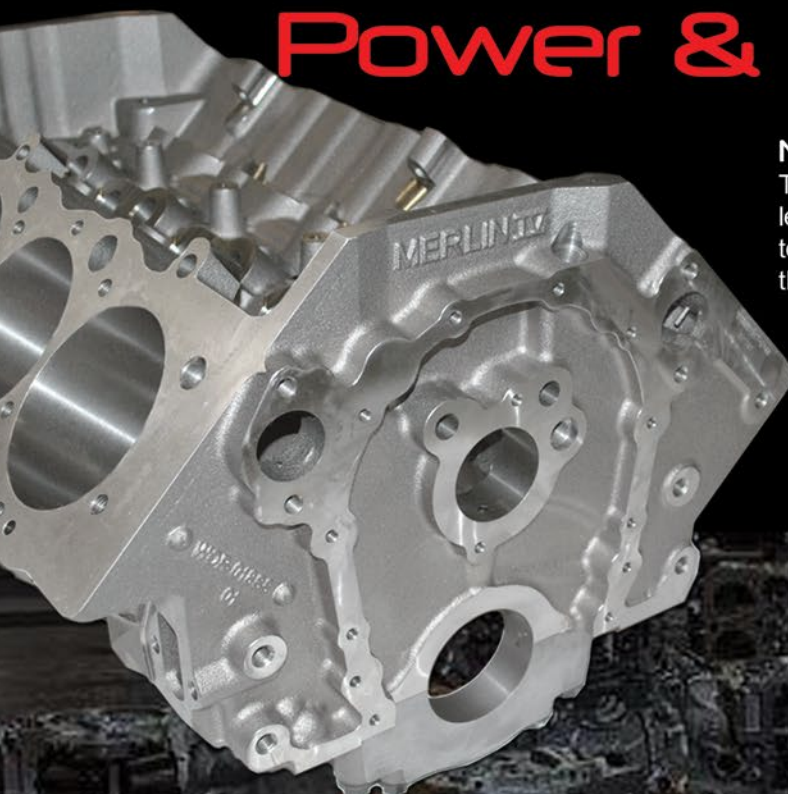
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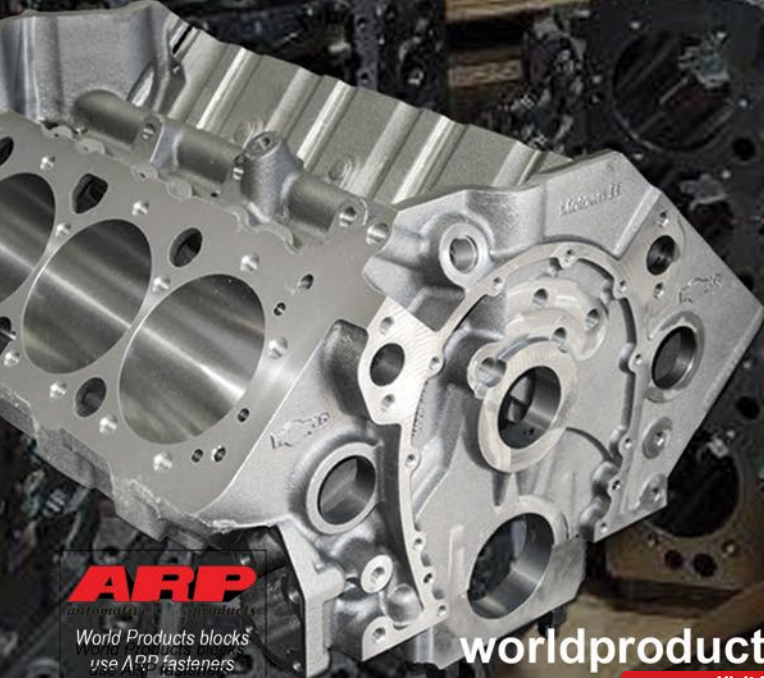
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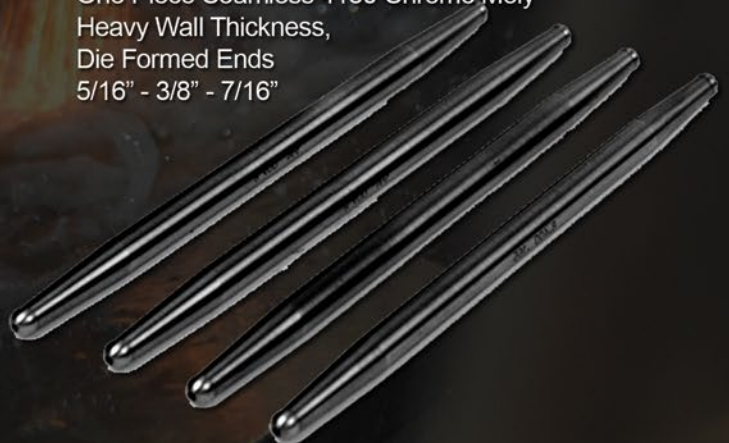
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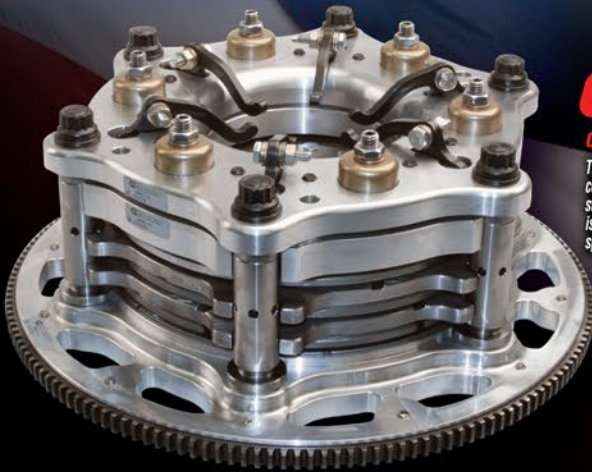
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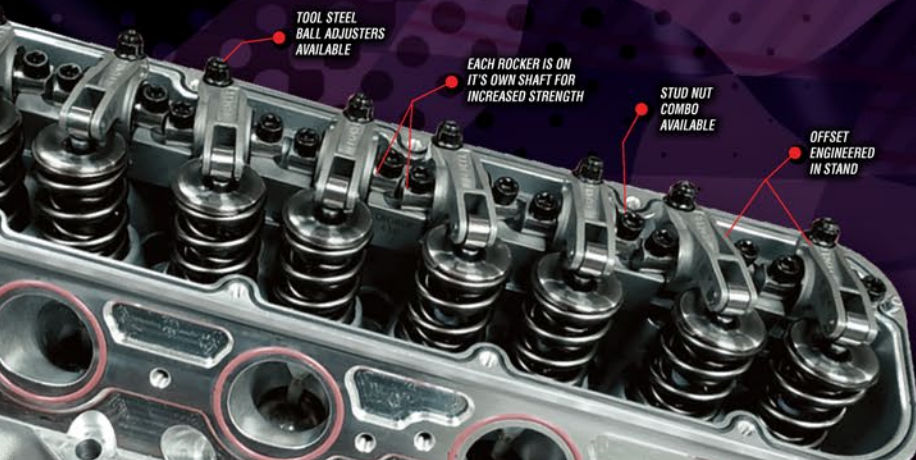


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## LEAD POSITION

Oh yeah, we know what you're thinking: Show time! Back for its 34th year, the sensational Performance Racing Industry (PRI) Trade Show returns to the Indiana Convention Center and Lucas Oil Stadium in downtown Indianapolis for three days (December 8–10) of wall-to-wall events and activities for motorsports professionals. With all forms of racing and performance represented, PRI's centerpiece is a Show floor packed with more than 1,000 of the world's premier manufacturers and service providers. From ABRO Balancing (Booth #5737) to ZyCoat (Booth #138), the Show delivers non-stop new product introductions alongside machine and equipment demonstrations, educational and training sessions, networking opportunities, and so much more for race teams, retail shops, warehouse distributors, e-commerce sites, engine builders, fabricators, dealers, installers, jobbers, and media. If you haven't already, register to attend today at [pri2022.com/attend](https://pri2022.com/attend). We'll see you in Indy! **PRI**

# ASK THE EXPERTS

## MEDIA GOALS AT THE PRI SHOW

Like many attendees, members of the motorsports press are looking for new racing-related products and trends in Indianapolis. But there are other items on their agenda, too—some of which may surprise you.

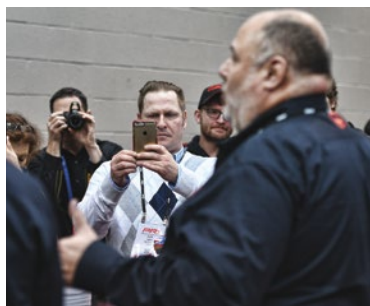
By Drew Hardin

Exhibitors, buyers, distributors, and racers tell us they like doing business at the annual PRI Trade Show (this year taking place December 8–10) because so much of the racing industry gathers under one roof for those three days. It's a target-rich environment for face-to-face meetings about new products, problem-solving, and ways to improve business—or lap times—for the coming year.

Members of the racing media come to the Show for many of the same reasons. "We cover the PRI Show because it represents an authentic and genuine marketplace for the latest motorsport products," said Tim Rutledge of PASMAG's Tuning365, Toronto, Ontario, Canada. "We're always searching for, not just products, but for stories behind those products."

Bobby Bennett of CompetitionPlus.com in Spartanburg, South Carolina, said, "We are a conduit for those who can't come to the Show. We basically walk the Show, get the news, and report back to those who can't make it. Along the way, we learn the trends of the manufacturers and what their new products are. It's a two-fold thing: It educates us on what we need to prepare to report on, and it also serves the person out in a remote part of country that can't get to the Show. We are their eyes and ears."

For Andreanna Ditton of RacingJunk.com in North Adams,



Massachusetts, new racing products are just part of what draws her team to the PRI Show. "Over the last five to six years, the PRI Show has really become a place where racing performance news is announced. So it isn't just what is coming out in the industry, it's what kind of news is coming out for race teams, vehicle builds, individual racers, owners, crew people. What is happening in that part of the world?"

***"OVER THE LAST FIVE TO SIX YEARS, THE PRI SHOW HAS REALLY BECOME A PLACE WHERE RACING PERFORMANCE NEWS IS ANNOUNCED."***

RacingJunk's mission at the PRI Trade Show is different from many media outlets, she added. "RacingJunk is part of a community of classified sites that's focused

Bobby Bennett of CompetitionPlus.com (not pictured) spoke for many in the media when he called his role at the PRI Trade Show "a conduit for those who can't come to the Show. We basically walk the Show, get the news, and report back to those who can't make it."

on racing performance." So for years, RacingJunk used its PRI Show booth for T-shirt giveaways, poster and calendar signings, and other activities to promote its classified business. About 10 years ago, the site launched a content platform to further support the race community by providing a forum of sorts for them to stay up-to-date on the race industry. "There are many different components as to why we go that are slightly different from other members of the press," Ditton added. "When I'm there, I'm supporting our marketing and business development initiatives, as well as representing the media for our sites. But all of it is in support of the grassroots racer and their interests."

Karl Fredrickson of Speedway Illustrated in Epping, New Hampshire, is a PRI Show veteran,

Media members at the PRI Show are looking for things that will excite their audience, whether that's the latest in technology, breaking news about a series or driver, or a specific new part that will help them go faster or spend more wisely on their race car.





RacingJunk.com is part of a community of classified websites, so its mission at the PRI Show isn't just as a member of the media, explained our company source. "When I'm there, I'm supporting our marketing and business development initiatives, as well as representing the media for our sites. But all of it is in support of the grassroots racer and their interests."

having attended since the early 1990s. His takeaway over all those years is that "it's vital to show up, vital to have a booth, vital to walk the halls, be there a little early, stay a little late, and attend gatherings and social visits. You never know when you're going to stumble across something. You never know when you'll meet someone who turns into a story for the magazine or reveals a product that can help someone go faster, be safer, or spend smarter, which is what Speedway Illustrated is all about."

What catches the attention of these reporters as they walk the Show? "There are two things," Fredrickson said. "Familiar faces and strangers. The single most important thing I can do for my job at Speedway Illustrated, whether I'm at a race track or at the PRI Show, is walk up to someone I don't know and say, 'Hey, how's it going?' That's where the conversation starts. I can ask people I know at the Show how their season was, what's been going on. Or if I see somebody who I don't know, I can discover a new product."

For Bennett, "the first thing that draws my attention is the established brands. I always go to them to see their newest thing, so they can educate me on why this is the greatest, newest thing. Then I'll see some new companies that really appeal to me, or I'll see something that intrigues me, or something from a company that's famous in drag racing."

"I look for things that are going to excite the audience," said Ditton. "If there's a cool build there, or a cool car, we focus on it. What resonates with my audience is anything that's going to affect the team, so I'm looking

for news about somebody joining a new team, leaving a team, driving a different kind of vehicle, going into a different series, a new series being announced, or new technology being announced."

"I love to stand in a booth and listen to product specialists discuss something with Racer XYZ about what their concern is, what challenges they have experienced at the track," Rutledge said. "Then you see these conversations taking place where they're actually solving problems in real time combining their technical expertise and the new products on display."

"I've been coming to the PRI Show for 23 years, and in that time you build up a lot of relationships," Bennett said. "One of the biggest assets of the PRI Show is the number of relationships that Show allows someone to build. If you're in this business, I don't know how you could skip this Show. When we come to PRI, it's game on. Most of the time we are running from the moment the door opens." **PRI**

## SOURCES

**CompetitionPlus.com**  
competitionplus.com

**PASMAG**  
ppmghq.com

**RacingJunk.com**  
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**Speedway Illustrated**  
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# STOP DOING THAT...DO THIS INSTEAD

The annual PRI Trade Show provides unmatched opportunities for motorsports professionals to discover new products, services, and solutions, as well as network and learn from some of the top minds in racing today. For most, it's this once-a-year chance to connect with vendors and customers that sets the tone for the racing season ahead. But even seasoned Showgoers have been known to overlook certain details when planning or taking part in PRI's big event. And for those attendees—as well as first-timers—we've put together a dedicated Show edition that identifies what not to do before and during the three biggest business days in racing. Compliments of the PRI team, as well as experienced industry members, we present the following tips on how you can make the most of your time in Indianapolis.

Compiled by Meredith Kaplan Burns

## Stop Doing That: Disregarding important emails from PRI

“Read your emails from PRI. These emails often contain important details such as deadlines to register, when PRI housing opens and closes, how to cancel a hotel room and the deadline, and helpful tips to consider when at the PRI Show.”

—Nicole Harless, Senior Trade Show Specialist, PRI

## Stop Doing That: Arriving to the PRI Trade Show without a plan

“I would emphasize the importance of creating and using the My Show Planner, which can be found at [pri2022.mapyourshow.com](http://pri2022.mapyourshow.com), where attendees can build a list of exhibitors they want to see in advance by adding them to their Show Planner. Maximize your time by setting meetings in advance.”

—Celina Ingargiola, Industry Sales Director, PRI

“Determine why you are attending the Show and what you want to accomplish. What are your goals and objectives? Buy merchandise? See new products? Cement relationships with vendors and explore new business opportunities?”



Attend seminars and network with other retailers? Most likely it is a combination of all of them. Rank them by order of importance.

“Appointments at trade shows are like appointments with your doctor, and there is a trickle-down effect. If a doctor's first patient arrives 20 minutes late, then the appointment schedule changes for everyone. Plan ahead and try to ‘cluster’ exhibitors, both the ‘must see’ and ‘like to see,’ in sectors of the Show floor.” —Bill Kendy, business consultant and PRI contributor

## Stop Doing That: Talking only to your industry friends

“Talk to strangers. PRI is a great place to come and reconnect with friends in the industry, but it is critical to challenge yourself to meet new

people—it could be your next big business deal.” —Celina Ingargiola

Considering the miles of aisles you'll walk at the PRI Show, wearing comfortable shoes is a must. PRI's Industry Sales Director Scott Hartwick (not pictured) takes it a step further by changing into fresh socks at least twice a day. “Definitely a nice booster after a long day on the Show floor,” he added.

“Network! Begin by attending the Grand Opening Breakfast. Find an open seat at a table with people you don't know. Introduce yourself and ask about the other people at the table, their types of businesses, and their goals for attending the PRI Trade Show. Attend the PRI Happy Hour Thursday evening and various seminars.” —Meredith Kaplan Burns, Managing Editor, PRI

“Dress to impress, but comfortably. There's a lot of walking! Wear comfortable shoes, but business or business casual is recommended, especially if you're having meetings.” —Celina Ingargiola

## Stop Doing That: Dressing too casual, or too formal

“Wear comfortable walking shoes or presentable athletic footwear, and dress with an eye toward classy comfort. Nobody at a trade show will judge you by your shoes—they are in them, too.” —Bill Kendy

“I too am a big fan of not only comfortable shoes; but also have a secret trick of changing out my socks



at least twice and sometimes three times a day. Definitely a nice booster after a long day on the Show floor. Fresh and clean feeling for your feet. Less moisture to build up and cause potential blisters.” —*Scott Hartwick, Industry Sales Director, PRI*

**Stop Doing That: Not having contact information available**

“Bring business cards. After an important meeting it’s great to swap business cards so you’re top-of-mind when that person returns to the office after the Show.” —*Celina Ingargiola*

**Stop Doing That: Buying dinner Thursday night of the PRI Show**

“Attend the Thursday night PRI Happy Hour on December 8, from 5–7 p.m. in Lucas Oil Stadium. This is a great opportunity to network and enjoy food and drinks on PRI.” —*Celina Ingargiola*

**Stop Doing That: Taking over a seminar during Q&A**

“This is pretty specific, but when you’re attending a seminar and the presenter or panel moderator invites questions from the audience, please don’t use this opportunity to take over the session. State your question clearly and concisely, then retake your seat and await the answer. Just because you have the microphone and an audience, doesn’t mean you have complete freedom to speak on whatever topic you want. It is not the time for shoutouts, or to give a long-form description of your newly established nonprofit—or for-profit enterprise—along with a brief history of why you created it, who it’s meant to serve, and where people can find it online. Be respectful of the presenter(s) and your fellow audience members, and keep your seminar question brief, on-topic, and to-the-point.” —*Dan Schechner, Editor, PRI*

**Stop Doing That: Using the Show for sponsorship requests**

“Exhibitors are there to promote their products and write up orders. If you are attending the Show and you’re only looking for sponsorship, it’s best to grab a business card and set up a meeting for another time, or feel them out for when it’d be best to have



When attending a seminar at the PRI Trade Show, “be respectful of the presenter(s) and your fellow audience members, and keep your seminar question brief, on-topic, and to-the-point,” recommended PRI Magazine Editor Dan Schechner (not pictured). “Please don’t use this opportunity to take over the session.”

that conversation. Their time is very valuable and ensuring they get their ROI from exhibiting is key. You never want to get in the way of what could be an important business conversation.” —*Andrea Brake, Industry Sales Director, PRI*

**Stop Doing That: Limiting yourself to certain parts of the PRI Show**

“Don’t miss out on ALL parts of the Show. It’s more than just the two main halls. Lucas Oil Stadium houses product displays, trailer exhibits, PRI Happy Hour, and special attractions. The TOPS Lounge is a great networking spot, too. Anyone can stop in there, and there should be workspaces, snacks, and lots of literature from track operators and promoters offering services. “This year, we have a sponsor for it: MyRacePass.com, who will give a talk there and is even working on getting a happy hour put together.” —*Jeff Dahlin, Industry Sales Director, PRI*

**Stop Doing That: Being the last one to close down the bar**

“This is a business event that provides valuable opportunities to succeed, so use

your time wisely and act responsibly.” —*Alan Josse, Senior Sales Director, PRI*

**Stop Doing That: Not making dinner reservations in advance**

“Book your restaurant reservations before leaving for Indianapolis. In fact, book your reservation now to any popular restaurants in downtown Indianapolis. Don’t roll into St. Elmo Steak House or Harry and Izzy’s on Thursday or Friday evening and expect to get a table. For those restaurants, plan to book a table when you make your PRI housing arrangements, which should be no later than July.” —*Meredith Kaplan Burns*

**Stop Doing That: Not using the resources available from exhibitors**

“Smile and ask questions. We are here for you. Technical and application questions are always great to ask. Take advantage of the face-to-face time. Our product is very technical. We’ve had customers bring our product to the Show to ask if something looks right or why something looks the way it does, and every customer who has done that leaves our booth more confident and satisfied with our product.” —*Kristen Damberger, Cometec Gasket*

**Stop Doing That: Not using the PRI My Show Planner**

“My Show Planner helps me manage my time, and it doesn’t get me lost in translation. There is so much to see.” —*Frank Siharath, Racetune Engineering*

“The first thing we do is use the PRI floor plan app and exhibitor app, and we literally create a plan of which booths to go to. That’s invaluable on the PRI website. We use it every year.” —*Kevin Shaw, Raceday Safety*

**Stop Doing That: Overlooking exhibitor-sponsored seminars**

“They explain their products, the benefits, and the proper use of the product, and they kind of help you with selling points like questions your customer may ask you about. It gives you an educated comment when customers ask that question.” —*Vic Brown, Trader Vic’s Speed Shop PRI*

# MAKE THE CASE

## PLANNING FOR THE PRI TRADE SHOW

The Show brings together industry leaders, motorsports icons, and the latest racing technology all in one place. So there's really no debate: With such a broad range of things to do and people to meet, a little preparation will help ensure your time in Indianapolis is well-spent.

By Bradley Iger

No annual event incorporates the various aspects of the racing industry quite like the PRI Trade Show does. Encompassing all forms of motorsports and open to qualified PRI Members, the Show provides competitors, engine builders, fabricators, retailers, and other members of the racing community with nearly limitless networking opportunities, insight from industry experts, and a hands-on look at the latest go-fast hardware.

More than a thousand businesses will showcase their latest products and services at this year's Show; and with a broad range of seminars, live demonstrations, and special exhibits like Machinery Row and the EV Performance Zone, there's certainly no shortage of interesting things to check out. While it can be tempting to simply dive in and just see what you discover while cruising around, the sheer size and scope of the Show can also be a bit overwhelming for the uninitiated. With that in mind, we asked previous attendees about the tactics they use to ensure that they get exactly what they want out of this incredible event.

### FEET ON THE GROUND

"Bring a backpack with you," advised Eric White of 815 LSx Swaps, Machesney Park, Illinois. "Whether you're there for media coverage and you've got equipment with you or you're just there to check everything out, you're going to end up carrying a lot of stuff over the course of the day. Swag is being given away all over the convention, and you don't want to have your hands full all of the time. And I can't emphasize this enough: Wear comfortable shoes. You're going to be doing a lot of walking."



PRI Trade Show veterans recommend making a plan for time at the Show rather than just walking the aisles and discovering things by chance. The sheer size and scope of the Show can be overwhelming for the uninitiated.

White also advised allowing extra time at the Trade Show. "I thought I could get through it in a day, and that's definitely not doable," he confirmed. "There's so much more than just the exhibitor booths. There are things like the Content Creation Zone and the Featured Products Showcase, and get-togethers like the PRI Happy Hour that give you a chance to network with colleagues in the racing industry. The PRI Education seminars are incredibly informative as well. You really need to give yourself at least a couple of days in order to see everything. If

*"WEAR COMFORTABLE SHOES. YOU'RE GOING TO BE DOING A LOT OF WALKING."*

you can stay for the whole Trade Show, that's even better."

While at the PRI Trade Show, definitely take in the numerous scheduled events. "It's always been a tradition of mine to attend the Grand Opening Breakfast," said veteran Show attendee Caven Risk. "The new products are definitely a focal point for me, but over the years I have also developed a lot of friendships in the industry, and the PRI Show is the one time of the year that I get to see a lot of them in person.

"Once that's over," he continued, "I'll go into the exhibitor area and walk down each and every aisle while also prioritizing the brands that are relevant to the racing that I do. Since I really don't want to miss the seminars, I'll try to coordinate it so that I'm in the hall where a seminar is taking place around the time it starts. That way I'm not running around all over the convention trying to get from one point of interest to another."

### DIGITAL SCHEDULING

Veteran attendees offer their tips, but exhibitor Lou Lobsinger of Torqued Distribution's national sales office in Troy, Michigan, shared some insights for those at this year's Show, too.

"As an exhibitor, we want to have as much quality one-on-one time with folks at the event as we can, so we try to stay focused on a few key products, or product categories, at the booth," he explained. "That helps us see more people throughout the day and doesn't leave other people waiting around to talk to us. We also keep a time schedule at the booth so that everyone coming by knows which staffers will be at



“One of the most useful tools you can have for the Show is the PRI mobile app,” said one veteran attendee. Its version of the My Show Planner “provides an overview of the floorplan and where the different vendors are going to be located, so you can check out where everything will be well ahead of time.”

the booth at what time. That allows us to get out and see new products at the Trade Show while still being accessible and available to our customers.

“For those who haven’t been before, my advice would be to go through the Show Planner so you have an idea of which exhibitors you want to spend time with and what you want to talk about when you get there,” Lobsinger continued. “Once you walk into that exhibit hall, there’s just so much going on that it’s really easy to get distracted. The more disciplined you can be about following a game plan, the more successful the Show will be for you.”

Access the My Show Planner feature on the PRI website at [pri2022.mapyourshow.com](http://pri2022.mapyourshow.com) and click on “Show Planner” in the upper right corner. It’s quick and easy to create an account, and then you can

schedule events, find information about exhibitors including their booth number and contact information, and even send the company an email in advance of the Show. In addition, users can save photos, product information, and special offers, which can be accessed before, during, and after the Show.

“One of the most useful tools you can have for the Show is the PRI mobile app,” confirmed Stephen Glover, who attended the PRI Trade Show as a crew member for the Wild Thing Pro Outlaw Drag Boat team, about the mobile version of the My Show Planner. “The app provides an overview of the floorplan and where the different vendors are going to be located, so you can check out where everything will be well ahead of time. That allows me to make a checklist for the people I must see and the products that I’m interested in, and also note the booths that I can probably skip because they’re not going to be relevant to me specifically. There’s just so much going on at the Show that, even with three days to walk through there, you’re probably not going to be able to see it all.

“There are also a lot of racers and celebrities at the PRI Trade Show,” Glover continued, “and they’ll be scheduled to be at certain booths and certain times. So I also make a sort of ‘wish list’ of the folks I want to see and then follow them on social media to get updates on where they will be at a given time during the PRI Trade Show. Plotting it out like that really allows me to maximize the use of my time at the event. The days fly by really quickly when you’re walking through all of it.” **PRI**



“Go through the Show Planner so you have an idea of which exhibitors you want to spend time with and what you want to talk about when you get there,” said one longtime exhibitor. “There’s just so much going on that it’s really easy to get distracted.”

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# EDITORS' CHOICE

This month's special edition highlights new motorsports-related products that will be on display in the PRI Trade Show's Featured Products Showcase inside Lucas Oil Stadium.

By Mike Magda

MC-1

## QMP RACING ENGINES

[qmpracing.com](http://qmpracing.com)

Brad Lagman at QMP Racing Engines in Chatsworth, California, needed a better way to measure pistons, so he developed the MC-1 tool that also accurately measures ring-groove depth, compression height, lifter-bore bushing dimensions, lifter diameter, and cam bearings.

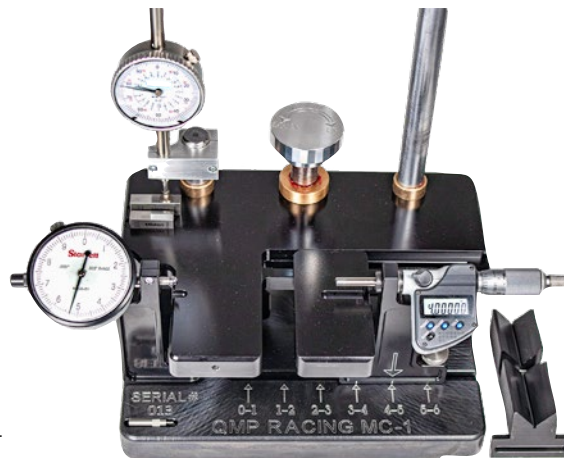
"Basically, any component that is round and up to 6 inches," said Lagman.

The MC-1 takes a "holistic approach" to eliminate human error in measuring critical engine components. The accuracy of a traditional micrometer when measuring piston diameter to set piston-to-cylinder wall clearance is dependent on the skill and technique of the engine builder. With modern, high-boost engines or high-compression, naturally aspirated engines, this clearance is extremely critical to sealing the cylinder.

"Everyone has a different feel of the torque on the spindle of the micrometer," explained Lagman. "With the MC-1, there's a dial indicator, so it doesn't matter how tight the feel of a micrometer. Everyone will come up with the same number."

In today's work environment, more experienced and proficient engine builders are retiring. Lagman said products like the MC-1 can help reduce the need for the "touch-and-feel" expertise associated with traditional measuring.

"Anyone who assembles an engine should have an MC-1," he said.



## LIGHTNING BOLT SOLENOID

### TURBO TIME USA

[turbotimeusa.com](http://turbotimeusa.com)

Designed not only to improve a diesel truck's performance at the drag strip, the Lightning Bolt solenoid will also help increase fuel economy and acceleration when the truck is working as a tow vehicle.

"If you're using a solenoid VGT-based platform, it's going to increase the efficiency, boost response, the spool-up time, and torque development for the low- to mid-range," said Mike Carr of Turbo Time USA, Totowa, New Jersey. "You can see anywhere from 2–8 psi increase, depending on the setup."

The Lightning Bolt solenoid is engineered specifically for VGT applications, including the 2003–2007 6.0-liter Powerstroke, 2015–2019 6.7-liter Powerstroke, and 2004.5–2016 6.6-liter Duramax. Company sources suggest that the Lightning Bolt not be used in tandem with aftermarket tuning that restricts VGT vane percentages.

Installation time can be as short as 10 minutes for some applications. All necessary brackets and hardware are included. Basically, the Lightning Bolt manipulates the variable-vane function to enhance spool-up operation as well as improve the exhaust-brake function.

"You don't leave any performance on the table with this product," added Carr, noting that larger turbo wheels that suffer from slow acceleration and boost will benefit significantly.



## CUSTOM INTAKE MANIFOLD

### WEINLE MOTORSPORTS

[weinlemotorsports.com](http://weinlemotorsports.com)

Custom intake manifolds are a specialty at Weinle Motorsports in Cleves, Ohio, and this polished billet beauty is for a 632-cubic-inch big block Chevy that will power a car in Top Sportsman and Quick 8 competition.

“For this one, it has special billet round-to-oval tapered runners,” explained Mike Weinle.

This intake will sit atop a set of 12-degree Pro-Filer cylinder heads, and the engine is expected to make 1,300-plus horsepower naturally aspirated with a pair of 4500 carburetors.

Weinle has designed and built intake manifolds for a variety of applications using sheetmetal and billet aluminum components. He’s worked on Pro Stock cars, marine engines, and even a unique tri-carb Super Stock design that fit European rules.

“All manifolds are custom built to the customer’s horsepower and rpm range,” said Weinle. “The plenum volume, runner length and shape all come into play.”

This BBC intake manifold features coolant provisions and a thick base plate for added durability.



## MPVI3

### HP TUNERS

[hptuners.com](http://hptuners.com)

HP Tuners in Buffalo Grove, Illinois, has released a VCM Suite 5.0 software update with new and improved features along with an Advanced Parameter Trainer in support of the new MPVI3 OBDII interface.

The software provides tuners and enthusiasts with a comprehensive dive into the vehicle diagnostics and calibration changes, and now the update offers improved histograms and Vehicle Profile Editor. It also has multi-language support and data-logging monitors.

Also, HP Tuners added the training program, which requires users to complete the course to access specific advanced parameters in VCM Editor.

“This prerequisite ensures all VCM Suite users know and understand the legal requirements and emission regulations that impact their profession or hobby when tuning and diagnosing vehicles using this software,” said Chris Holt. “The MPVI3 continues to build on the foundation set by the MPVI2+ while bringing the latest features and functions that we know our customers love. This latest generation product was completed on an accelerated timeline to meet market demands and confront the supply chain challenges that the entire industry is facing.”



## MULTI-PURPOSE TOWELS

### **SURGE INDUSTRIAL**

[surgeindustrial.com](http://surgeindustrial.com)

A clean race shop is the first step in building a winning car at the track. Experienced racers know that a dirt-free environment promotes safety and productivity. Having a handy towel to wipe down work surfaces and gear in the shop will reduce the need for a day-long thorough scrubbing, and that's one way that the multi-purpose towels from Surge Industrial in Aurora, Ohio, can be an asset to a motorsports operation.

"The dual-sided, multi-purpose towels are a quick and easy method of cleaning hard surfaces," explained Josephine Brencic. "Our industrial-strength cleaning formula was designed to clean the toughest dirt, grease, and grime in environments such as a race shop."

The towels are NSF certified A1 and are rated with a neutral pH. They come in stackable canisters with 85 11x9-inch towels in each canister. The towels are designed to be non-smearing, and because the dirt adheres to the towel, there is no transfer to other surfaces. The cleaning agent is diluted with a 5:1 ratio of water.

"They can be used in myriad applications from cleaning tools, work tables, parts, and shop equipment to spot cleaning floors and walls," added Brencic.

The blue abrasive side is used for scrubbing, while the smooth side is for light cleaning. There are no dyes or scents in the product.



## MUD SLINGER BRAKE KIT

### **ULTRA LITE BRAKES & COMPONENTS**

[ulbrakes.com](http://ulbrakes.com)

Sprint car racers often bemoan that brake fittings on the calipers were damaged from rocks or debris during the race. In the past, brake manufacturers have tried attaching a shield with bolts to the caliper.

"The problem is, all those bolts work against the caliper structure," said Chris Boucher of Ultra Lite Brakes & Components, Mount Pleasant, Pennsylvania. "We decided to machine a rock or mud shield right into the caliper."

The floating caliper holds a single 1.5-inch piston and is designed for the left front wheel on a sprint car. The Mud Slinger caliper can be matched with one of three 10-inch rotors: drilled titanium, chromoly scalloped, and titanium scalloped.

"We showed it in our hand at PRI last year but never really featured it," said Boucher. "Then we got a handful of guys using it, and they all loved it. We haven't had any failure rates come back."

Ultra Lite recently changed from engraving its logo into the red anodized caliper and is using a decal now. The kits come with the caliper, rotor, sprint car spindle, metallic brake pads, and hardware.





## MAL3 ULTRA-HIGH-PERFORMANCE END MILLS

### MELIN TOOL COMPANY

[melintool.com](http://melintool.com)

The MAL3 series of 39-degree end mills from Melin Tool Supply in Cleveland, Ohio, is a top-to-bottom line of three-flute aluminum cutters that falls under the company's Ultra High Performance grouping. They are designed for roughing, finishing, and high-velocity machining.

"The MAL3 leaves a superior polish and finish while providing tight tolerance options," said Matt Sippel. "The MAL3 have advanced edge-prep technology and engineering that goes into the design of this tool, setting us apart from a standard high-performance end mill. These tools leave a showroom quality polish on your finished piece."

There are hundreds of part numbers under the MAL3 line, offering different sizes and end geometry to provide aggressive cutting and ramping. Some are designed to provide polish grinds on both the walls and floor. Designs also optimize chip evacuation and avoid chip nesting. Other styles have a unique geometry to reduce cutting pressures and vibration at high feed rates.

The MAL3 line will be on display at the 2022 PRI Trade Show. Melin will also bring end mills designed for other materials, such as a seven-flute for Inconel and five-flute for titanium, that fall under the Ultra High Performance banner.

## FOGGIT FOGGING OIL

### FOGGIT

[foggit.com](http://foggit.com)

Foggit is a new fogging oil designed to prevent surface rust from forming on critical internal engine parts between races. It is easily applied by spraying the formula into an open throttle when the engine is turned over for a few seconds with the ignition off.

It can also be applied directly on the cylinder walls through the spark-plug hole.

"It's amazing how quickly surface rust can begin to form on a race engine's cylinder walls. Even freshly machined after cleaning, you can see the surface rust starting to form in a matter of minutes," said engine builder Gary Stinnett.

A multiple champion in the Lucas Oil series, Stinnett also said that rust on cylinders is directly related to trace amounts of sulfur in race fuels.

"We developed Foggit specifically to solve the problem before it starts by clinging to the cylinder walls for protection," said Steve Williams of Henderson, Nevada-based Foggit.

Also of note: The company plans to expand its contingency program next year.

"Foggit is posting contingency at NHRA Lucas Oil events, and because it protects engines in all forms of racing, we will be expanding our program in 2023," Williams added. "Racers spend a lot of money on their engines, and we believe it's the best insurance to keep them protected."



## MANGO II FR RATCHETING COUNTERSINK DEBURRING SET

**SHAVIV USA**

[shavivusa.com](http://shavivusa.com)

One of the most popular deburring sets offered by Shaviv USA in Bolingbrook, Illinois, is

part number 90072, the Mango II FR Ratcheting Countersink Set for cleaning in the inside diameter of holes.

"For any fabrication involving metal, this is the quickest way to knock off burrs that remain on the edges after cutting," said Nicholas Prohl. "This ratcheting set is great for cleaning holes. It gets the work done quick instead of having to dig out different files to smooth out the edges."

The kit includes the popular and ergonomically designed Mango II handle, the FR ratchet holder, and F20 20-mm countersink blades.

"This countersinking tool usually cleans out a hole in one turn," added Prohl. "The nice thing about this tool, it's just a quick turn—unlike a standard deburring tool. There's a lot less fatigue on the hand, and the user can do multiple holes very fast."

Key to the comfort factor is the Mango II handle. "The company has always tried to design the handle to fit the palm of the hand, and they've improved over the years," said Prohl. "Some of the younger generation machinists seem to like more ergonomic and more sleek designs, and that's what this handle offers."

"The handle is also compatible with the F26X chamfering cone, which is used for deburring outside edges on pipes and tubing," he added.



## MODEL 2734 PARTS CLEANER

**CRYSTAL CLEAN**

[crystal-clean.com](http://crystal-clean.com)

Using ultrasonic vibrations to deep clean parts, the Model 2734 from Crystal Clean in Hoffman Estates, Illinois, is an automated 70-gallon high-efficiency cleaner that makes quick work of what used to be a long, labor-intensive process.

"For racing applications, cleanliness is vital to ensure all parts are operating at maximum capacity. Ultrasonic waves clean all the nooks and crannies and crevices within intricate engines, while traditional cleaning methods struggle to clean difficult-to-reach places on parts," said Danielle Nielsen. "One of the primary advantages of using an ultrasonic parts cleaner for racing applications is the speed and efficiency of cleaning parts compared to traditional cleaning methods."

The tank has a footprint of 52x36x57 inches and weighs 330 pounds. It requires a 230-volt connection.

"Cleaning carbon deposits off pistons, valves, and cylinder blocks becomes as easy as placing the parts in a machine. Removing grease, oil, and grime from crankshafts, harmonic lifters, cylinder brackets, and timing sets is easy because of the simple automated process," added Nielsen. "Even engine, transmission, and differential components can easily be cleaned by an ultrasonic parts cleaner."

Overall, the parts are cleaner, and the shop doesn't have to take personnel off other tasks just for cleaning.





## PRO DRAG FRONT BRAKE KIT

### ULTRA LITE BRAKES & COMPONENTS

[ulbrakes.com](http://ulbrakes.com)

**B**uilding big horsepower with massive twin turbos and large air ducting can present quite the challenge to a chassis builder when dedicating room for front brakes. The new Pro Drag front brake kit from Ultra Lite Brakes & Components in Mount Pleasant, Pennsylvania, is available in two styles: one with a four-piston caliper (two on each side), or a two-piston configuration (two on one side with a heat shield on the other side) to provide additional room in tight quarters. The kit also comes with a titanium rotor, which may weigh slightly more than carbon fiber but is less expensive. Also, titanium is less likely to be damaged if the car has an unexpected run off the end of the track into the safety pit.



## MANGO II SET L

### SHAVIV USA

[shavivusa.com](http://shavivusa.com)

**D**esigned as an outer edge deburring tool kit, the Mango II L (part number 90101) from Shaviv USA in Bolingbrook, Illinois, features the popular Mango II handle, the 'L' holder, and L10 blades. The L holder features a rolling guide, and the blade has four cutting edges to remove burrs from external edges. The 'A' side of the blade deburrs materials with spiral chips, and the 'B' side is for powdery chips. The kit is also available with the classic holder.



## MODEL 1684/2784 PAINT GUN CLEANER

### CRYSTAL CLEAN

[crystal-clean.com](http://crystal-clean.com)

**H**ere's a speedy and automatic way to clean paint guns. The Model 1684/2784 from Crystal Clean in Hoffman Estates, Illinois, actually offers both automatic and manual modes for cleaning. The automatic mode can clean two spray guns in under 60 seconds, or the manual mode can be used for precision cleaning. The product is designed to use aqueous cleaning chemistries. Overall dimensions are 50x28 inches, and the unit requires 2 cfm of air at 85 psi.



## PRX PRO-EXTREME INBOARD BRAKE KIT

### ULTRA LITE BRAKES & COMPONENTS

[ulbrakes.com](http://ulbrakes.com)

Designed as a rear inboard brake kit for sprint cars, the PRX Pro-Extreme brake kit from Ultra Lite Brakes & Components in Mount Pleasant, Pennsylvania, features a new floating 12-inch ceramic-coated titanium rotor. The larger, vented rotor provides greater torque on starts and restarts and improves trail braking. The kit can be ordered with a titanium or chromoly steel rotor. The kit comes with an aluminum four-piston caliper (two pistons on each side), heat shield, brackets, and mounting hardware.



## MANGO II SET M

### SHAVIV USA

[shavivusa.com](http://shavivusa.com)

Here's a two-in-one set from Shaviv USA in Bolingbrook, Illinois, that deburrs holes, slots, and edges. It features the popular Mango II handle and versatile 'M' holder that supports both B and E blades (part number 90094). Multiple blades are included in the kit: B10, B20, B30, E100, E111 and E200. This kit is also available with the classic handle.



## MODEL 2725 20-GALLON COMBINATION CLEANER

### CRYSTAL CLEAN

[crystal-clean.com](http://crystal-clean.com)

Combining the options of automation and manual cleaning, the Model 2725 aqueous parts cleaner from Crystal Clean in Hoffman Estates, Illinois, is a useful tool around the race shop. It has a 100-pound capacity and features a 22-inch turntable and 36 spray jets. The unit runs on 115 volts and has GFCI protection, and it's optimized for performance with an automatic 15-minute cycle timer, low-water shutoff, and preset thermostat at 130 degrees F. There's also a manual cleaning sink above the unit for precise cleaning.



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# NEWLY APPOINTED

CATHI & JOE MAYNARD

Drawing on their expertise in building successful businesses, the new co-owners of Don Schumacher Racing's Top Fuel team are now living their dream with "The Sarge" in the driver's seat.

By Jim Koscs

Last year, entrepreneurs Cathi and Joe Maynard joined forces with Don Schumacher Racing (DSR) as associate partners. In July, they expanded their position with the DSR Top Fuel team by becoming race team owners along with Eric and Kim Lehman. The decision, Joe explained, came when eight-time Top Fuel champion Tony Schumacher returned to DSR to drive the Maynard Family/Scag Power Equipment Top Fuel dragster in the NHRA Camping World Drag Racing Series.

It wasn't just Tony's race record the Maynards admired. They cited an intriguing and emotional connection stretching back years.

"I've been a drag racing fan since I was a teenager," Joe told PRI in a recent interview. "About 15 years ago, I talked Cathi into going to a race at Bristol. She's in a motorized wheelchair, and the handicapped parking at Bristol was at the finish line. I heard Top Fuelers staging. She'd never seen one in person, so I tell her to go to the fence, and as she gets there, Tony Schumacher flies by at about 330 mph. She came back wearing a huge grin and said, 'I want one.' But she wanted that one, that driver. That's what got the inspiration going, and it took this long to make it happen."

**PRI:** Why go from team sponsorship to ownership, and why now?

**Joe Maynard:** We had already talked with Don about going to a

bigger sponsorship position with DSR last year. He asked if I really wanted to bring Tony back if we could find a sponsor, and I said, 'yes.' We discussed a proposal, and I asked Don if he would ever consider selling the team. We started talking, and it became a deal. It was good for both of us, I think.

**PRI:** It sounds like a dream come true that's also a good business.

**Joe Maynard:** We feel that if there's any chance to break even or make any money in the NHRA, it would be with a name like Tony Schumacher. (Tony's US Army sponsorship had ended in 2018.) I'm retired Army, my son is retired Army, Cathi was Army, my daughter-in-law was Army, my grandson is on active duty. We thought "The Sarge" coming back to drive Top Fuel might be a strong business proposition.

*"MONEY HAS NEVER BEEN OUR DRIVER. IT'S THE PASSION TO SUCCEED."*

**PRI:** Prior to DSR, did you have any business involvement in racing?

**Joe Maynard:** We sponsored a local dirt track car that won the championship two years ago, that's about it. We've got an 18,000-square-foot restaurant just



## CATHI & JOE MAYNARD

**TITLE:** Majority Owners

**ORGANIZATION:** Maynard Family Racing/Don Schumacher Racing team (JCM/DSR)

**HOMETOWN:** Clarksville, Tennessee

**FAST FACT:** Cathi Maynard has never forgotten the day she first saw Tony Schumacher's Top Fueler fly by. "I would love to be in one of these cars going 300 mph," she said. "That would be the ultimate rush for me."

coming online. We'd never done that before, either. Business is our passion. We've brought on some expertise with a minority partner who had an extensive experience with NASCAR.

**PRI:** The prize in racing is winning, but do you have other near- and long-term goals for the team?

**Joe Maynard:** We have a couple of different philosophies. Constant improvement is one of the tenets of everything we've done in every business. Going top-to-bottom building successful programs makes us happy. We are also very big on helping families—to have younger kids and everybody we do business with have their lives be a little bit better. The good Lord smiled on us, so we feel like it's unfair if we don't extend a hand and reflect the light on other people.

**PRI:** Is there anything in your or Cathi's business background that matches up with an NHRA team, or does it matter?

**Joe Maynard:** I don't think it matters. I've started one or two divisions for companies and then started my own company years ago, and probably didn't know a whole lot about what I was doing anytime we started. The excitement of the race business is great, but we really enjoy building a business and creating a long-term, satisfying life for these guys and gals who join. A leader in the Army or general manager in a company must be someone who can do a little bit of

everyone's job but not all of anyone's. I think that helps us as business owners and more importantly, team owners.

**PRI:** So, you've received some on-the-job training?

**Joe Maynard:** When we started this a year ago, Don and [DSR Senior VP] Mike Lewis mentored me. If I asked Don a direct question about anything, he would tell me the business and professional aspects of it, and sometimes even the drag racing family part if he felt I needed to know. Mike showed us what the family of racing was all about.

**PRI:** Is there anything about this endeavor that surprised you?

**Joe Maynard:** I guess the biggest surprise for me was how almost every team owner has embraced us and said, "We're glad to see you out here. Good luck. I hope we beat you, but it's OK if you beat us."

The passion of the owners and drivers

*"THE EXCITEMENT OF THE RACE BUSINESS IS GREAT, BUT WE REALLY ENJOY BUILDING A BUSINESS AND CREATING A LONG-TERM, SATISFYING LIFE FOR THESE GUYS AND GALS WHO JOIN."*

is incredible. Tony Stewart is a prime example. There's nothing this guy needs to prove in racing, but the passion is palpable on his face when he's out there and when I'm talking to him. We think we

match the passion.

**PRI:** Is there anything else you're looking forward to with this race team?

**Joe Maynard:** As I said, we like to mentor young folks. We intend to bring some young drivers that we're already sponsoring as amateurs. One is number three in Super Stock right now. If there's a chance for another car in the future, we would embrace that.

**PRI:** What's the one thing you can't live without and why?

**Cathi Maynard:** My husband.

**Joe Maynard:** Cathi. Everything we've done for nearly 40 years, we've done together.


Her passion becomes my passion, and we can't do this without our relationship in each other and with God. It's been important to us, and now it's important to our race team. Money has never been our driver. It's the passion to succeed. **PRI**

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# INDUSTRY INSIGHTS

WAYNE JESEL

Relentless research, development, testing, and commitment to quality has created a unique competitive advantage for Jesel Valvetrain Innovation since its inception in 1980. So, we couldn't help asking: Which creations are brothers Wayne and Dan most proud of? Which moments stand out among the rest? And what's the key to their remarkable longevity?

By Jeff Zurschmeide

When it comes to innovation in racing, it's hard to find a better example than brothers Dan and Wayne Jesel. They even put the word right there in their business name: Jesel Valvetrain Innovation. The Jesel brothers are the creative force behind a number of critical developments including shaft rockers, cam timing belts for pushrod V8 engines, cartridge roller lifters, billet tool steel cam cores, dual-plug front-drive distributors, and now their own engines. Jesel valvetrain components have been tested and proven in effectiveness and longevity so completely that it's just about impossible to find a serious team that doesn't use the company's products.

Jesel develops its products using Finite Element Analysis. Simply put, FEA is the use of computer modeling and stress simulation to figure out how any part is likely to operate or fail under a variety of scenarios. The process is designed to find weak points in a design before it blows up on track. When the modeling suggests a design improvement, the company uses rapid prototyping and CNC machining to make its test parts. Jesel maintain an in-house metallurgy lab to check all incoming raw materials.

But mostly the company is known for its valvetrain products. Jesel produces more than 550 different shaft rocker kits, ships more than 20,000 roller lifters annually, and makes belt drives and distributor drives for more than 30 popular engines. It also produces oversize billet camshaft cores, cam bearings, motorcycle valvetrains, and other related parts.

We found time in Wayne Jesel's busy schedule to talk about his company's history and future plans.



**PRI:** Not many people get to work with their brother for decades and stay friends. What's the Jesel story?

**Jesel:** Well, here's what I tell everybody: I was very fortunate. Danny started racing in the early 1960s. I was just a teenager then, and I started racing with him in the mid-1960s. He had a gas station, and when I was 12 or 13, I'd go there to help out, sweep the floors, pump gas, and what have you. Danny always, no matter where he went or what he did, going racing or whatever, he took me with him.

When I was still in high school, I started building a 1956 Sedan Delivery with a partner. I was 16 when we started running the car, and we were successful with it. Danny had a machine shop, and I helped him with that and did whatever I could for him. What happened later on, that people don't know, is that the engine shop got broken into, and absolutely everything was stolen. That pretty much wiped him out because we had to pay for customers' engines that were there, and we lost our own

*"IF IT TOOK A BETTER MATERIAL TO MAKE THE PART LIVE LONGER OR JUST BE A BETTER PART, WE WOULD DO THAT. WE CUT ABSOLUTELY NO CORNERS."*

stuff. That almost put us out of business.

But I had a partner in my race car, and his father had a food distributing business. So I went to work for him while Danny was starting the valvetrain business, and we wound up buying a food service company ourselves. As I was working in that business, I was trying to help out Danny with a little bit of funding. I wound up selling the food service company and invested money into machines and things to help Danny's business grow.

A lot of people know that I did the food service thing, because they still kid me about it: going from engines to making cocktail and tartar sauce, to getting back into the valvetrain business. But I just always say that the fortunate thing for me is that I had an older brother who took me under his wing,

took me everywhere with him, and taught me as much as he could about the business.

**PRI:** How did the Jesel business focus on valvetrains come about?

**Jesel:** Back in the mid-1970s, nobody had a shaft rocker. Then several people came out with products around that time. We tried them all, and they didn't work. At the time, we just ran a stud rocker with a girdle. When you started running higher rpms, you started having valvetrain problems. A lot of that was the geometry in the rocker arm.

Then what happened was by mistake.

Wayne and Dan Jesel's valvetrain business has its roots in Dan Jesel's drag racing in the 1960s. As a teenager, younger brother Wayne would help Dan at the track and at Dan's gas station.





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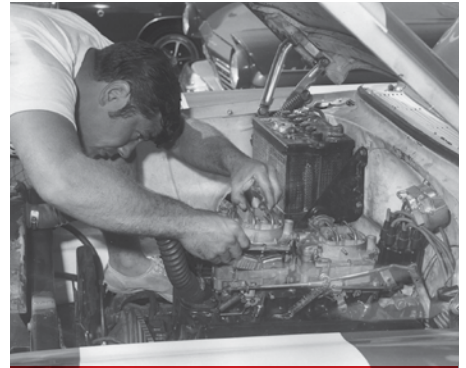
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Cylinder Heads America had been doing our heads for us, and they actually made the heads for a bigger cubic-inch motor than what we were running. That meant we had to run the motor at a much higher rpm, and we started having a lot of valvetrain problems. That's when Danny started looking into how



"I was very fortunate" growing up, said Wayne Jesel. "Danny [seen here working on a carburetor at the drags] always, no matter where he went or what he did, going racing or whatever, he took me with him."

to improve the valvetrain.

Because he was working on that valvetrain problem, he decided to focus on creating a new business producing a shaft rocker arm. What he learned with our engine and valvetrain, he incorporated into a shaft rocker arm system, and it worked very well!

But the real hard part to get started, was that you had all the top guys like Jenkins and Reher-Morrison who ran either small block or big block Chevys. They had tried the other shaft rocker arm systems that were out there, and they weren't very good. They wanted to know, why is yours going to be better? We had to prove that our product was better. Fortunately, we were able to get it on a couple of good cars, and they were successful with it. By word of mouth, it started growing.

**PRI:** You've been in the valvetrain business since 1980, so that's 42 years. Why have you guys stuck around when so many come and go?

**Jesel:** We never tried to spare any expense on anything. If it took a better material to



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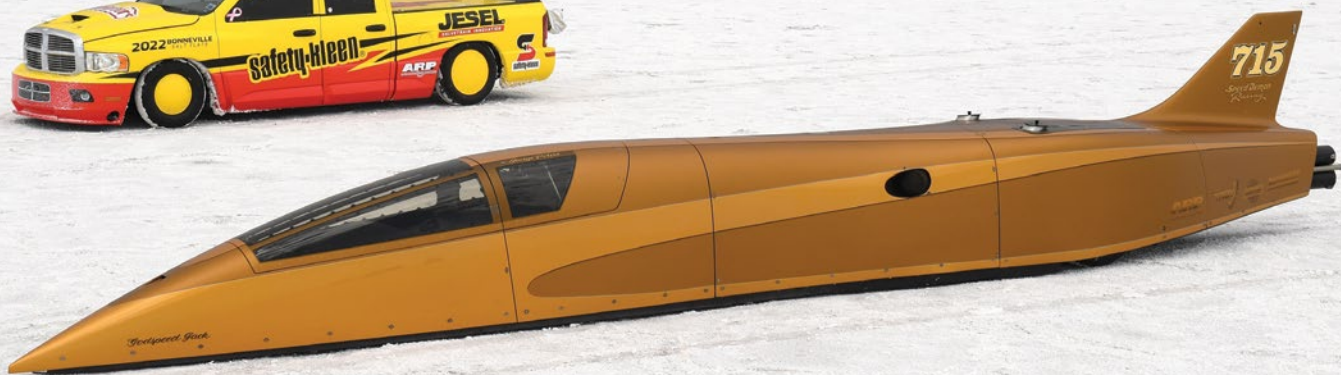
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Jesel's involvement in racing is so deep, and the company's many products so effective, it's almost impossible to find a serious race team that doesn't use Jesel parts. Wayne Jesel is seen here at the 2019 NHRA Winternationals with PRI's Andrea Brake.

make the part live longer or just be a better part, we would do that. We cut absolutely no corners. We felt that if we had the best part out there, that it would be worth the money, that customers would pay extra for the longevity that they would get out of the part.

For instance, several years ago the Top Fuel teams were having a terrible time with lifters. They couldn't make two or three runs without breaking lifters, and then that would cause engine explosions. The Kalitta team asked us to start doing a lifter development program with them.

We had already been in the lifter business doing NHRA Pro Stock, NASCAR lifters, and so on. We tackled the bigger lifter, and we put all of our best materials in it. What we would do is give them some lifters to use for a test run or two and send them back. Then put another set in and maybe make three or four runs, and then send them back. That was so we could see the time cycle as to what part of the lifter would be taking the most load, or wearing out, or showing wear on the roller wheel or the axle shaft. We would try to address that and improve the lifter.

As time went on, we felt we had a comfortable product and we started selling them to all the Top Fuel teams. These lifters are probably three times what it would cost them for what they had been buying, so it was a lot of extra money to them. But instead of three or four races, they run ours for 25 runs and then they send them back for a rebuild. Some teams even go for 40 or 50 runs before they send the lifters back. So the price difference is well worth the longevity and the fact that they're not blowing their engines up.

We like to say, if you make the investment now, you probably won't have to buy something else and then get ours. I'm not saying we're crazy overpriced, but it was higher priced than most of the other companies that were out there. And once the top guys start running it, if the little guy can afford it, he'll buy it.

**PRI:** Are there any examples of that you can recall?

**Jesel:** A few years back the John Force team made a wholesale change. They were having trouble with lifters, one after another. On a gamble, they put our stuff in every one of their cars, and everything went fine. I had personally never met John Force, but I saw him on his mini-bike at a race and I flagged him over and introduced myself. I wanted to thank him for his business. John said, "No, thank you! Because we weren't able to

*"MAKE SURE THAT  
WHEN YOU COME OUT  
WITH YOUR PRODUCT,  
YOU'RE READY."*

make two consecutive runs without blowing up." Then he said, "You know, I asked our guys, who the heck is Jesel and why are we giving him such a big check?" That's typical John Force!

But that's what we've done over the years. We've just spared no expense on material and machining and quality and fit and finish. And we've been very, very fortunate.

**PRI:** Let's look at the other side of that. How do you address the situation when you have

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a manufacturing or materials defect?

**Jesel:** I'll tell you the only time I can think of that we had a problem with anything. In the late 1990s, every Ford in NASCAR had our shaft rocker arm on it. Each rocker arm has an individual shaft. What happened was one of the teams called us and said the shaft was wearing out at the bearing. They sent it back and we tested it and found the heat-treat was wrong. Well, it was a batch of hundreds and hundreds of them. The best thing was that we could tell by the color of the end of the shaft if it was the bad heat-treat. We figured that out!

I went down to North Carolina with hundreds of shafts and went around to every Ford NASCAR engine to check every rocker arm with every shaft and change them out. They already had motors ready to go for a race in Martinsville, Virginia. So I went to Martinsville and went into every hauler, looked at every spare engine, and we changed out every shaft that we had to, and there were no failures because we did that.

**PRI:** Out of all the innovations that your company has developed, which are you most proud of? Is there anything that really stands out for you?

**Jesel:** Right now, it's what Danny just built. He'd been working on it over the last 10 years, but it's his own complete motor, which we call the "Equal 8." It's a pushrod V8 engine, but it's a different layout. Danny tried to make it so all the valvetrain was straight instead of all these crazy compound angles



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Dan Jesel (in foreground) shows off the Equal 8 engine at the 2018 PRI Trade Show. "It's a pushrod V8 engine," explained Wayne Jesel (at far right), "but Danny tried to make it so all the valvetrain was straight instead of all these crazy compound angles with the pushrods. It makes it a lot easier on the valvetrain." Dan won the Masters of Motors award that year for his efforts.

with the pushrods. It just makes it a lot easier on the valvetrain. Everyone who sees it says it's the nicest pushrod V8 they've ever seen. It's been a few years now, but when he first introduced it in 2018, we brought it to the PRI Show, and he won the Masters of Motors award with it for having the best-designed engine.

**PRI:** Thinking about the business environment today, especially the last couple of years, what challenges are you facing right now?  
**Jesel:** We lack human capital. We absolutely need operators to run the machines. We have plenty of machines, plenty of machine time. Material is not so much of an issue right now. We're still fine with getting everything we need, but we need people. Other than

that, we'd be okay.

**PRI:** How have you worked around the supply-chain difficulties over the last couple of years?

**Jesel:** We've always kept a fair amount of inventory on hand, but we've really kept up with it. It has slowed up a little bit. What's happened is, for instance, if we need 1-inch bar stock, we would normally get it on a moment's notice. Now all of a sudden, we can't get 1-inch bar stock, but we can get inch-and-a-quarter bar stock. Now we have to take that and get it turned down to an inch. Because we don't have enough operators to do yet another process, what we'll do is get the material and send it out to get it turned for us.

There's one particular material that's a little hard to get that's called S7 Tool Steel. We use that in an awful lot of parts, but we do have material that's a step better than that. So we've been using that for those applications. It's a little more costly from time to time, but sometimes we just have to bite the bullet and eat the expense. But it's not catastrophic where it's going to be that much of a cost factor.

**PRI:** When you look back over your whole career, what are the moments that really stick with you?

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In 2017, Wayne (at left) and Dan Jesel received NHRA Lifetime Achievement Awards at the 15th Annual Holley National Hot Rod Reunion in Bowling Green, Kentucky.

**Jesel:** I think the best thing is when you see who runs your product. Almost every NASCAR Cup car and Xfinity car runs our roller lifters, every Top Fuel Funny Car runs our lifters and rocker arms. Just things like that.

NASCAR used to run a timing chain and gear set on their engines. When they go to a short track like Martinsville where you're in and out of the throttle constantly in every turn, they were breaking timing chains pretty

*“THE FORTUNATE THING FOR ME IS THAT I HAD AN OLDER BROTHER WHO TOOK ME UNDER HIS WING, TOOK ME EVERYWHERE WITH HIM, AND TAUGHT ME AS MUCH AS HE COULD ABOUT THE BUSINESS.”*

regularly. So Richard Childress Racing tested a belt drive, and they had good luck with it. It wasn't legal for NASCAR at the time, but they tested it. Then they took it to NASCAR and eventually, they got it approved. Then pretty much every NASCAR team had to go with a belt drive. It was just things like that,

where you took different types of racing to the next level, to help them out. Things like that really give you the satisfaction of what you've done for the industry and how you've helped different types of racing.

**PRI:** What advice would you give someone who wants to start their own company like you did?

**Jesel:** Make sure you have plenty of time and money for development, because that's what it took. Working on that roller lifter, it was seven years before we ever sold a lifter. It took many, many, many bars of different stock and materials for testing and for trying things.

The worst thing you can do is come out with something new and then all of a sudden there are failures. That's exactly what happened with the shaft rocker arm business in the beginning. Because a couple of companies came out with it and there wasn't very good success, that turned everybody off on the idea. We had to prove to them that we had done our homework and made it better. Make sure that when you come out with your product, you're ready.

**PRI:** One last question: If we were to time travel back to the late 1970s, is there anything happening today that would have surprised you?

**Jesel:** I don't think so. Because everything evolved, it just keeps getting better and better. **PRI**





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# 2022 PRI TRADE SHOW



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**34<sup>TH</sup> ANNUAL  
PERFORMANCE RACING INDUSTRY TRADE SHOW**  
DECEMBER 8-10 | INDIANAPOLIS, IN

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**SPECIAL REPORT**

# 2022 PRI TRADE SHOW GUIDE

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By Drew Hardin

Variety. Efficiency. Camaraderie. While that sounds like an inscription etched into a medieval coat of arms, those were cited in a number of interviews as some of the most popular reasons why anyone involved in the racing and performance industry should attend the PRI Trade Show, which will once again fill the Indiana Convention Center (ICC) and adjacent Lucas Oil Stadium on December 8-10 with more than a thousand exhibiting companies and tens of thousands of attendees.

"If I were a buyer or end user, the number-one word that comes to mind about the PRI Show is variety, followed closely by scope and breadth," said Dan Roche of Briggs & Stratton Racing Engines, Wauwatosa, Wisconsin. "There's just so much to see at the Show. The breadth of all the different types of motorsports represented



there is just jaw-dropping.”

“In one trip, I can see 10–15 different companies I need to speak with in a couple of days, and in person,” said Filip Trojanek of CorteX Racing, Loveland, Ohio. “I don’t think there’s anything as efficient as that for getting it done.”

The PRI Show “is just pure racing,” said JR Clark of Clark Copper Head Gaskets, Blaine, Minnesota. “It doesn’t matter what form of racing it is, it’s all automotive talk when you get there.”

Keith Cookson of TW Metals, headquartered in Exton, Pennsylvania, agreed. “One of the biggest things about the PRI Show is that everybody who is there has the same passion. We’re there for a reason. Whatever we race, whatever we do, it’s the same passion.”

We recently spoke with a dozen exhibiting companies about why the Trade Show is such an effective place to do business, no matter the racing discipline. Here’s what they had to say.

### ‘NO BETTER PLACE’

One of the PRI Show’s main draws is its role as a launch pad for new racing-oriented products and services. Racers, fabricators, engine builders, distributors, retailers, and others know the Show aisles will be packed with the latest technological achievements. As Cookson said, “With any new product that any company is showcasing, at the PRI Show the buyers can feel it, touch it, look at it, and get a much better understanding of the product in person than they could online or by brochure.”



One of the biggest benefits of being at the PRI Trade Show is "to see our customers," said an exhibitor. "For many of these people, that's the only place we'll see them during the year. A lot of big engine builders are so busy they never get a chance to go anywhere other than the Show."

"I can think of no better place than the PRI Show to showcase your product and create those important relationships," said Deena Salenbien of ApexTurbo, Maybee, Michigan. Deena and Ryan Salenbien chose the 2019 PRI Show to introduce their innovative turbocharger, which features reshaped wheel geometry (forming the apex in the company's name) for "more air grab and more power potential," she explained. Response to the product was "overwhelming. We clearly had something to offer to the market that was very different, and that created a natural attraction. We were flooded the whole time, and we could really feel the excitement."

That first year they connected with race shops and also inked an exclusive distribution deal. "Those relationships were founded on the PRI Show floor, and they just blossomed and grew from there. To this day, we are working really closely with suppliers, vendors, and partners we met at our very first PRI Show."

Evolve Lubricants was a first-time exhibitor

in 2021, and the timing was fortuitous, said CEO and President Rick Lee of the Reno, Nevada-based company. Grand Opening Breakfast keynote speaker Roger Penske's comments about the need for sustainability in racing "set the stage for our disruptive technology." Evolve has developed a number of non-fossil-fuel sustainable lubricants, including its Ecorsa non-petroleum racing motor oil. Lee said attending the PRI Show last year "was pretty fun, coming into the high-performance area and showing customers and enthusiasts that we can make high-performance, carbon-negative products that outperform existing products. We have a fairly young company, with a new type of technology, and it was a great place for us to launch."

Lee was pleased with "the quality of attendees walking the aisles, the engineers working for each of the companies, and their receptiveness to new technology." Among the booth's visitors was Indiana Governor

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“The number-one word that comes to mind about the PRI Show is variety,” said a longtime exhibitor. “The breadth of all the different types of motorsports represented there is just jaw-dropping.”

Eric Holcomb. “Indiana is near and dear to our heart, as our product’s origination comes from soy, and Indiana is in the heart of soy country,” Lee said. Since then, he has “opened up discussions about bringing a refinery to Indiana, based on the access and quality of people we met at the Show. That’s what made the difference—the quality of the people at the Show.”

Another first-time exhibitor in 2021 was Hypercraft of Provo, Utah, which offers electric crate motor systems for a variety of vehicular applications. “We spoke with everybody” during the Show, said Logan



Tanner, “and that was surprising to us. We talked to a lot of good old boys who wanted nothing to do with EVs, and a lot of good old boys who wanted everything to do with EVs because they saw it as the future. We talked to mechanics who were eager to understand EVs and start working on electric vehicles. We talked to other mechanics who did not

understand the technology but wanted to start embracing it so they wouldn’t go out of business. We talked to racers—drivers, teams, and organizations—who were very interested in the potential for EVs in their sphere of racing. We were very impressed by the variety of people, from low-level mechanics all the way up to race organizers.”

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Todd Flis of Flis Performance in Daytona Beach, Florida, has been attending the PRI Show for 15–20 years. Yet 2022 will mark only the second year that the company, which is the exclusive builder of cars for IMSA’s Mazda MX-5 Cup, is an exhibitor. Why make the switch? “We wanted to open up new avenues of exposure for our customer base, for the series and for the cars,” Flis said. He also uses the booth to display “the production side of what we build and sell.”

The PRI Show is “the standard of anything racing related,” Flis said. “It does a much better job dialing in on racing than any of the other shows.” The Show “brings

everybody to one central location, so it’s a good place to meet and mingle. Most of our partners we use for the production side are at the Show exhibiting, so it’s a good place to meet with them.”

**‘PLANTING SEEDS’**

Not every company at the Show has a new product to offer. “We look at the Show more as planting seeds for customers than anything,” said Drew Pumphrey of D&J Precision Machine, Cambridge, Ohio, which specializes in diesel performance. “Customers aren’t going to need our engines tomorrow; they’re going to need them when they need them. We try to have

that seed planted, so when they do need it, they call us.”

In a similar fashion, GingerMan Raceway of South Haven, Michigan, has exhibited at the past two PRI Trade Shows “to let people from different race groups and race teams know that we’re available if they need testing,” said Maribeth Jordan. “That was our whole reason behind coming—to get us out there. And it’s worked.”

M1 Concourse in Pontiac, Michigan, is also exhibiting at the PRI Show to get the word out about the availability of its track, garages, and event spaces, said Tim McGrane. “I started visiting the PRI Show a few years ago when I was running Laguna Seca. It’s an important Show in the racing space, and the day before the Show they were doing the Race Track Business Conference, which gave us two reasons to go to Indianapolis from California. We’d always see people we knew in the racing world, and we’d also meet new people.”

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Once the M1 Concourse facility was completed, it was important for McGrane and his team to be at the Show "to let people know the track was available for rent, and also that we do events here. It's the event awareness, from a participant point of view, a spectator point of view, and a potential vendor or sponsor point of view, that we started connecting with people at the Show. Our experience has been that the Show presents a lot of opportunities."

### 'FACE TO FACE'

"Without a doubt, it's the face-to-face interaction that makes the PRI Show so important," said TW Metals' Dan Schaeffel. "There's only so much you can accomplish online or over the phone. The Show is the one time of year you know everybody more or less is going to be in the same spot. It provides that open marketplace feel, where you can get things accomplished. A lot of the people we deal with like that face-to-face interaction.



"Without a doubt, it's the face-to-face interaction that makes the PRI Show so important," said an exhibitor we spoke with. "A lot of the people we deal with like that face-to-face interaction. They're able to get good information and get things done at this Show."

They're able to get good information and get things done at this Show."

Clark spoke for many when he said one of the biggest benefits of being at the PRI Show is "to see our customers, keep the customer relations up. We take very few orders there. It's

more a matter of seeing our customers, getting to know them face to face. For many of these people, that's the only place we'll see them during the year. A lot of big engine builders are so busy at their shops they never get a chance to go anywhere other than the Show."



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Tim Suddard of Grassroots Motorsports Magazine in Holly Hill, Florida, attends the PRI Show “primarily to see past customers and existing customers. It’s a logical time of the year. We’re working on renewals for advertising, marketing partnerships for our events, social media, and so on. A lot of people, when you try to talk to them earlier, they say, ‘Let’s just meet up at PRI.’

“It’s a very convenient place to visit our regular partners,” he added. “To travel around the country to visit 30–40 customers in three days is pretty damn expensive and inefficient. When we schedule meetings in our booth, we can catch up with everybody, see what they want to do, and tell them what we’re doing for next year.”

### ‘THE GAMUT OF ALL MOTORSPORTS’

One area we wanted to address with our exhibitors was the perception by some in the industry that the PRI Show is “an oval

track show” or “just for drag racers.” Those racing disciplines are well represented at the Show, but as ApexTurbo’s Salenbien said, “PRI provides the gamut of all motorsports. Here we come from the truck and tractor pulling world, and it’s still motorsports, even if it’s very different from oval track and drag racing.”

From the perspective of the TW Metals team, the PRI Show “is a Show for everything,” said Terry Hanneman. “Indy is racing. Anything you can race is there.”

Added Keith Cookson: “We get buyers and customers from all aspects, whether it’s drag racing, circle track, road course, off-road trucks, monster trucks, even motorcycle stuff.”

“The Show reflects the reality of the marketplace,” said Suddard, who has been attending the PRI Show for longer than he could remember. “Do you remember Nashville? I do,” he said. “When we started, there wasn’t much road racing other than pro racing. There wasn’t a NASA—just the SCCA

and maybe two or three independent clubs. That was the whole world. Now there are so many sanctioning bodies—ChampCar, Lemons, Lucky Dog—and now so many schools, track-day events; there’s so much going on, and that’s reflected at the Show. There are more and more booths that talk sports cars, road racing, and so forth.”

For Trojanek, “there’s a bunch of companies at the Show with the kinds of products we need to buy” for CorteX Racing’s road race customers, “things like rod ends, plumbing, different engine components. Those are generic and not specific to one industry or another. Sure, there’s a lot of specialty products that are geared toward circle track or drag racing. If all the major companies are there, you’re just going to get a lot more in those areas because that’s what’s most popular in the US right now. But they also offer things that are more road-race oriented as well, for the more generic consumables.”

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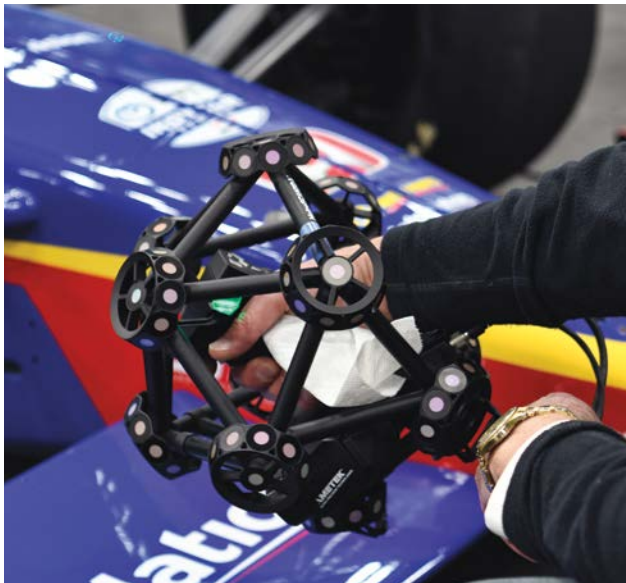
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Pumphrey has noticed “an up-and-coming push in the diesel market to be at the Show.” What’s helped is the fact that “we’ve made leaps and bounds on getting faster and faster with diesel drag racing, to where people are actually paying attention and not looking at us like we’re a bunch of guys out there just blowing smoke and not going very fast.” Some of that attention is coming from drag race and circle track customers who aren’t familiar with diesel racing.

That kind of crossover presents a number of opportunities, Salenbien said. “There are things that people who mainly provide to the car world can provide to the diesel and truck and tractor world, and there’s knowledge gained in the truck and tractor world that they can provide to the car world. We are a perfect example of that. What ApexTurbo has done for the truck and tractor world we are now bringing to the car world, allowing these people to upgrade their turbochargers and reach



When it comes to launching new products, there’s no better place than the PRI Show, said a source. “Buyers can feel it, touch it, look at it, and get a much better understanding of the product in person than they could online or by brochure.”

their goals and dreams of improving their vehicle on the drag strip. That crossover is key. The PRI Show is a great place to share knowledge. It just benefits all.”


### ‘SUCCESS STORIES’

“We have a ton of success stories from the Show,” Salenbien said. “By launching at PRI, which has a large attendance of

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car enthusiasts, we were able to build that crossover from truck and tractor pulling to the drag car world. Back in 2019, we didn’t have a single car with our turbos on them. Now we have world record owners with Apex turbochargers.” Arnaldo Rodriguez of the Venum Racing Team “made the switch to ApexTurbo on his Pro Mod drag car after learning about us at PRI and went on to set the Pro Import world record of 5.557 seconds in the quarter-mile. We also have an ApexTurbo on the world’s most powerful Honda four-cylinder,” a 1,600-hp powerplant

built by Nicolas Feliciano of Nicolas Auto Repair in Griffin, Georgia. “Now he won’t purchase anything but Apex turbos.”

A “main takeaway” for Hypercraft was inking a deal at the PRI Show “to be the electric drivetrain provider for a customer of ours that’s building an all-electric track car,” said Tanner. “The car will race in a series against other electric vehicles of the same make and model. It’s a sanctioned race series with a major race organization here in America. It’s going to be high performance, fast, fun, and exciting.”

Tanner said more details about the race series

and the car will be announced at the SEMA Show, and Hypercraft will have the car in its PRI Show booth.

“We had a win-win-win-win when we were able to pay back one of our competitors by inviting them to display a Formula car in our booth,” said Briggs & Stratton’s Roche. “We need to have some cool stuff in our booth, because people who show up at our booth year after year need to see something different to be excited about us again. That was the second win. For the third win, we always try to show that Briggs & Stratton Racing is comfortable with people stepping beyond our program. We were able to prove you can go from karts to cars. And the fourth win was we were able to get some publicity for this racer, allow him to tell his story in our booth in a relevant way for both of us.”

For McGrane at M1 Concourse, his Show success stories had to do with the connections he made. “It started this past year, at the Race Track Business Conference the day before,

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and then during Show days, they had a panel discussion with track operators. We connected with the person who runs the track at the National Corvette Museum at Bowling Green. They have a very active karting track, and we're in the process of developing something

that would include a kart track, so we were able to connect there." A recent transplant to the Midwest, McGrane was also able to talk to other track owners about "what we can do during the winter months with a track to keep it operating, keep it generating revenue."

CortexX Racing is involved in the build of a TA2 car to run at Pikes Peak, "and because they're not limited by TA2 rules, they wanted to use some of our more exotic products— bigger brakes, better suspension," Trojanek said. "They came to our booth to look at all the products. And we worked with guys from the chassis manufacturer, Howe Racing Enterprises, who were also in our booth. We could discuss some of the details as to how best to implement the products on the car. Normally, being able to get two or three manufacturers and the customer together in



A diesel engine builder we spoke with has noticed "an up-and-coming push in the diesel market to be at the Show. We've made leaps and bounds on getting faster and faster with diesel drag racing, to where people are paying attention."

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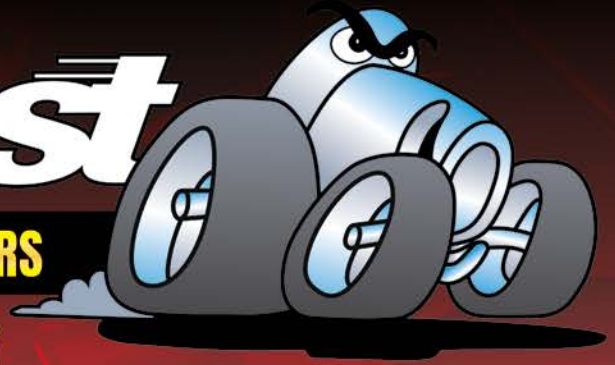
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The PRI Trade Show is “the standard of anything racing related,” said a longtime buyer who recently started exhibiting. “It does a much better job dialing in on racing than any of the other shows.”

one place is pretty rare. That meeting was kind of a big deal, and usually can't happen without a lot of effort.”

TW Metals has enjoyed a number of success stories over the years. “They come to us asking questions,” Cookson said, “and we have been able to do more of the

net-shape product, versus a standard off-the-shelf, which would save them a lot of machining time.”

“For many years, we had a great relationship with a particular customer,” Hanneman added. “By talking with them, we were able to set things up so we could cut

to length for them so they wouldn't have to do the first operation. That just came up in conversation: ‘Hey, we have this saw, we can certainly cut to length for you.’ Stuff like that comes up when you're sharing information back and forth.”

“It almost never fails,” said Schaeffel. “Every year, certain buyers that deal with you pigeonhole you into certain products. When they come by the booth, they'll look at everything you have to offer and say, ‘I didn't know you did that. Can you tell me a little more about this?’ That opens up new channels for that buying marketplace.” **PRI**

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# 2022 PRI TRADE SHOW SCHEDULE



## EVENTS

### RACE TRACK BUSINESS CONFERENCE (RTBC)

Wednesday, December 7

8:00 a.m. – 5:00 p.m.

Meeting Rooms 201–203

–  
The Race Track Business Conference (RTBC), presented by National Speedway Directory, is a one-day event for industry leaders to collaborate, analyze, and conceptualize around the business of motorsports. Gather insights from industry experts and learn how successful track owners, operators, promoters and more view the current economic challenges of our industry. Meet with a wide range of professionals from every form of racing. To register or for more information, visit [racetrackbusinessconference.com](http://racetrackbusinessconference.com) or call 847-853-0294. Fee to attend.

### INTERNATIONAL COUNCIL OF MOTORSPORT SCIENCES (ICMS) ANNUAL CONGRESS

Wednesday–Thursday, December 7–8

8:00 a.m. – 5:00 p.m.

–  
The ICMS Annual Congress will return to an in-person, two-day session. The goal of the Annual Congress is to inform the international motorsports community, the different scientific and medical disciplines, sanctioning body personnel, automobile designers and constructors, race team managers and drivers, and industry corporations interested in improving safety and performance for

the motorsports participant and highway motorist. The conference curriculum will focus on medicine and physiology, applied science, logistics and administration, and motorsports safety. For more information, visit [icmsmotorsportsafety.org/annual-congress](http://icmsmotorsportsafety.org/annual-congress). Fee to attend.

### EXHIBITOR RECEPTION

Wednesday, December 7

5:00 p.m. – 7:00 p.m.

Lucas Oil Stadium

–  
PRI exhibitors are invited to network, unwind, and enjoy drinks and light snacks after a full day of booth set-up during this exhibitor-only event on the concourse of Lucas Oil Stadium. No charge.

### FEATURED PRODUCTS SHOWCASE

Thursday–Saturday, December 8–10

9:00 a.m. – 5:00 p.m.

Lucas Oil Stadium

–  
Preview the latest motorsports parts and equipment in one location, and then head over to exhibitors' booths for more information. This popular section will be open all three days of the PRI Trade Show and provide a jumpstart to the products racers will be asking for in 2023.

### HOT RODDERS OF TOMORROW

Wednesday–Saturday, December 7–10

9:00 a.m. – 5:00 p.m.

Rooms 125–128

–  
Support the future of engine building and

watch high school teams in action at the Hot Rodders of Tomorrow (HROT) engine challenge, where they will tear down and reassemble engines in a timed competition to determine a national champion.

### GRAND OPENING BREAKFAST

Thursday, December 8

7:00 a.m. – 9:00 a.m.

(Doors open at 7:00 a.m.)

Sagamore Ballroom

–  
Kick off the 2022 edition of the PRI Trade Show with this exclusive, talk-show style event hosted by Ralph Sheheen. Enjoy the show over a hot, plated breakfast to help launch the three biggest days in the business of racing. The event takes place in the Sagamore Ballroom located on the second floor of the Indiana Convention Center. Visit [performanceracing.com](http://performanceracing.com) for additional guest announcements. No charge.

### PRI HAPPY HOUR & SAVE OUR RACE CARS RALLY

Thursday, December 8

5:00 p.m. – 7:00 p.m.

Lucas Oil Stadium Concourse

–  
All PRI attendees are welcome to network with racing industry colleagues and enjoy live music, complimentary beer and appetizers. Plus, join the cause to “Save Our Race Cars” with an exclusive rally featuring special guests discussing the Recognizing the Protection of Motorsports (RPM) Act and how to protect motorsports.



## EXHIBIT HALL LOCATION

Indiana Convention Center  
& Lucas Oil Stadium  
100 S. Capitol Ave.  
Indianapolis, IN 46225

## PRI TRADE SHOW DATES & HOURS

Thursday, December 8 ..... 9:00 a.m. – 5:00 p.m.  
Friday, December 9 ..... 9:00 a.m. – 5:00 p.m.  
Saturday, December 10 ..... 9:00 a.m. – 4:00 p.m.

## SHOW FEATURES

### GOODYEAR EXPERIENCE

Thursday–Saturday, December 8–10  
9:00 a.m. – 5:00 p.m.

Lucas Oil Stadium, Lucas Oil Concourse,  
& Hanging Car Display

Goodyear Racing returns with its exclusive race vehicle collection that will be displayed throughout Lucas Oil Stadium and the Capitol Avenue entrance of the Indiana Convention Center.

### PRI HQ

Thursday–Saturday, December 8–10  
9:00 a.m. – 5:00 p.m.

Booth 851

The hub for all things PRI. Learn about the latest PRI Membership benefits, PRI Magazine, and PRI PAC. Special guests will be stopping by throughout the weekend for autographs and pictures.

### PRI BUSINESS & FOUNDING MEMBERS LOUNGE

Thursday–Saturday, December 8–10  
9:00 a.m. – 5:00 p.m.

500 Ballroom

Open exclusively to PRI Business Members and Founding Members during Show hours for meetings, to relax, and have a beverage or snack.

### CONTENT CREATION ZONE

Thursday–Saturday, December 8–10  
9:00 a.m. – 5:00 p.m.

Wabash Ballroom

With the rise of social media influencers, new technologies, and new ways to showcase your brand, creating and distributing content is easier than ever. Within the Content Creation Zone, there is the Content Creator Stage, where speakers will help educate and inspire PRI attendees to become successful content creators through success stories, insider tips, introductions to the latest gear and technology innovations, and even hands-on demonstrations from the best in the industry.

### EV PERFORMANCE ZONE

Thursday–Saturday, December 8–10  
9:00 a.m. – 5:00 p.m.

Meeting Rooms 132 – 138

The EV Performance Zone, back for its second year, confirms that electric vehicles are a viable and growing sector of the performance and racing industry. Exhibitors will demonstrate the range of performance and racing hardware and applications in the EV space. At road courses, down drag strips, around dirt tracks, and over the salt at Bonneville, electric vehicles are an emerging—and potentially lucrative—market in the high-performance space.

### TOPS (TRACK OPERATORS, PROMOTERS & SANCTIONS) WORKROOM & LOUNGE

Thursday–Saturday, December 8–10  
9:00 a.m. – 5:00 p.m.

Meeting Room 130

The TOPS Workroom and Lounge area is a perfect meeting spot, workspace, and break room exclusively for track and sanction officials, management, and staff. Enjoy access to tables, chairs, and comfortable couches, as well as a small meeting room space that seats up to 12, which is available by reservation.



# PRI EDUCATION

## THURSDAY, DECEMBER 8

10:30 a.m. – 11:30 a.m.  
**HOW TO CHOOSE THE RIGHT TURBOCHARGER**

Geoff Raicer & Mat Velders,  
 Full Race Motorsports  
 Meeting Rooms 231–232

10:30 a.m. – 11:30 a.m.  
**STRATEGIES TO WIN IN A TOUGH ECONOMY**

Tom Shay, Profits Plus Solutions  
 Meeting Room 233

1:00 p.m. – 2:00 p.m.  
**EV PERFORMANCE: PUSHING LIMITS & BREAKING RECORDS**

AZN and Farmtruck, Street Outlaws;  
 Steve Huff, Huff Motorsports; John Metric,  
 Lonestar EV Performance; Allen Thomas,  
 National Electric Drag Racing Association;  
 Moderator: Alan Reinhart, NHRA announcer  
 Meeting Rooms 234–235

1:00 p.m. – 2:00 p.m.  
**FAILURE ANALYSIS: BROKEN PARTS & THE TALES THEY TELL**

Dan Begle, MAHLE; Fernando Curello and  
 Chuck Lynch, AERA; Russ Hayes, Jasper  
 Engines & Transmissions; Randy Neal,  
 CWT Industries  
 Meeting Room 236

1:00 p.m. – 2:00 p.m.  
**STATE OF THE RACING MARKET**

Gavin Knapp, PRI  
 Meeting Room 233

3:00 p.m. – 4:00 p.m.  
**EVS: THE COMPUTER MODELING CONNECTION**

Dan Agnew & Varun Negandhi,  
 EngSim Corp.  
 Meeting Room 233

3:00 p.m. – 4:00 p.m.  
**SOCIAL MEDIA MARKETING TIPS & TRICKS**

Sasha Dierker, SRI Performance  
 Meeting Room 236

## FRIDAY, DECEMBER 9

10:00 a.m. – 11:00 a.m.  
**WOMEN IN MOTORSPORTS PANEL**

Natalie Decker, Natalie Decker Racing;  
 Michelle Lackey Maynor, Alaska Raceway  
 Park; Kaylynn Simmons, Parts Plus  
 Top Fuel dragster team; Dr. Rebecca  
 Starkey, VMP Tuning; Moderator: Jeanette  
 DesJardins, Car Chix  
 Meeting Rooms 231–232

10:00 a.m. – 11:00 a.m.  
**BUSINESS OPPORTUNITIES IN THE EV CONVERSION & MOTORSPORTS MARKETS**

Jake Hawksworth, Hypercraft; Mavrick  
 Knoles & Rob Ward, Legacy EV; Moderator:  
 Alan Reinhart, NHRA announcer  
 Meeting Room 233

10:00 a.m. – 11:30 a.m.  
**THE SHAKE, RATTLE & ROLL OF CRANKS & BEARINGS**

Dan Begle, MAHLE; Randy Neal,  
 CWT Industries  
 Meeting Room 236



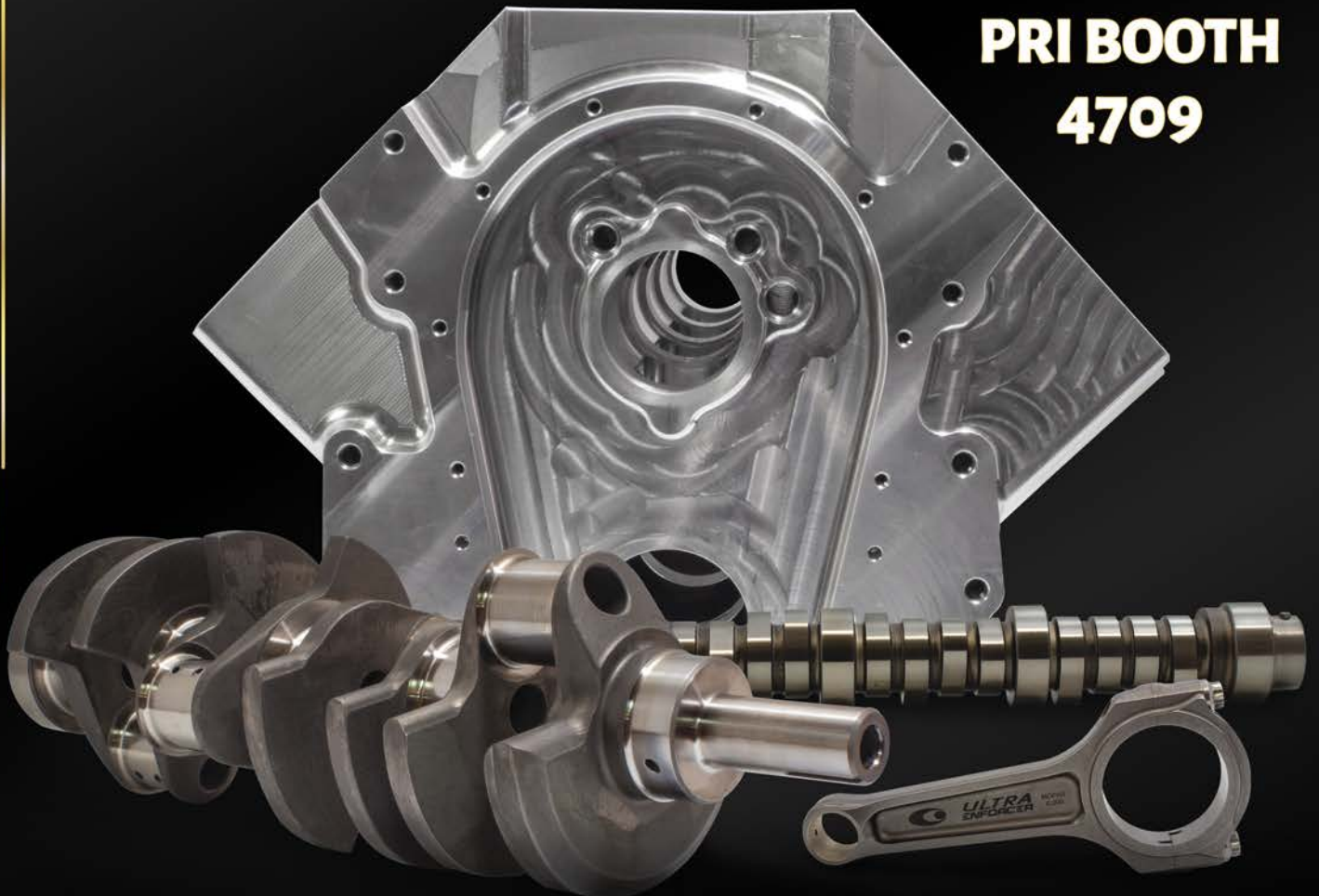


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# PRI EDUCATION

## FRIDAY, DECEMBER 9

1:00 p.m. – 2:00 p.m.  
**UNLOCKING HORSEPOWER THROUGH A SYSTEMS APPROACH**

Billy Godbold, COMP Cams/Edelbrock Group; Lake Speed Jr., Total Seal; Ben Strader, EFI University  
 Meeting Rooms 234–235

1:00 p.m. – 2:30 p.m.  
**FACEBOOK & IG: BETTER RESULTS & LESS WORK (!)**

Jennifer Cario, SugarSpun Marketing  
 Meeting Rooms 231–232

3:00 p.m. – 4:00 p.m.  
**HOW TO GET YOUR EV WHEELS TURNING**

Tim Cachelin, Mavrick Knoles, & Rob Ward, Legacy EV  
 Meeting Room 233

3:00 p.m. – 4:30 p.m.  
**ALL-STAR PANEL: PROFESSIONAL CYLINDER HEAD/INDUCTION SYSTEM DESIGNERS**

Darin Morgan & Preston Mosher, BES Racing Engines  
 Meeting Rooms 234–235

## SATURDAY, DECEMBER 10

10:00 a.m. – 11:00 a.m.  
**MOTORSPORTS SPONSORSHIP SALES IN THE DIGITAL ERA**

Stephen D'Hondt, Spire Sports + Entertainment  
 Meeting Room 236

10:00 a.m. – 11:00 a.m.  
**RACING AND PERFORMANCE ELECTRIFICATION: TESTING/SAFETY/TECHNOLOGY**

Rodney Kidd & Ben Wrightsman, Battery Innovation Center  
 Meeting Room 233

10:00 a.m. – 11:00 a.m.  
**THE ULTIMATE DIRT LATE MODEL SETUP SESSION**

Mike Nuchols, Warrior Race Cars  
 Meeting Rooms 231–232

1:00 p.m. – 2:00 p.m.  
**EV RACING & GENERATIONS NEXT**

Danny White, Purdue University  
 Meeting Room 236

1:00 p.m. – 2:30 p.m.  
**CLEAN PERFORMANCE TUNING FOR THE FUTURE (ALTHOUGH YOU SHOULD BE DOING IT NOW!)**

Bob Morreale, The Tuning School  
 Meeting Room 233



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# EXHIBITOR SEMINARS

## THURSDAY, DECEMBER 8

10:00 a.m. – 11:00 a.m.  
**INTERCOMP RACING PRESENTS: SHOCK DYNO & LOAD STICK SEMINAR**

Intercomp Racing  
 Meeting Room 242

10:00 a.m. – 11:00 a.m.  
**PAGID RACING BRAKE SYSTEM SEMINAR**

PAGID Racing  
 Meeting Room 202

10:00 a.m. – 11:00 a.m.  
**TURBOCHARGER RULES 101**

Precision Turbo & Engine  
 Meeting Room 212

## FRIDAY, DECEMBER 9

8:00 a.m. – 9:00 a.m.  
**MOTORSPORTS MINISTRY PRAYER SUMMIT**

Team RFC  
 Meeting Room 211

10:00 a.m. – 11:00 a.m.  
**INTERCOMP RACING PRESENTS: SHOCK DYNO & LOAD STICK SEMINAR**

Intercomp Racing  
 Meeting Room 242

10:00 a.m. – 11:00 a.m.  
**PAGID RACING BRAKE SYSTEM SEMINAR**

PAGID Racing  
 Meeting Room 202

11:00 a.m. – 12:00 p.m.

**KING ENGINE BEARINGS PRESENTS: MASTER THE ENGINE**

King Engine Bearings  
 Meeting Room 238

5:00 p.m. – 6:00 p.m.

**SET-UP TECH WITH DRP PERFORMANCE**

DRP Performance Products  
 Meeting Rooms 201–203

## SATURDAY, DECEMBER 10

8:00 a.m. – 9:00 a.m.

**CHAPEL SERVICE**


Team RFC  
 Meeting Room 211

9:00 a.m. – 10:00 a.m.

**MOTORSPORTS MINISTRY ROUNDTABLE**


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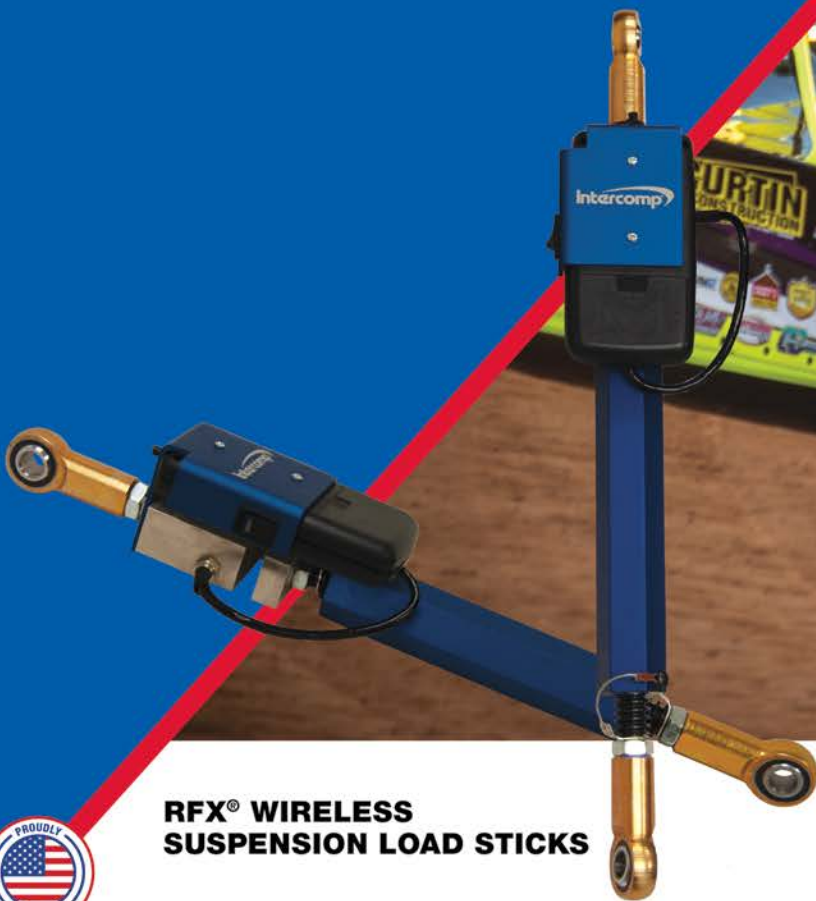


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THURSDAY, DECEMBER 8 ..... 9:00 A.M. – 5:00 P.M.  
 FRIDAY, DECEMBER 9 ..... 9:00 A.M. – 5:00 P.M.  
 SATURDAY, DECEMBER 10 ..... 9:00 A.M. – 4:00 P.M.

**REGISTRATION HOURS**

MONDAY, DECEMBER 5 ..... 8:00 A.M. – 5:00 P.M. (EXHIBITOR ONLY)  
 TUESDAY, DECEMBER 6 ..... 8:00 A.M. – 5:00 P.M. (EXHIBITOR ONLY)  
 WEDNESDAY, DECEMBER 7 ..... 8:00 A.M. – 5:00 P.M.  
 THURSDAY, DECEMBER 8 ..... 7:00 A.M. – 4:00 P.M.  
 FRIDAY, DECEMBER 9 ..... 8:00 A.M. – 4:00 P.M.  
 SATURDAY, DECEMBER 10 ..... 8:00 A.M. – 3:00 P.M.

**EXHIBITOR & MEDIA PRE-SHOW HOURS**

THURSDAY, DECEMBER 8 ..... 7:00 A.M. – 9:00 A.M.  
 FRIDAY, DECEMBER 9 ..... 8:00 A.M. – 9:00 A.M.  
 SATURDAY, DECEMBER 10 ..... 8:00 A.M. – 9:00 A.M.

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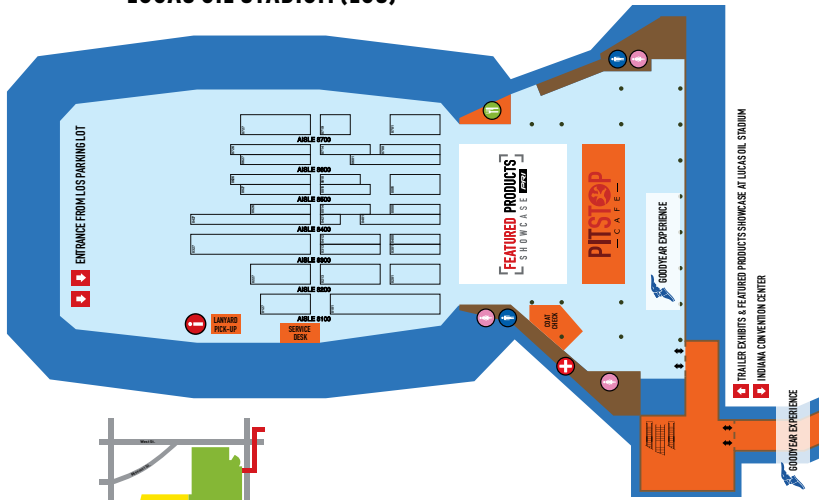
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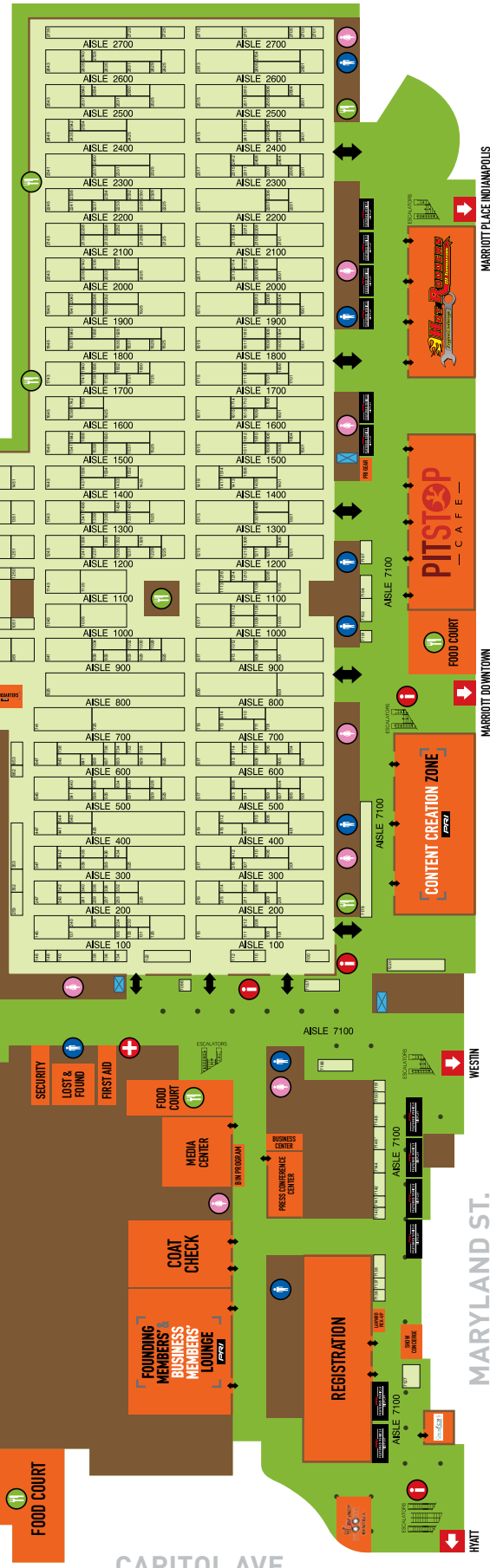
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Discover the latest and most advanced race parts, equipment, and services in person when the world-class Performance Racing Industry (PRI) Trade Show returns to the Indiana Convention Center and Lucas Oil Stadium on December 8–10. Some 1,000 exhibitors are set to display their top-of-the-line race components, tools, machinery, safety gear, and much more for all forms of motorsports ahead of the 2023 racing season. Racers, speed shops, engine builders, fabricators, tuners, machinists, and more will find countless new products from leading manufacturers and service providers. As of press time, the following companies were set to exhibit. For an updated, interactive floor plan with booth numbers, locations and more, visit [pri2022.mapyourshow.com/8\\_0/floorplan/](https://pri2022.mapyourshow.com/8_0/floorplan/).

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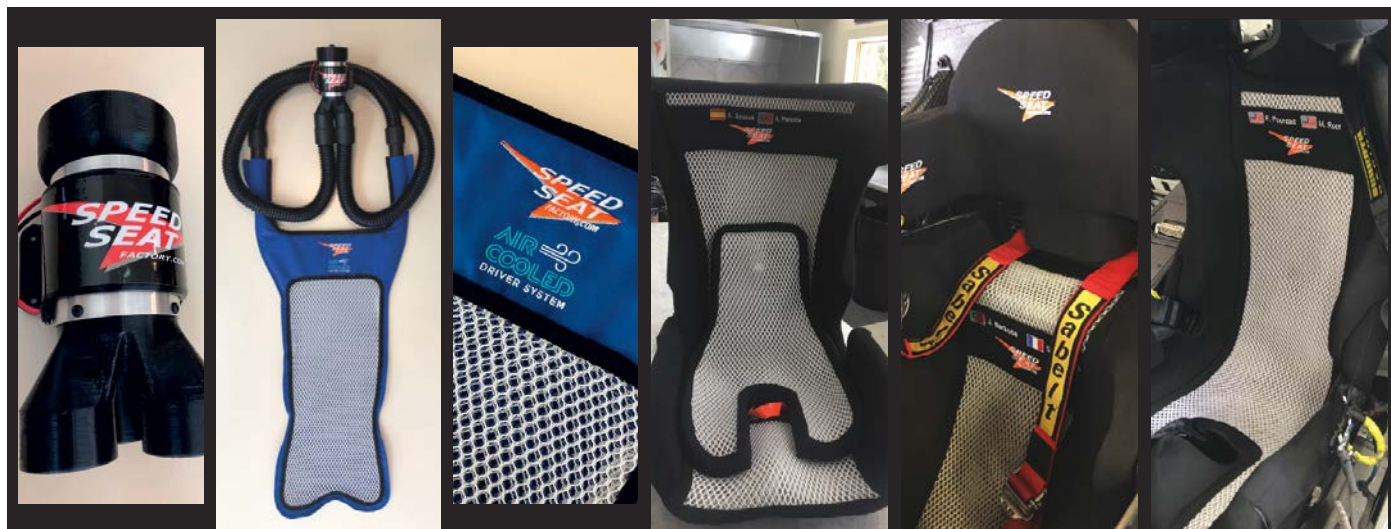
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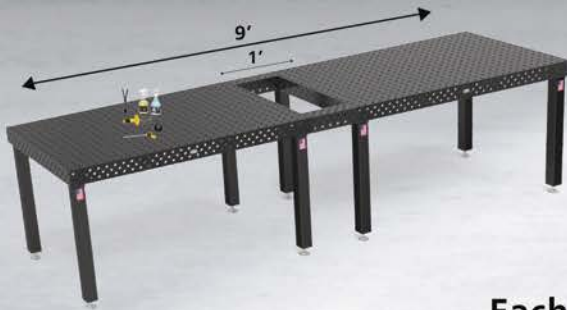
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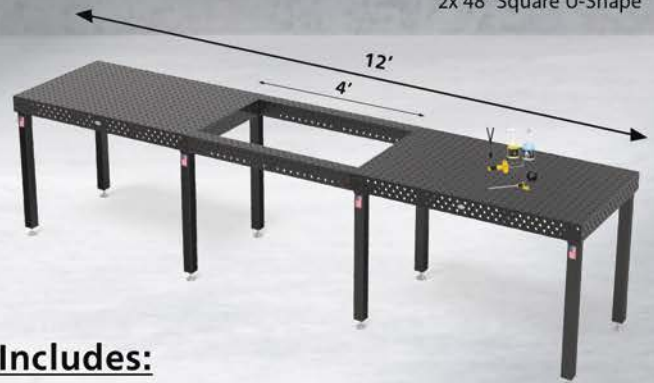


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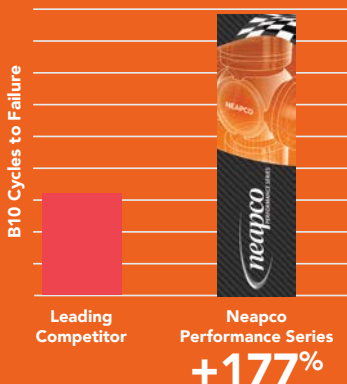
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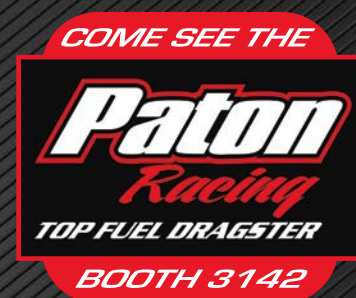
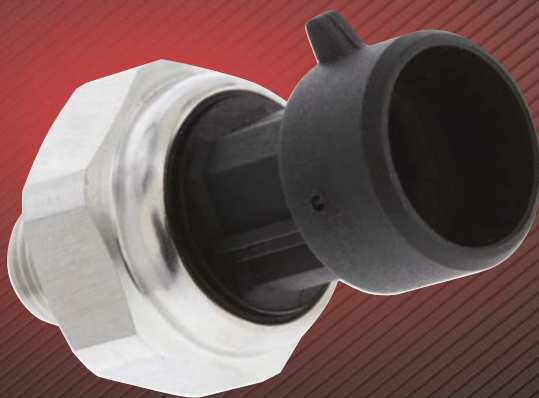
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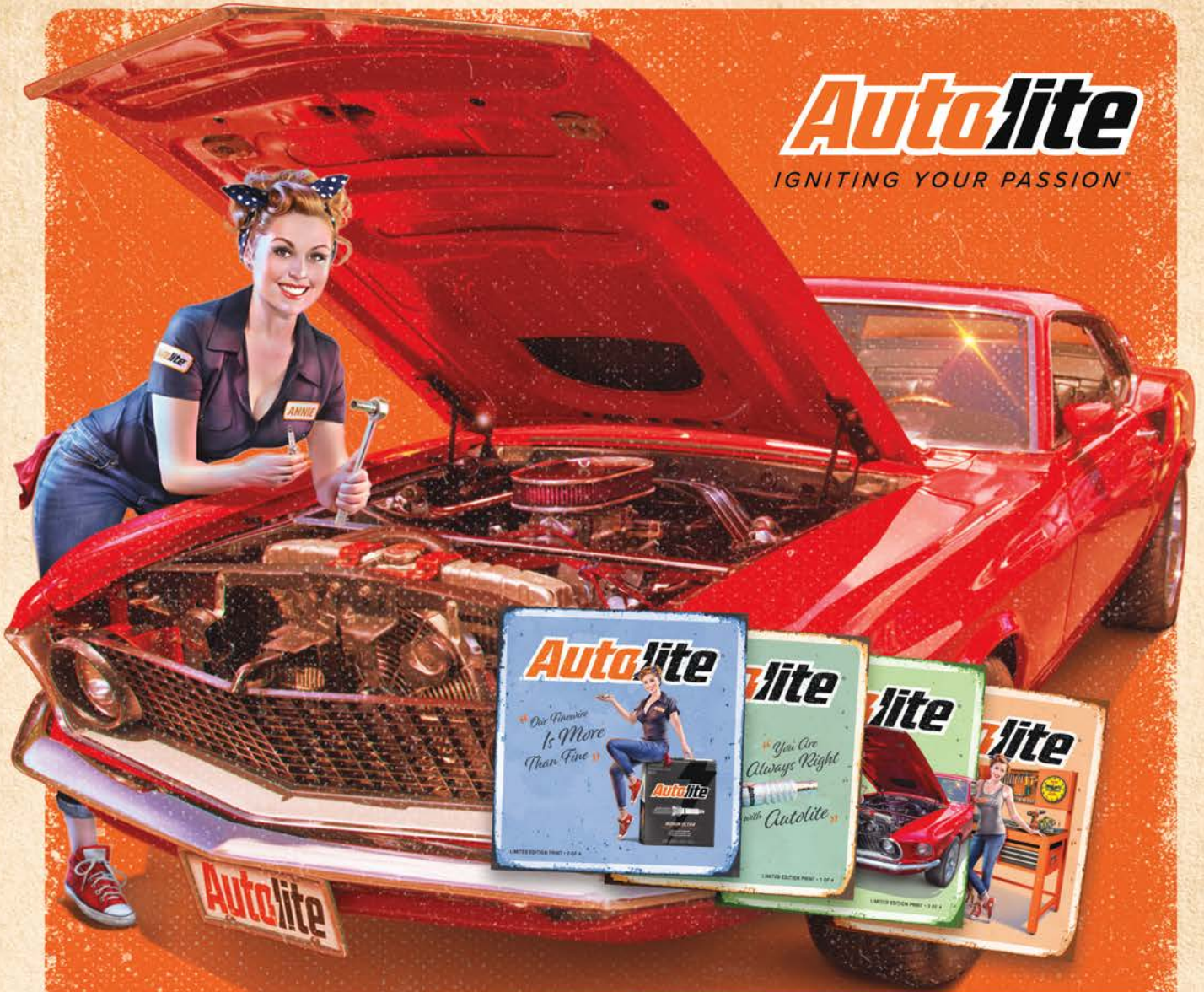
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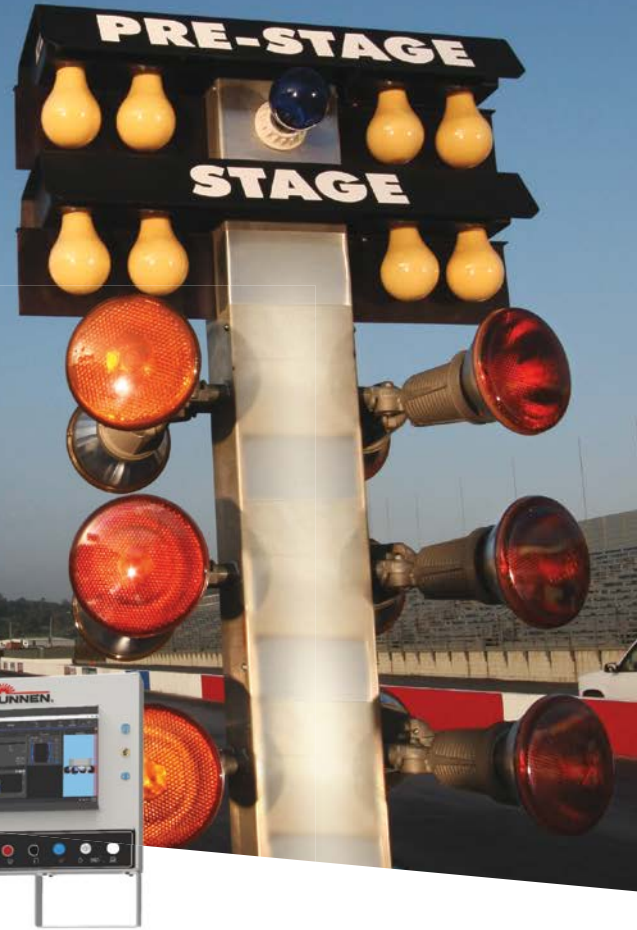
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JC1-169SB

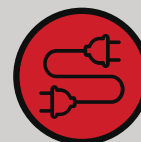


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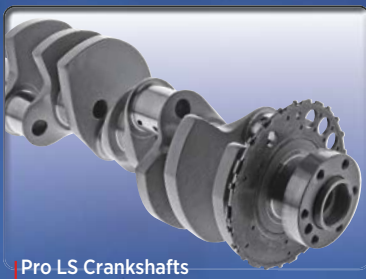
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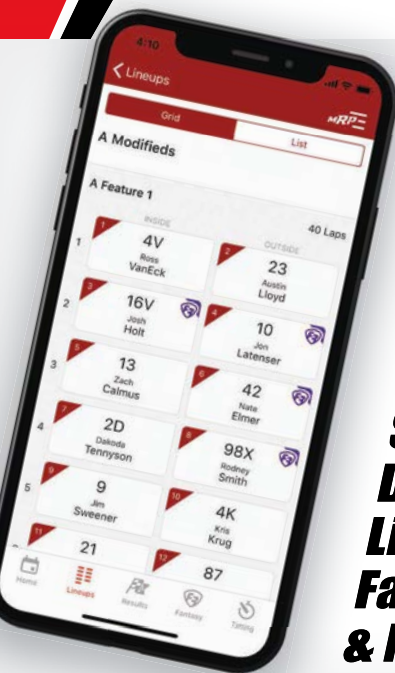
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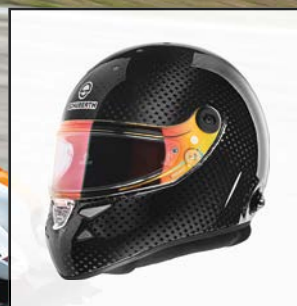
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137 Cedar Pointe Dr., Ste. C  
 Mooresville, NC 28117  
 704-696-0077  
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**Fytron - Automotive Machine Shop Software**

**5517**

10704 Prospect Ave.  
 Santee, CA 92071  
 657-888-2414  
 Fytron Automotive Machine Shop Software

**Gale Force Suspension & Tool**

**2740**

162 Bugle Ln.  
 Mocksville, NC 27028-4631  
 251-583-9748  
 Electric Coilover Load Pros Bluetooth Struts

**Gamma Electronics**

**352**

2818 Metropolitan Pl., Ste. A  
 Pomona, CA 91767  
 909-860-1479  
 Heat Shrink Tubing, Labels, and Printers

**Gandrud Performance Parts**

**Peninsula 4113**

919 Auto Plaza Dr.  
 Green Bay, WI 54302  
 920-468-3658  
 Engines, Vehicles  
**See Advertisement on Page 129**

**Garmin International**

**3744**

1200 E. 151st St.  
 Olathe, KS 66062  
 913-440-5356  
 Garmin Catalyst Drive Performance Optimizer

**Garrett Advancing Motion**

**Peninsula 2963**

2525 W. 190th St., B4  
 Torrance, CA 90504  
 310-365-0422  
 Turbochargers, Intercoolers, Gauges, Sensors

**GB Remanufacturing Inc**

**1331**

2040 E Cherry Industrial Cir.  
 Long Beach, CA 90805-4416  
 562-272-7333  
 Fuel Injector Service & Diagnostic Equipment

**Gear Vendors Overdrives**

**Peninsula 3173**

1717 N. Magnolia Ave.  
 El Cajon, CA 92020  
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**Peninsula 2445**

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Alvaton, KY 42122  
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**736**

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Peakhurst, NSW 2210, Australia  
+612-9534-0000  
Aftermarket Automotive Turbo Accessories

**GFH Insulation**  
**1341**

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Indianapolis, IN 46222  
317- 241-0868  
Heat Shield (Cladding), Headers, Mufflers

**GForce Performance Engineering**  
**Peninsula 3251**

7111 W. 151st St., Ste. 302  
Overland Park, KS 66223  
316-260-8433  
CV Axles and Drivetrain Components

**G-Force Racing Gear**  
**Peninsula 719**

4231 Southside Dr., Ste. 300  
Acworth, GA 30101  
770-998-8855  
Safety Equipment

**G-Force Transmissions**  
**713**

150 N. Grant St.  
Cleona, PA 17042  
717-202-8360  
Transmissions & Shifters

**Giant Finishing Inc**  
**Peninsula 5521**

600 W. Factory Rd.  
Addison, IL 60101  
708-343-6900  
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**See Advertisement on Page 86**

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For more information, go to:

**[aera.org/eref-engine](http://aera.org/eref-engine)**

The EREF Engine Giveaway is a direct fundraiser to benefit EREF; all proceeds go directly to the scholarship and grant program.



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**2850**

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Borgo D'Anania 38013, Italy  
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310-533-1924  
Fluid Transfer Systems for Motorsports

**Goodson Tools & Supplies**

**5741**

156 Galewski Dr.  
Winona, MN 55987-1455  
507-452-1830  
Tools Tooling Supplies for Engine Building

**Goodyear Racing - Mickey Thompson**

**Peninsula 3733**

200 Innovation Way  
Akron, OH 44316-0001  
330-796-7247  
Tires

**See Advertisements on Pages 9 & 109**

**GRAF Gearboxes**

**4528**

2954 W. 84th St., Bay 6  
Hialeah, FL 33018  
786-264-1706  
Gearboxes, Transmissions

**Grannas Racing**

**3327**

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**5352**

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Broadview, IL 60155-4535  
773-477-4100  
Parts Washers and Cleaning Chemistries

**Green Bay Anodizing Inc**

**512**

2074 S. Ashland Ave.  
Green Bay, WI 54304  
920-857-9701  
Anodized & Hard Anodized Aluminum Products

**Green Filter - GROUND FORCE**

**2233**

2152 University Dr., Rte. 119  
Mt Braddock, PA 15465  
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**Grex Airbrush**

**5417**

1090 Monterey Pass Rd.  
Monterey Park, CA 91754  
323-318-2828  
Airbrushes, Spray Guns and Air Tools

**GripLockTies**

**3507**

3359 Rochelle Cir.  
West Valley City, UT 84120  
801-718-2216  
Rubber-lined Releasable GripLockTies

**GRP Connecting Rods**

**Peninsula 501**

333 W. 48th Ave.  
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303-935-7565  
Billet Aluminum Connecting Rods

**GST Racing Seals**

**4906**

19 Butterfield Rd.  
Bassett Southampton SO16 7EG  
United Kingdom  
+44 (0)7756515772  
Oil Seals and Sealing Products

**Gusher Pumps - A Ruthman Company**

**5320**

115 Industrial Rd.  
Williamstown, KY 41097  
859-824-5001  
Pumps & Valves-Dyno, Washer, Transfer/Fill



The advertisement features a large red trailer with a black window and a red storage compartment at the front, parked on a gravel surface against a backdrop of desert mountains. The Turnkey Industries logo, consisting of a stylized 'C' with a yellow arrow, is positioned in the upper right corner of the image. Below the image, the text reads: **CHECK OUT OUR TRAILERS - BOOTH #8726** and **WWW.TKIND.COM**.

**H&W Machine Repair & Rebuilding Inc**  
**5435**

2119 Meyer Rd.  
Fort Wayne, IN 46803  
260-422-0020  
Two Milling Machines

See Advertisement on Page 225

**Haas Automation Inc**  
**Peninsula 5601**

555 Busse Rd.  
Elk Grove Village, IL 60007  
847-258-2850  
CNC Machine Tools, Automation, and Tooling

**Hagerty**  
**2306**

141 Rivers Edge Dr., Ste. 200  
Traverse City, MI 49684-3299  
800-922-4050  
Insurance Quotes and Products

**Haltech**  
**Peninsula 955**

750 Miles Point Way  
Lexington, KY 40510  
888-298-8116  
Performance Automotive Electronics

See Advertisement on Page 119

**Hammer Concepts and Designs**  
**4542**

1579 Edgewater Lane  
Clarksville, TN 37043  
641-980-8332  
Jigs, Fixtures, Suspension Parts

**Hammond Motorsports**  
**7016**

2417 260th Ave.  
DeWitt, IA 52742  
563-659-1153  
Race Car Tools & Chassis Parts

**Hangsterfer's Metalworking Lubricants**  
**5706**

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Mantua, NJ 08051  
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**406**

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& Vehicle Exhaust Removal

**Hastings Manufacturing**

**Peninsula 2125**

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Hastings, MI 49058  
269-945-2491  
Rings

**Haulmark Racing Trailers**

**Trailer 8201, Trailer 8301**

1503 McNaughton Ave.  
Elkhart, IN 46514  
574-264-9661  
Enclosed Racing Trailers including Stackers

**Hawk Performance**

**Peninsula 2317**

920 Lake Rd.  
Medina, OH 44256  
800-542-0972  
High Performance Brake Pads, Rotors & Fluids  
**See Advertisement on Page 271**

**HC Pacific**

**1612**

5536 Ontario Mills Pkwy.  
Ontario, CA 91764  
909-437-8139  
Cleco Fasteners, Side Grip Clamps and Pliers

**Headershield**

**3330**

1636 Terrace Dr.  
Schererville, IN 46375  
219-525-7420  
Exhaust Insulation

**Heatshield Products**

**1809**

1040 S. Andreasen Dr., Ste. 110  
Escondido, CA 92029  
760-751-0441  
Automotive Insulation Products

**Hedman Performance Group**

**Peninsula 1825**

12438 Putnam St.  
Whittier, CA 90602  
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Accessories for Racing

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**Peninsula 5267**  
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 Schaumburg, IL 60173  
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**See Advertisement on Page 127**

**HEM Inc - HE&M SAW Inc**  
**5705**  
 4065 S. Main  
 Pryor, OK 74361  
 918-824-6252  
 Utility Saws & Accessories

**Heritage-Crystal Clean**  
**5555**  
 2000 Center Dr., Ste. East C300  
 Hoffman Estates, IL 60192  
 224-523-3098  
 Parts Washers and Environmental Services

**HMS Motorsport**  
**Peninsula 3359**  
 119 Bevan Dr.  
 Mooresville, NC 28115  
 978-774-1615  
 Racing Safety Equipment  
**See Advertisement on Page 134**

**Holinger America**  
**738**  
 29 Journey  
 Aliso Viejo, CA 92656  
 949-362-8750  
 Racing Driveline Components

**Holley**  
**Peninsula 419, Peninsula 425**  
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 Bowling Green, KY 42101  
 866-464-6553  
 Various Brands

**Hondata Inc**  
**Peninsula 5067**  
 2840 Columbia St.  
 Torrance, CA 90503  
 310-782-8278  
 Kpro, s300, Flashpro, Traction Control, CPR

**Hooker Custom Harness Inc**  
**3006**  
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 Freeport, IL 61032-3341  
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 Driver Safety Products

**Hoosier Pattern Inc**  
**5036**  
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 Decatur, IN 46733  
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**See Advertisement on Page 161**

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**PRI Booth 7100**

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**4005**

3975 Morrow Meadows Dr.  
Mt. Gilead, OH 43338  
419-946-2647  
Protective Fuel & Oil Additives  
**See Advertisement on Page 145**

**HotRods by Havliks - Steelhorse Design**  
**2237**

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Cedar Rapids, IA 52404  
319-826-2066  
Car that We Built to Display our Abilities

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**Peninsula 3221**

280 W. 35th Ave.  
Oshkosh, WI 54902  
920-233-5228  
Camshafts, Valvetrain, Cranks, Rods, Pistons  
**See Advertisement on Page 222**

**Howe Racing Enterprises**  
**Peninsula 5049**

3195 Lyle Rd.  
Beaverton, MI 48612  
989-435-7080  
Howe Chassis, Ball Joints, and Other Parts

**HP Tuners**  
**122**

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Buffalo Grove, IL 60089  
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MPVI2+

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**1639**

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**HPT Turbochargers**  
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Hebron, IN 46341  
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Turbo Accessories

**HRP - Hepfner Racing Products - Streeter**  
**Super Stands**

**Peninsula 4913**  
2133 Constitution Ave.  
Hartford, WI 53027  
262-457-5015  
Wings, MULE, Trailer Accessories

**Hughes Performance**  
**929**

2244 W. McDowell Rd.  
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602-257-9591  
Transmissions and Torque Converters

**Hunter Engineering Company**  
**Peninsula 5443**

11250 Hunter Dr.  
Bridgeton, MO 63044  
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**Hussey Performance**  
**4526**

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Beaver Falls, PA 15010  
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**5235**

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Machines, Collectors

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**2704**

1107 S. West St.  
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316-300-0833  
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**IDIDIT**  
**1207**

610 S. Maumee St.  
Tecumseh, MI 49286  
517-424-0577  
Steering Columns and Accessories  
**See Advertisement on Page 255**

**Ignite Industrial Technologies**  
**5536**

600 La Terraza Blvd.  
Escondido, CA 92025  
214-250-0102  
Parts Washers and Degreasers

**Ignite Racing Fuel**  
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**3709**

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**3305**

7009 W. KY 9, PO Box 286  
Vanceburg, KY 41179  
606-796-0443  
Apparel for the Motorsports Industry  
**See Advertisement on Page 270**

**Impact Racing Inc**  
**Peninsula 3529**

7991 W. 21st St.  
Indianapolis, IN 46214  
317-852-3067  
Wearable and Vehicle Safety Equipment

**Indiana Oxygen Company**  
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MIG TIG Stick, Plasma Cutters, Gas Torches

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**Peninsula 3713**  
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Casselberry, FL 32707  
407-339-2422  
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Firestone, CO 80504  
720-339-8317  
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**Inline Tube Inc**

**4627**  
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Shelby Township, MI 48315  
586-532-1338  
Disc Brake Kits, Tools, Tubing, Fittings

**Innovate Motorsports**

**Peninsula 201**  
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Sycamore, IL 60178  
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Air/Fuel Ratio Monitors and Data Acquisition

**Innovators West Inc**

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**inTech**

**Trailer 8701**  
1940 W. Market St.  
Nappanee, IN 46550  
574-773-9536  
Enclosed Car Hauler  
**See Advertisement on Page 121**

**Intercomp**

**Peninsula 1401**  
3839 County Rd. 116  
Medina, MN 55340  
763-476-2531  
Chassis Setup Equipment & Engine Tools  
**See Advertisement on Page 77**

**International Lubricants Inc - Stellar Automotive Group**

**2604**  
4935 Enterprise Pkwy.  
Seville, OH 44273  
330-769-8484  
Automatic Transmissions, Parts & Fluids

**IPM Inc**

**4825**  
511 Sundial Dr.  
Waite Park, MN 56387  
320-656-1241  
Machined Metal Parts  
**See Advertisement on Page 151**

**Irontite Products**

**5312**  
2525 18th St. SW  
Cedar Rapids, IA 52404  
800-553-5953  
Valve Refacer, Flywheel Grinder, Diesel Tool

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**Peninsula 3913**  
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Gardena, CA 90248  
310-217-9232  
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**See Advertisement on Page 45**

**ISP Seats**

**Peninsula 2951**  
4502 Raceway Dr. SW  
Concord, NC 28027  
704-795-0403  
Seats, Heads, Shoulders

**ISSPRO Inc**

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Gauges, Sensors, Tachometers, Speedometers

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Chicago, IL 60611  
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Racing and Motorsports Industry

**ItalianRP - Rods Pistons**

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Caraffa di Catanzaro, Italy  
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**5134**  
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Emmetsburg, IA 50536  
800-841-5405  
CBN, Hubs, SAENZ Flowbench

**Jamo Performance Exhaust**

**211**  
6255 N. Hollywood Blvd., Ste. 100  
Las Vegas, NV 89115  
702-649-1431  
Cat-Back Systems and Exhaust Components  
**See Advertisement on Page 183**

**Jason Dietsch Trailer Sales**

**Trailer 8327**  
227 E. Morrison St.  
Edgerton, OH 43517  
419-298-0777  
Custom Aluminum Race Trailer and Toterhome

**JD Squared Inc**

**Peninsula 5649**  
915 Riverview Dr.  
Johnson City, TN 37601  
423-979-0309  
Benders, Notchers, CNC Machinery, Fab Tools  
**See Advertisement on Page 110**

**JE Pistons**

**Peninsula 825, Peninsula 925**  
10800 Valley View St.  
Cypress, CA 90630  
714-898-9763  
Pistons, Rings, Wrist Pins, Gaskets  
**See Advertisement on Page 119**

**Jesel Inc**

**Peninsula 1815**  
1985 Cedar Bridge Ave., Ste. 2  
Lakewood, NJ 08701  
732-901-1800  
Rocker Arms, Belt Drive, Lifters, Camshafts  
**See Advertisement on Page 57**

**JET Performance Products**

**3925**  
17491 Apex Cir.  
Huntington Beach, CA 92647  
714-848-5515  
Carbs, Throttle Bodies, Mass Air, Enhancers

**Jet-Hot Coatings**

**5152**  
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Burlington, NC 27215  
800-432-3379  
Headers, Manifolds, Turbos

**JGS Precision Turbo Control Products**

**3128**  
60819 Selander Rd.  
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541-267-4331  
Wastegates, Blow-Off Valves

**JMR Manufacturing**

**Peninsula 5143**  
570 Linne Rd.  
Paso Robles, CA 93446  
805-239-5972  
Fabrication Tools

**JMS Chip & Performance**

**2511**  
240 Springview Commerce Dr., Bldg. 1, Ste. J  
Debary, FL 32713  
601-766-9424  
PedalMAX, TractionMAX, FuelMAX, Ignitions

**Jobbers Warehouse Supply Inc - JPW**

**5315**  
800 3rd Ave. N.  
Minneapolis, MN 55405  
612-377-2233  
Distribute Engine Parts

**Jones Cam Designs**

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7859 Commerce Dr.  
Denver, NC 28037  
704-489-2449  
Cams, Cam Cores, Valve Springs, Retainers

**Jones Racing Products**

**Peninsula 701**  
72 Annawanda Rd.  
Ottsville, PA 18942  
610-847-2028  
Belt Drives Power Steering Engine Components  
**See Advertisement on Page 82 & 229**

**Jones Transmission Cooling Systems**

**2701**  
34 Gypsy Dr.  
Eighty-Four, PA 15330  
724-344-1156  
Transmission Cooling Systems for Drag Racing

**Jongbloed Racing Wheels**

**Peninsula 2225**  
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Morgan Hill, CA 95037  
408-776-1380  
Wheels

**JP Performance**

**Peninsula 447**  
2020 S. Lynx Pl.  
Ontario, CA 91761  
909-476-6068  
Street Performance Timing Sets and Chains

**JPW Industries**

**Peninsula 5559**  
427 New Sanford Rd.  
La Vergne, TN 37086  
615-793-8900  
Metal Forming, Metal Working Machines

**JR1 Racing Oil**

**7044**  
722 W. Pearl St.  
Lebanon, IN 46052  
765-483-9371  
Racing Lubricants, Industrial Lubricants

**JRi Shocks**

**Peninsula 3831**

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+44 (0) 1908 368995  
Engine Components & Our Bespoke Range  
**See Advertisement on Page 293**

**Motive Gear**

**Peninsula 1545**

9401 Georgia St., Ste. 1  
Crown Point, IN 46307  
773-247-3400  
Gears, Axles, Driveshafts & Transmissions

**Motor State Distributing**

**Peninsula 2525**

8300 Lane Dr.  
Watervliet, MI 49098-9583  
269-463-4113  
Full Service Warehouse Distributor  
**See Advertisement on Page 48**

**Motorsports Fuel and Equipment**

**7075**

2180 County Rd. 42 W.  
Burnsville, MN 55337  
952-746-8880  
Race Gas Fuel Additives

**MOTORVAULT**

**Trailer 8719**

520 W McCarty St.  
Indianapolis, IN 46225  
317-520-4663  
Futura Trailers

**MPD Racing**

**Peninsula 3921**

8300 Lane Dr.  
Watervliet, MI 49098  
800-544-2773  
Sprint Car and Midget Components

**MPI USA Inc**

**Peninsula 4839**

119 Eastbend Ct., Ste. 20  
 Mooresville, NC 28117  
704-208-4344  
Steering Wheels, Accessories, SIM Products

**MR RACE OIL - Cam-Shield**

**3809**

7 Middlebury Blvd., Ste. 4  
Randolph, NJ 07869  
862-251-4968  
Lubricants, Oils

**Mullins Race Engines**

**3242**

5571 Old Route 66  
Mt Olive, IL 62069  
800-626-4890  
Race Engines and Engine Parts

**Mustang Dynamometer**

**Peninsula 5421**

2300 Pinnacle Pkwy.  
Twinsburg, OH 44087  
330-963-5400  
Chassis Dynos and Emissions/Smog  
Equipment

**MYLAPS Sports Timing**

**3108**

2030 Powers Ferry SE, Ste. 110  
Atlanta, GA 30339  
678-816-4000  
Race Timing and Race Control Products

**MyRacePass**

**137**

PO Box 81666  
Lincoln, NE 68501  
402-302-2464  
Race Management, Online Tickets, Websites  
**See Advertisement on Page 123**

**NASCAR**

**Peninsula 1425**

One Daytona Blvd.  
Daytona Beach, FL 32114  
386-405-7777  
Sanctioning Body Information and Schedules

**National Auto Sport Association**

**Peninsula 3057**

7065 W Ann Rd. #130 - 432  
Las Vegas, NV 89130  
510-232-6272  
HPDE, Time Trial and Racing Events

**National Donk Racing Association**

**4344**

10120 Two Notch Rd., Ste. 2 U151  
Columbia, SC 29223  
803-682-5778  
Cars

**National Performance Warehouse - NPW**

**308**

11150 NW 32nd Ave.  
Miami, FL 33167-3301  
305-953-7270  
Wholesale Distributor Services, Engine Parts

**National Sprint Car Hall of Fame & Museum**

**3526**

One Sprint Capitol Pl.  
Knoxville, IA 50138  
641-842-6176  
Museum's Raffle Sprint Car

**Nationcraft Trailers**

**Trailer 8714**

122 Glenn Bass Rd.  
Fitzgerald, GA 31750  
912-393-1040  
Enclosed Trailers

**Neal Chance Racing**

**2729**

425 E. South Ave.  
Cheney, KS 67025  
316-542-9869  
Racing Torque Converters

**Neapco Drivelines - Performance Series**

**4547**

38900 Hills Tech Dr  
Farmington Hills, MI 48331  
248-699-6648  
Neapco Drivelines and Driveline Components  
**See Advertisement on Page 97**

**Neat Gearboxes**

**2328**

12 Ferry Ave.  
Melrose Park 5039, Australia  
+618 7092 4445  
Gears, Shafts, Axles, Splined Couplers  
**See Advertisement on Page 142**

**NecksGen**

**Peninsula 3021**

1176 Greenfield Dr.  
El Cajon, CA 92021  
619-328-0410  
Head & Neck Restraints & Racing Seats

**NEO Synthetic Oil**

**1417**

2871 Gundry Ave.  
Signal Hill, CA 90755  
562-595-7208  
Engine Oils, Gear Oils, Greases  
**See Advertisement on Page 23**

**New England Gear Polishing LLC**  
**7043**

400 Middle St.  
Middletown, CT 06457  
860-807-5513  
Bead Locks Polished Wheel Bearings  
See Advertisement on Page 307

**Neway Manufacturing**  
**5735**

1013 N. Shiawassee St.  
Corunna, MI 48117  
989-743-3458  
Valve Seat Reconditioning Tools

**NGK Spark Plugs U.S.A. Inc**  
**415**

46929 Magellan Dr.  
Wixom, MI 48393-3699  
248-926-6352  
Spark Plugs, Wires, Sensors

**NHRA**

**Peninsula 7032**  
140 Via Verde, Ste. 100  
San Dimas, CA 91773  
626-250-2211  
NHRA Fox Stage and Lucas Oil Raceway Park

**Nickels Performance**  
**Peninsula 1501**

293 Industrial Park Rd.  
Piney Flats, TN 37686-4416  
800-251-0331  
Engine Parts

**Nitro Dave's LLC**  
**2430, 2435**

305 S. 28th St.  
Waco, TX 76710  
254-848-4300  
High Performance Racing Products

**Nitro Manufacturing**  
**5253**

510 Performance Rd.  
Mooreville, NC 28115  
704-663-3155  
Fabricated Custom, Metal Equipment

**Nitron Racing Shocks**  
**3326**

Southfield Rd.  
Eynsham, Oxfordshire OX29 4JB  
United Kingdom  
+44-19-93849449  
Shock Absorbers and Suspension Struts

**Nitrous Express & Snow Performance**  
**Peninsula 2101**

5411 Seymour Hwy.  
Wichita Falls, TX 76310-1203  
940-767-7694  
Nitrous, Water/Methanol, and Fuel Systems

**Nitrous Outlet**  
**2430, 2435**

305 S. 28th St.  
Waco, TX 76710  
254-848-4300  
Nitrous Systems, Components & Accessories

**NMRA Ford Nationals**  
**& NMCA Muscle Car Nationals**  
**1630**

3518 W. Lake Center Dr., Ste. D  
Santa Ana, CA 92704  
714-444-2426  
NMRA Ford Nationals  
& NMCA Muscle Car Nationals

**Noonan Inc**  
**909**

125 Tradd St.  
Spartanburg, SC 29301  
864-754-4111  
Billet Engines

**Northern Radiator  
Peninsula 4739**

2701 4th Ave. SW, PO Box 660  
Willmar, MN 56201  
800-328-8900  
Aluminum Radiators, Fans & Shrouds for Race  
**See Advertisement on Page 149**

**Nostrum High Performance Inc  
7151**

1145 Oak Valley Dr., Ste. B  
Ann Arbor, MI 48108  
734-548-8677  
High Flow GDI Fuel Injectors and Pumps

**Nu-Ice Dry Ice Blasting  
5621**

5750 Marathon Dr., Ste. B  
Jackson, MI 49201  
517-990-0665  
Dry Ice Blasting Equipment

**Oasis Scientific Inc  
4912**

3110 Wade Hampton Blvd., Ste. 18  
Taylors, SC 29687  
864-469-0919  
Automotive Borescopes, Inspection Cameras

**Offroad Motorsports Youth Foundation  
7140**

1511 W. County Rd. 525 S.  
Oakland City, IN 47660  
812-746-5013  
Youth Racing Program

**Ohio Brush Works  
5416**

8455 Rausch Dr.  
Plain City, OH 43064  
740-368-9981  
Auto Brushes

**Ohio Crankshaft  
4026**

5453 State Route 49 S.  
Greenville, OH 45331-1031  
937-548-7113  
Crankshafts, Connecting Rods, Engine

**OilVue  
2949**

3319 W Earll Dr., Ste. 245  
Phoenix, AZ 85017  
602-253-6515  
Oil Analysis Kits, Mobile App Results

**OmniWall by Noble Industries  
Peninsula 4355**

17575 Presley Dr.  
Noblesville, IN 46061  
317-773-1926  
Tool Organization for Garage & Trailer

**Online Resources Inc  
Peninsula 5467**

125 N. West St.  
Lebanon, IN 46052  
765-482-9700  
Scanners, Reverse Engineering, Inspection

**OpenFender  
2820**

15 Dorman Ave.  
San Francisco, CA 94124  
925-392-4223  
Funding & Sponsorship Platform for Racers

**Optic Armor Windows  
2039**

450 Business Park Rd.  
Linn Creek, MO 65052  
573-317-9066  
Racing Windows

**OPTIMA Batteries  
Peninsula 3329**

5757 N. Green Bay Ave.  
Milwaukee, WI 53209  
800-292-4359  
OPTIMA Batteries and Chargers

**OptiMate High Performance  
Battery Chargers  
1735**

1097 N. Service Rd. E., Ste. 1  
Oakville, ON L6H 1A6, Canada  
905-337-2095  
High Performance Battery Chargers

**OptiTorque Technologies LLC  
Peninsula 4013**

1 Powell Ln.  
Penn Yan, NY 14527  
315-924-3888  
Fasteners, Nuts, Washers, Bolts

**Orthene  
236**

Brember Rd. South Harrow, Industrial Estate  
Harrow Middlesex HA2 8UJ, United Kingdom  
Brake Fluid

**OTR Filters  
2009**

663 Woodward Ave.  
Hamilton, ON L8H 6P3, Canada  
905-549-9626  
Various Filters and Visuals

**Outerwears Inc  
704**

12611 US Hwy. 131  
Schoolcraft, MI 49087  
269-679-3301  
Pre-Filters, Shock Covers, Radiator Screens

**Outlaw Diesel Super Series  
7053**

4960 N. 13th St.  
Terre Haute, IN 47805  
812-241-8541  
Race Series Information

**Over Kill Motorsports  
Trailer 8527**

1800 Village Dr.  
Kingsland, GA 31548  
904-247-4325  
Stacker Trailer

**P1 Manufacturing  
1936**

11 White Oak Rd.  
Rogersville, MO 65742  
417-753-5174  
Performance Fasteners & Engineering Services  
**See Advertisement on Page 277**

**PAC**

**Peninsula 825, Peninsula 925**

21200 Telegraph Rd.  
Southfield, MI 48033  
866-799-9417  
Performance Valve Springs  
**See Advertisement on Page 119**

**Pace Trailers  
Trailer 8400**

11550 Harter Dr.  
Middlebury, IN 46540  
574-848-5665  
Race Trailer

**PAGID Racing  
Peninsula 4633**

1035 Crooks Rd.  
Troy, MI 48084  
239-540-1729  
Brake System Components: Pads, Discs & Fluid

**Pakelo Lubricants - Risi Performance Oils  
Peninsula 3667**

3371 North Sam Houston Pkwy. West  
Houston, TX 77038  
844-472-5356  
Specialty Racing Lubricants and Fluids

**Palmgren**

**Peninsula 5457**

2000 N. Aurora Rd.  
Naperville, IL 60563  
800-827-3398  
Metal Working Machines

**PBM Performance Products**

**Peninsula 1443**

7301 Global Dr.  
Louisville, KY 40258  
800-588-9608  
Performance Engine Components  
**See Advertisements on Pages 11, 12 & 13**

**PDRA LLC**

**4443**

111 Juliad Ct., Ste. 103  
Fredericksburg, VA 22406  
731-345-9058  
Displaying Our 2022 Champions & 2023 Schedule

**PE Racing**

**1229**

1710 Barkers Lodge Rd.  
Oakdale, NSW 2570, Australia  
+61-415586890  
Pedal Assemblies, Sim Pedals, Tube Clamps

**peel 3d**

**2800**

4903 W. Sam Houston Pkwy. N., Ste. A-400  
Houston, TX 77041  
630-812-9547  
3D Scanners, Reverse Engineering Software

**PEM Racing**

**Peninsula 4301**

425 Industrial Park Dr.  
Saint Clair, MO 63077  
636-629-6200  
F9" & QC Gears & Rear Ends, Driveshafts

**PennGrade 1**

**Peninsula 3957**

801 Edwards Dr.  
Lebanon, IN 46052  
317-923-5321  
Penngrade 1 High Performance Motor Oil

**PENNZOIL**

**Peninsula 2849**

150 N. Dairy Ashford  
Houston, TX 77079  
832-337-1055  
PENNZOIL Branded Motor Oils

**Penske Racing Shocks**

**Peninsula 1625**

150 Franklin St.  
Reading, PA 19602  
610-375-6180  
Aftermarket Shock Absorbers and Dynos  
**See Advertisement on Page 283**

**Performance CBN**

**5310**

3487 Dunn's Ridge  
Kalamazoo, MI 49006  
269-217-4262  
CBN and PCD Inserts, Solid Carbide & Insert

**Performance Electronics**

**Peninsula 5061**

11529 Goldcoast Dr.  
Cincinnati, OH 45249  
513-777-5233  
ECU, Wideband, Dash Displays, Custom Designs

**Performance Plus Global Logistics**

**Peninsula 3421**

942 Hemsath Rd.  
St. Charles, MO 63303  
636-946-7587  
Insurance, Shipping  
**See Advertisement on Page 44**



[www.wcfab.com](http://www.wcfab.com) - [sales@wcfab.com](mailto:sales@wcfab.com) - 630-277-8239



**2019+ Honda Talon Lower High Clearance Radius Rod Kits WCF102030 & WCF102040**

**Performance Plus The Leading Edge**

**5410**

1511 US Hwy. 50 W.  
Odin, IL 62870  
618-322-7587  
CBN, PCD Inserts Valve Flywhl Main Rod Cap

**Performance Trends Inc**

**134**

PO Box 530164  
Livonia, MI 48153  
248-473-9230  
Software, Electronics, Data Acquisition

**Permatex**

**Peninsula 4539**

6875 Parkland Blvd  
Solon, OH 44139  
877-376-2839  
Gasketing, Cleaners, Adhesives, Hand Care  
**See Advertisement on Page 159**

**Personal Positioning Technologies**

**340**

1655 Tech Dr.  
Bay City, MI 48706  
989-843-3020  
Power Shop Stool and Chairs, Power Creeper

**PerTronix Inc**

**Peninsula 1135**

440 E. Arrow Hwy.  
San Dimas, CA 91773-3340  
909-599-5955  
Ignition and Exhaust Products

**PFC Brakes**

**Peninsula 4123**

83 Carbon Metallic Hwy.  
Clover, SC 29710  
800-521-8874  
Performance Brake Parts

**Philadelphia Racing Products**

**2133**

268 Geiger Rd.  
Philadelphia, PA 19115  
215-969-3550  
Performance-based Billet Components  
**See Advertisement on Page 177**

**Pikes Peak International Raceway**

**4743**

16650 Midway Ranch Rd.  
Fountain, CO 80817  
719-382-7223  
Falci Adaptive NASCAR & Tech & PPIR Subaru

**PISTAL RACING**

**2834**

Corso Alessandria 575  
ASTI 14100, Italy  
+39 0141480000  
Forged Pistons for Car/Motorcycles Engines

**Pit Pal Products**

**1531**

2009 Horizon Ct.  
Zion, IL 60099-1488  
847-872-7257  
Race Trailer Accesories

**Pit Weld U**

**5607**

156 Byers Creek Rd.  
 Mooresville, NC 28117  
704-799-3869  
Fronius Welders, Helmets, Gloves, Apparel

**Pitboxes.com**

**Peninsula 4239**

6043 N. Henry Blvd., Ste. H  
Stockbridge, GA 30281  
888-274-8679  
Pitboxes

**Pit-Pro Custom Carts**

**1708**

1756 W. 300 S.  
Greencastle, IN 46135  
317-445-9971  
Custom Golf Carts for Race Teams

**PJH BRANDS**

**3513**

16 S. A Ave., PO Box 1173  
Bixby, OK 74008  
480-991-8002  
TrackBite, Track Resin, Track Spot

**Plymouth Tube Co**

**100**

29W150 Warrenville Rd.  
Warrenville, IL 60555  
630-393-3550  
Chassis Components

**PMAS Technologies**

**3231**

402 E. Haven St.  
Eaton Rapids, MI 48827  
517-983-8537  
Performance MAF Sensors and Air Intakes

**PMC Engineering**

**4046**

11 Old Sugar Hollow Rd.  
Danbury, CT 06810  
203-792-8686  
Sensors for Motorsports

**PMD Automotive**

**3313**

40 W. Pike St.  
Pontiac, MI 48342  
248-732-7554  
Braking Systems, Superchargers, Karting  
**See Advertisement on Page 215**

**PML Inc**

**1840**

201 W. Beach Ave.  
Inglewood, CA 90302  
310-671-4345  
Transmission Pans, Diff and Valve Covers

**PolyDyn Performance Coatings**

**131**

11211 Neeshaw Dr.  
Houston, TX 77065  
281-894-6382  
Coated Parts & TX7 Engine Treatment

**Poppe-Potthoff**

**237**

21193 N Taylor Ln.  
Barrington, IL 60010  
847-347-8012  
Precision Steel Tubes

**POR-15 - American Icon**

**3745**

38 Portman Rd.  
New Rochelle, NY 10801  
973-929-2142  
Rust Preventive Coatings & Automotive Clears

**Power Automedia**

**Peninsula 951**

43460 Ridge Park Dr., Ste. 170  
Temecula, CA 92590  
951-677-2626  
Automotive Digital Advertising & Magazines

**Powerbuilt**

**2944**

6122 Katella Ave.  
Cypress, CA 90630  
310-522-9008  
Hand / Specialty Tools, Garage Equipment

**Powerhouse Racing**

**3226**

740 Aviator Dr.  
Fort Worth, TX 76179  
817-238-8434  
Engine Components, Valve Covers

**Powermaster Performance**

**Peninsula 3401**

1833 Downs Dr.  
West Chicago, IL 60185  
630-957-4019  
Performance Starters and Alternators



**PowerMist Racing LLC**

**1328**  
67 Stickles Pond Rd., Ut. A  
Newton, NJ 07860  
973-383-1061  
Fuels & Additives

**PRC - Precision Racing Components LLC**

**3606**  
140 Gasoline Alley  
Indianapolis, IN 46222  
317-248-4764  
Oil Pumps, Water Pumps, Engines

**Precision of New Hampton**

**3143**  
515 Bailey Ave.  
New Hampton, IA 50659  
641-394-5955  
Transmission Parts & Torque Converters

**Precision Products Performance Center**

**339**  
PO Box 1229  
Arden, NC 28704  
828-684-8569  
Wrist Pins, Valve Locks, Engine Components

**Precision Turbo & Engine**

**Peninsula 3239**  
616-A S. Main St.  
Hebron, IN 46341-0425  
219-996-7832  
Turbos and Boost Related Components

**Pro Spot International**

**Peninsula 5659**  
5932 Sea Otter Pl.  
Carlsbad, CA 92010  
760-407-1414  
Welders, Rivet Guns, Dent Repair, & Sanding

**Pro Ultrasonics**

**5513**  
3100 Hwy. 18N US Hwy. 64  
Morganton, NC 28655  
828-584-1005  
Ultrasonic Cleaning Equipment

**ProCharger Supercharger Systems**

**Peninsula 101**  
14801 W. 114th Terr.  
Lenexa, KS 66215  
913-338-2886  
Superchargers and Intercooled Systems

**ProEFI**

**4311**  
12405 W. Glendale Ave.  
Glendale, AZ 85307  
480-607-4968  
ECUs, Wiring Harness, Sensors, Dashes, Car

**Professional MotorSports Solutions LLC**

**1237**  
926 Haley St  
Kannapolis, NC 28081  
704-644-0883  
Scoreboards, Timing Systems, Radios, Sub Shirts

**Pro-Filer Performance Products Inc**

**1437**  
PO Box 217  
New Carlisle, OH 45344  
937-846-1333  
Cylinder Heads, Intake Manifolds

**Progression Ignition**

**641**  
435 Air Park Rd., Ste. B1  
Edgewater, FL 32132  
714-332-9990  
Distributors

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safety-kleen®

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**Promaxx Performance Products**  
**208**

103 Rainbow Industrial Blvd.  
Rainbow City, AL 35906  
256-442-6773  
Aluminum and Cast Iron Cylinder Heads

**Prosub USA**  
**1832**

9840 Prospect Ave.  
Santee, CA 92071-4311  
800-258-9774  
Crew Apparel, Flags, T Shirts, Caps, Promos

**ProThings.Com**  
**1738**

1909 E Ray Rd, #9281  
Chandler, AZ 85225  
909-581-4288  
Custom Sublimated Apparel

**Pro-Tint Inc**  
**3611**

735 Concord Pkwy. N.  
Concord, NC 28027  
704-918-4520  
Windshield Tear-Offs, Anti-Fog Film

**ProTorque**  
**Peninsula 3657**

555 Industrial Park Dr.  
Yeadon, PA 19050  
631-218-8700  
Torque Converters

**PRW Performance**  
**2606**

1722 Illinois Ave.  
Perris, CA 92571  
951-436-7900  
High Performance & Racing Engine Hard Parts  
& Accessories

**Pure Drivetrain Solutions**  
**Peninsula 4551**

27 Industrial Blvd.  
Medford, NY 11763  
631-678-2066  
Transmissions, Torque Converts, DCT  
**See Advertisement on Page 99**

**PWR Advanced Cooling Technology**  
**Peninsula 3721**

6950 Guion Rd.  
Indianapolis, IN 46268  
317-293-4100  
Radiators, Intercoolers, Oil Coolers

**Pyrotec**  
**Peninsula 4833**

975 SW First St  
Redmond, OR 97756  
800-669-2355  
Helmets, Fuel Cells, Race Suits  
**See Advertisements on Pages 165 & 224**

**QA1**  
**Peninsula 741**

9574 217th St. W.  
Lakeville, MN 55044  
952-985-5675  
High-Performance Suspension and Driveshafts

**QMP Racing**  
**5716**

9530 Owensmouth, Ut. 2  
Chatsworth, CA 91311  
818-576-0816  
Measuring Equipment

**QualCast LLC**  
**5335**

1854 Air Lane Dr., Ste. 10  
Nashville, TN 37210-3816  
615-777-3863  
Aluminum Cylinder Heads, Stainless Valves  
**See Advertisement on Page 163**

**Quantum Machinery Group**  
**Peninsula 5359, 3309**

7110 Expo Dr., Ste. D  
Charlotte, NC 28269-3844  
704-703-9400  
Welding Tables Benders Ironworkers Cold Saws  
**See Advertisement on Page 95**

**Quarter Master**  
**Peninsula 1645**

6519 Eastland Rd., Ste. 1  
Brookpark, OH 44142  
440-243-7585  
Clutch, Bellhousing, Floater, Drive Shaft

**Quda Auto Parts**  
**2332**

19 Chuang Fu Rd.  
Ningbo 315823, China  
+86-574-8619-8665  
Billet, Cast, Forged / Steel, Aluminium

**Quick Performance**  
**2735**

303 Sondrol Ave.  
Ames, IA 50010  
515-232-0126  
Custom Rear Ends and Axle Components  
**See Advertisement on Page 90**

**QuickCar**  
**Peninsula 5029**

170 Business Park Dr.  
Lebanon, TN 37090  
800-997-7333  
Wiring, Electrical Components

**Quicksilver**  
**2822**

W6250 Pioneer Rd.  
Fond du Lac, WI 54936  
920-929-5000  
CT Racing Engines and Oil

**R&M Race Trailers**  
**Trailer 8313**

906 E. Main St.  
Cushing, OK 74023  
918-225-7223  
Enclosed Race Trailers

**Race Engine Technology**  
**710**

Whitfield House Cheddar Rd  
Wedmore Somerset BS28 4EJ  
United Kingdom  
+44 1934 713957  
Magazines

**Race Face Brand Development**  
**7007**

5122 Haltata Ct.  
New Port Richey, FL 34655  
727-247-5597  
Marketing and Branding Digital Trading Cards

**Race Monitor**  
**7018**

2675 South Knox Ct.  
Denver, CO 80219  
720-273-7586  
Race Monitor Live Timing App

**Race Parts Liquidators**  
**2510**

800 E. North St., Ste. 5  
Crown Point, IN 46307  
219-213-2608  
Engine Parts, Chassis Parts

**Race Ramps**  
**4110**

2003 23rd Ave. N., Ste. A  
Escanaba, MI 49829  
906-786-0585  
Loading, Scaling, Displaying, Service Ramps

**Race Star Wheels**  
**Peninsula 3757**

982 Innovation Dr.  
Kearney, MO 64060  
888-492-9394  
Aluminum Race Wheels

**RACE TECH Magazine**  
**529**

841 High Rd.  
North Finchley, London N12 8PT  
United Kingdom  
+44 208 446 2100  
Racing & Technology Magazines/Books

**Race Tools Direct**  
**136**

575 Sugar Camp Dr.  
East Palestine, OH 44413  
440-941-8533  
Automotive Equipment and Race Tools

**Race Winning Brands**  
**Peninsula 825, Peninsula 925**

7201 Industrial Park Blvd.  
Mentor, OH 44060  
440-951-6600  
High Performance Engine Components  
**See Advertisement on Page 119**

**Race Winning Brands - Transmission**  
**1113**

375 Turner Industrial Way  
Aston, PA 19014  
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Transmissions, Torque Converters  
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**Racecom**  
**Peninsula 3359**

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 Mooresville, NC 28115  
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High End Racing Radio Communications  
**See Advertisement on Page 134**

**RaceQuip**  
**Peninsula 1715**

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Riverview, FL 33569-5533  
813-642-6644  
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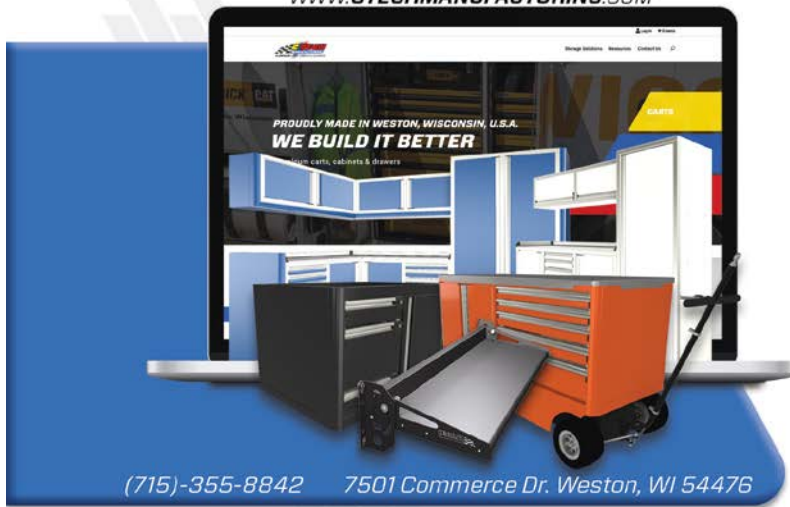
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**Peninsula 5149**

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See Advertisement on Page 270

**Redhorse Performance**

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9009 S Thomas Ave.  
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708-430-1603  
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**634**

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Rebuilders Supplies

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**2129**

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Lake Elsinore, CA 92530  
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See Advertisement on Page 140

**REM Surface Engineering**  
**7046**

325 W. Queen St.  
Southington, CT 06489-1191  
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**Remflex Inc**  
**7191**

PO Box 170  
Mineral, WA 98355-0170  
360-492-3100  
Remflex Exhaust Gaskets  
See Advertisement on Page 291

**Renegade Performance Fuels  
& Lubricants**  
**Peninsula 3501**

407 Raven Ave.  
Bowling Green, KY 42101  
800-733-3381  
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**Revchem Composites**  
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**Revmax**  
**1113**

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704-247-9781  
Performance Diesel Transmission Products  
See Advertisement on Page 119

**Richmond**  
**Peninsula 1545**

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Crown Point, IN 46307  
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**RJ Race Cars Inc - Quarter Max**  
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El Segundo, CA 90245  
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**See Advertisement on Page 220**

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Kent, WA 98032  
800-452-0534  
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**See Advertisements on Pages 115, 320 & Belly Band**

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**3504**

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Norwalk, IA 50211  
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Utena 28216, Lithuania  
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Peninsula 219**

424 William Springs Rd.  
Mt Pleasant, TN 38474  
800-427-5380  
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**See Advertisement on Page 226**

**Schaeffer's Specialized Lubricants  
2504, 2505**

102 Barton St.  
St Louis, MO 63104  
314-865-4100  
Specialized Lubricants  
**See Advertisements on Pages 2 & 279**

**Scheid Diesel Service Co Inc  
4306**

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Terre Haute, IN 47805  
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**See Advertisement on Page 134**

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**Scoggin Dickey Chevrolet**

**4425**

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Lubbock, TX 79424  
806-798-4000  
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**See Advertisement on Page 113**

**Scorpion Racing Products**

**1610**

5817 NW 44th Ave.  
Ocala, FL 34482  
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**Peninsula 2211**

124 Poplar Pointe Dr., Ste. 105  
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704-664-9700  
Ignition Wires and Accessories  
**See Advertisement on Page 179**

**Scribner Plastics**

**Peninsula 525**

11455 Hydraulic Dr.  
Rancho Cordova, CA 95742  
916-638-1515  
Plastic Products

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**4206**

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Gearboxes, Gears, Bellhousings, Dyno Components  
**See Advertisement on Page 193**

**SCT Performance - Bully Dog**

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**Service Precision Grinding Inc**

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**SFI Systems**

**2873**

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**Shopmonkey**

**4447**

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San Jose, CA 95123  
408-656-2099  
Software



**Sikky Manufacturing**  
**3909**

6600 Moravia Park Dr., Ste. D  
Baltimore, MD 21237  
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**Silver Seal Products**  
**5338**

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Trenton, MI 48183  
734-479-2255  
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**Silver Sport Transmissions**  
**Peninsula 225**

2250 Stock Creek Blvd.  
Rockford, TN 37853  
865-609-8187  
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**SimCraft Motorsport Simulations**  
**Peninsula 3963**

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**SimGear**  
**3710**

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Schaumburg, IL 60193  
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**Simpson Performance Products**  
**Peninsula 1313**

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Racing Safety Products

**SimsByRacers.com**  
**2810**

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Chaska, MN 55318  
952-388-7687  
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**SIRUDA Performance Gaskets**  
**2236**

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Taoyuan City 32060, Taiwan  
+886-3-4343838  
Engine Gaskets

**SIS - Motorsports Insurance**  
**4924**

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Fort Wayne, IN 46814  
855-969-0305  
Motorsport Facility and Race Team Insurance

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**4806**

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## Southern Drag Boat Association LLC

**442**

PO Box 28  
Burnet, TX 78611  
714-357-6315  
Information on Drag Boat Racing  
**See Advertisement on Page 144**

## SPA Performance

**239**

133 Byers Creek Rd., Ste. B  
 Mooresville, NC 28117  
980-444-0650  
Intake and Turbo Manifolds, Turbos, Camshaft

## SPA Technique

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**1433**

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515-289-7000  
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**See Advertisement on Page 155**

## Specialty Auto Parts USA - Proform

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26708 Groesbeck Hwy.  
Warren, MI 48089  
586-774-2500  
Tools, Scales, Radiators, Fans, Carbs, Rimac  
**See Advertisement on Page 66**

## Specialty Products Company - Peterson Fluid Systems

**Peninsula 3413**

4045 Specialty Pl.  
Longmont, CO 80504  
303-772-2103  
Suspension, Tools, Oil & Fuel Components

## Speed Seat Factory

**2832**

184 Bark River Ct.  
Delafield, WI 53018  
414-520-4420  
Custom Seats & Driver Cooling System, Blower  
**See Advertisement on Page 88**

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## Speedbear Fasteners

**3005**

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724-695-3696  
Rivets, Rivet Tooling, Specialized Fasteners

## Speedflow

**Peninsula 447**

2020 S. Lynx Pl.  
Ontario, CA 91761  
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## Speedmaster

**Peninsula 3233**

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Rialto, CA 92376  
909-605-1123  
Automotive Engine Parts

## SpeedTour

**7015**

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Southlake, TX 76092  
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**633**

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Fremont, NH 03044  
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## Speedway Motors

**Peninsula 3701**

340 Victory Ln.  
Lincoln, NE 68528  
800-333-7223  
New Speedway Motors Race Products  
**See Advertisement on Page 40**

## Spek-Pro

**Peninsula 201**

413 W. Elm St.  
Sycamore, IL 60178  
866-248-6357  
Racing Instrumentation

## Spring Mountain Motor Resort and Country Club

**3042**

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Pahrump, NV 89048  
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**3130**

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Harvey, LA 70058  
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SpringRithm App

## SpringTools

**2808**

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Spokane, WA 99206  
509-926-0557  
Spring Driven Hand Tools

## SRI - Stock Car Steel

**Peninsula 1617**

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 Mooresville, NC 28117  
704-664-3044  
Perf. Parts, Brakes, Valves, Steel, and More  
**See Advertisement on Page 96**

## STACK

**Peninsula 201**

413 W. Elm St.  
Sycamore, IL 60178  
888-867-5183  
Performance Instruments, Data Acquisition

**Stainless Headers Manufacturing Inc**

**3104**

1135 N. 7th St.  
Lake City, MN 55041  
651-448-8661  
Oval Tubing, Turbo Headers, Bends, Stainless  
**See Advertisement on Page 261 & 269**

**Stainless Works**

**Peninsula 4057**

10145 Philipp Pkwy.  
Streetsboro, OH 44241  
800-878-3635  
Long Tube Header and Exhaust Systems

**Stand 21 North America**

**Peninsula 3341, 3349**

17882 Georgetown Ln.  
Huntington Beach, CA 92647  
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**5540**

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Spherical Rod Ends, Push/Pull Cables

**Stifflers Chassis and Suspension**

**1941**

1511 Hancel Pkwy.  
Mooresville, IN 46158  
317-837-2444  
Chassis and Suspension Products

**Stilo**

**Peninsula 1225**

328 FM 306  
New Braunfels, TX 78130  
830-625-1774  
Racing Safety Products

**StopTech**

**Peninsula 3557**

3256 W. Hamlin Rd.  
Rochester, MI 48309  
Brake Systems

**Storm Striker Art by Justin Patten**

**7127**

5120 Turkey Foot Rd.  
Zionsville, IN 46077  
317-626-6719  
Art and Racing Merchandise

**Strange Engineering - Strange Oval**

**Peninsula 4521**

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**See Advertisement on Page 131**

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**1028**  
 198 B Industrial Park Rd.  
 Piney Flats, TN 37686  
 423-391-7774  
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**Strong Hand Tools**

**Peninsula 5305**  
 8750 Pioneer Blvd.  
 Santa Fe Springs, CA 90670  
 562-949-8625  
 Welding Tables, Hand Tools, Magnetic Squares

**Stroud Safety Inc**

**Peninsula 3801**  
 4101 S. May Ave.  
 Oklahoma City, OK 73119  
 405-632-2022  
 Fire Suits, Seat Belts, Boots, Etc.

**Summit Racing Equipment**

**Peninsula 4401**  
 1200 Southeast Ave.  
 Tallmadge, OH 44278  
 800-517-1040  
 Summit Racing Branded Products  
**See Advertisement on Page 122**

**Suncoast Performance**

**7038**  
 631 Anchors St. NW  
 Fort Walton Beach, FL 32548  
 850-864-2361  
 Transmissions and Converters

**Sunnen**

**Peninsula 5109**  
 7910 Manchester Rd.  
 St. Louis, MO 63143  
 314-781-2100  
 Honing Machines and Accessories  
**See Advertisement on Page 105**

**Sunoco Race Fuels**

**Peninsula 325**  
 100 Green St. Attn: Zach Santner  
 Marcus Hook, PA 19061  
 800-722-3427  
 Sunoco Race Fuels

**Sunshine Metals**

**4249**  
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 Wichita, KS 67215  
 316-522-3333  
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**Supercharger Systems Inc**

**3842**  
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 Brookpark, OH 44142  
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**SuperFlow**

**Peninsula 5501**  
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 Sussex, WI 53089  
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**Superior Bearing & Supply**

**4908**  
 2505 12th Ave. W.  
 Bradenton, FL 34205  
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 Wholesale Manufacturing and Distribution

**Supertech**

**Peninsula 4141**  
 285 Digital Dr.  
 Morgan Hill, CA 95037  
 408-448-2001  
 Engine Valves, Pistons, Connecting Rods  
**See Advertisement on Page 137**

**Surf & Turf Instant Shelters Inc**

**243**  
 Unit 7 Tatton Ct., Kingsland Grange, Warrington  
 Cheshire WA1 4RR, United Kingdom  
 905-664-4758  
 Plain or Branded Canopies, Flags, Tables

**Surge Industrial**

**1908**  
 300 Lena Dr.  
 Aurora, OH 44202  
 330-995-4000  
 Surge Industrial Branded Cleaning Products

**Swain Tech Coatings**

**1409**  
 963 North Rd.  
 Scottsville, NY 14546  
 585-889-2786  
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**3304**  
 9530 Cozycroft Ave.  
 Chatsworth, CA 91311  
 818-700-9712  
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**Sweet MFG**

**Peninsula 3101**  
 3421 S. Burdick St.  
 Kalamazoo, MI 49001  
 269-344-2086  
 U-Joints, Steering Racks, Steering Boxes

**Swift Filters Inc**

**1051**  
 24040 Forbes Rd.  
 Oakwood Village, OH 44146  
 440-735-0995  
 Filter Elements, Assemblies and Hardware

**Swift Springs**

**Peninsula 2625**  
 15330 Fairfield Ranch Rd., Ste. I  
 Chino Hills, CA 91709  
 909-393-8623  
 Suspension Springs, Suspension Components

**System1 Filtration**

**3929**  
 6080 Leonard Noell Dr.  
 Tulare, CA 93274  
 559-687-1955  
 Performance Parts  
**See Advertisement on Page 285**

**T&D Machine Products**

**933**  
 4859 Convair Dr.  
 Carson City, NV 89706  
 775-884-2292  
 Rocker Arms, Cylinder Heads, Related Tooling

**T&E Ent Auto Haulers**

**4829**  
 PO Box 237  
 Herscher, IL 60941-0268  
 815-426-2761  
 Information and Literature on Trailers  
**See Advertisement on Page 253**

**T&S Machines - PROBAL Balancers**

**Peninsula 5243**  
 12 Whitley Ridge Ln.  
 Gainesville, TX 76240  
 940-668-1002  
 CNC Block Centers Crankshaft Balancers

**Taylor Motorsports Products**

**3509**  
 5867 NW Springhill Dr.  
 Albany, OR 97321  
 541-704-0113  
 Racing Safety Equipment

**TCI**

**Peninsula 725**

8649 Hacks Cross Rd.  
Olive Branch, MS 38654  
888-776-9824  
Transmissions, Converters, Fluids  
**See Advertisement on Page 94**

**TEAMTECH Inc**

**2812**

6285 Bay Rd.  
Saginaw, MI 48604  
989-792-4880  
Seat Belts, Fire Suits, Gloves, Shoes, Nets

**Tech Line Coatings**

**535**

PO Box 640  
Rutledge, TN 37861  
865-773-0599  
Exhaust, Engine Coatings. Air-Cure & Bake

**Technocraft Cabinets LLC**

**Peninsula 1845**

1540 N. Main  
Mt Pleasant, TN 38474  
931-379-5500  
Aluminum Cabinets  
**See Advertisement on Page 287**

**Tekton**

**Peninsula 3765**

3707 Roger B Chaffee SE  
Grand Rapids, MI 49548  
616-988-5253  
Hand Tools and Storage

**Telfer Design Inc**

**7079**

PO Box 4041  
Sonora, CA 95370  
209-591-9944  
Motorsports Art and Apparel

**Temprel Inc**

**2412**

206 Industrial Pkwy. Dr.  
Boyer City, MI 49712  
800-582-5098  
Thermocouples, Fittings, Etc.

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**Peninsula 3457**

101 Velocity Dr., Ste. 100  
Georgetown, TX 78628  
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**135**

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Ewing, NJ 08628  
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Aqueous Cleaners  
**See Advertisements on Pages 143 & 169**

**The Custom Mat Co**

**7077**

9774 Florida Mining Blvd. W, Ste. 705-6  
Jacksonville, FL 32257  
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Logo Rugs, Mats, Race Trailer Runners

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**See Advertisement on Page 287**

### The Joie of Seating

#### Peninsula 4439

4537 Orphanage Rd.  
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#### 7024

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The Original Slidelite

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#### 436

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303-469-0424  
Magazine

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#### 531

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727-264-8875  
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### Thermo-Tec Automotive

#### 1836

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Greenwich, OH 44837  
419-962-4556  
Heat and Sound Control Products  
**See Advertisement on Page 255**

### THG Automation

#### 5718

2120 E. Clay St.  
Indianapolis, IN 46205  
317-593-5575  
THG Automation Robotic Welding System

### Thitek

#### 234

3101 Old Farm Ln.  
Commerce Township, MI 48390  
313-999-1523  
Cylinder Head, Block and Intakes

### Ti Automotive - Walbro

#### 4207

2020 Taylor Rd.  
Auburn Hills, MI 48326  
248-296-8000  
Performance Fuel Pumps, Modules, Accessories

### Ti22 Performance

#### Peninsula 3921

8300 Lane Dr.  
Watervliet, MI 49098  
844-353-6822  
Sprint Car & Mini Sprint Components

### Tick Performance

#### 3147

179 Thunder Rd.  
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336-719-0599  
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### Ticon Industries Inc

#### Peninsula 2415

806 S. West Dr.  
Leander, TX 78641  
512-827-3688  
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### TierraTech USA

#### Peninsula 5567

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McAllen, TX 78503  
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#### 3410

Clash Industrial Estate  
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### Tilton Engineering

#### Peninsula 1301

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Clutches, Driveline Components, Pedals

### Titan 7 Wheels

#### 2924

941 N. Elm St., Ut. D  
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714-909-0866  
Racing Wheels, Racing Wheel Accessories

### Titus Performance LLC

#### 2929

9875 Adams Wilett Rd.  
Nanjemoy, MD 20662  
301-932-9292  
Engine Blocks, Valvetrain, Blower, Carburetors

### TMS Titanium

#### Peninsula 1355

12215 Kirkham Rd., Ste. 300  
Poway, CA 92064  
858-748-8510  
Show Cars, Titanium Raw Material and Parts

### Top Street Performance

#### Peninsula 2001

15050 Shoemaker Ave.  
Santa Fe Springs, CA 90670  
562-926-5858  
Ignition, Racing, Fuel, LS & Coyote Parts  
**See Advertisement on Page 37**

### TOPDON USA Inc

#### 110

400 Commons Way, Ste. A  
Rockaway, NJ 07866  
833-629-4832  
Automotive Diagnostics and Battery Charging

### TopSolid

#### 5356

246 Janata Blvd., Ste. 265  
Lombard, IL 60148  
630-889-8055  
CAD/CAM Software

### Torco Oils & Fuels

#### 2635

1720 S. Carlos Ave.  
Ontario, CA 91761  
909-980-1495  
Oil Products  
**See Advertisement on Page 152**

### Torqued Distribution

#### 5053

121 S. Maple Ave., Ste. 4  
San Francisco, CA 94080  
415-767-6905  
Tillett Racing, Nuke Performance, and More

### Total Power

#### 3405

1698 Midwest Blvd., Ste. C  
Indianapolis, IN 46214  
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Batteries, Starters, Switches

### Total Seal Piston Rings

#### Peninsula 1525

22642 N. 15th Ave.  
Phoenix, AZ 85027-1320  
623-587-7400  
Piston Rings & Engine Assembly Tools  
**See Advertisement on Page 157**

**Total Transmissions Chicago**  
**3224**

2601 Grant Ave.  
Bellwood, IL 60104  
708-493-0160  
Automatic Transmission Hard Parts  
**See Advertisement on Page 221**

**Total Venue Concepts**  
**1638**

4032 State Rd. 160  
Highland, IL 62249  
419-677-3023  
Surface Preparation and Repair Equipment

**TotalSim US**  
**133**

4960 Blazer Pkwy.  
Dublin, OH 43017  
614-255-7426  
Aerodynamic Services  
**See Advertisement on Page 225**

**Toyo Tires**  
**Peninsula 3047**

5665 Plaza Dr., Ste. 300  
Cypress, CA 90630  
714-236-2080  
Toyo Tires Proxes Competition Products  
**See Advertisement on Page 85**

**Trackside Systems**  
**7003**

1321 Davis St. SW  
Canton, OH 44706  
330-754-3364  
Racing POS, Online Ticketing, WiFi Systems

**TracTive Suspension**  
**Peninsula 3351**

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+31 485 310 309  
Electronic Plug & Play Shocks and Coilovers

**Trailer Alarms LLC**  
**7100**

301 Main Plaza #241  
New Braunfels, TX 78130  
877-604-7381  
Trailer Security Products  
**See Advertisement on Page 153**

**Trailer Capital USA**  
**8618**

11440 W. State Rd. 120  
Middlebury, IN 46540  
574-444-8150  
Racing and Automotive Trailers

**Trans-Go**  
**1113**

2621 Merced Ave.  
El Monte, CA 91733  
626-443-7451  
Automatic Transmission Components  
**See Advertisement on Page 119**

**Transmission Specialties**  
**1113**

368 Turner Industrial Way  
Aston, PA 19014  
610-485-9110  
Transmissions, Converter Components  
**See Advertisement on Page 119**

**Trenchant Technologies Ltd**  
**3409**

2 Farm Close, Gunness  
North Lincolnshire DN15 8SR, United Kingdom  
+44 1724 897318  
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23444 Schoenherr Rd.  
Warren, MI 48089  
586-447-0400  
Pushrods, Wrist Pins & Valvetrain Components  
**See Advertisement on Page 119**

**Trensor - 3FP**

**3142**  
9781 Irvine Center Dr.  
Irvine, CA 92618  
949-379-6730  
Performance Pressure Sensors  
**See Advertisement on Page 100**

**TriboDyn Lubricants**

**3024**  
PO Box 117  
Mooreville, NC 28115  
704-266-3577  
TriboDyn Motor & Gear Oils, Greases and ATF  
**See Advertisement on Page 275**

**Trick Flow Specialties**

**Peninsula 2939**  
285 West Ave.  
Tallmadge, OH 44278  
330-630-1555  
Cylinder Heads and Intake Manifolds  
**See Advertisement on Page 221**

**Trick Race Parts**

**1808**  
874 Rt. 900 E.  
St Albert, ON K0A 3C0, Canada  
613-802-0124  
Helmet Cooling Technology, Tire Siping

**Trick-Tools**

**Peninsula 5329**  
75 Truman Rd.  
Pella, IA 50219  
641-628-3860  
Metal Fabrication Tools, Metal Shaping Tools

**TRUMPF Inc**

**Peninsula 5343**  
111 Hyde Rd.  
Farmington, CT 06032  
860-255-6116  
Power Tools, Lasers, Press Brakes, Tube Laser

**TSS - The Sponsorship Seminar**

**3408**  
PO Box 2026  
Chatsworth, GA 30705  
706-581-6970  
Printed Literature

**Tub O' Towels - Free All**

**4926**  
4520 Richmond Rd.  
Cleveland, OH 44128  
216-464-6440  
Tub O' Towels, Free All Oil, Lube-It All

**Tubeworks Raceline Products**

**3844**  
1506 7th St.  
Riverside, CA 92507  
951-784-7900  
Underdrives and Third Member Differentials

**Turbo Time USA**

**3747**  
500 Riverview Dr.  
Totowa, NJ 07512  
908-487-7872  
Turbo, Solenoid, Spectrum, Gauges

**Turbonetics**

**Peninsula 3239**  
616-A S. Main St.  
Hebron, IN 46341  
805-581-0333  
Turbochargers

**Turbosmart**

**Peninsula 347**  
2020 S. Lynx Pl.  
Ontario, CA 91761  
909-476-2570  
Boost and Fuel Control Products

**Turbostart Batteries**

**7034**  
2849 John Deere Dr., Ste. 201  
Knoxville, TN 37917-4864  
865-394-6535  
Battery, Lithium, Power Banks

**Turn 14 Distribution**

**Peninsula 3847**  
100 Tournament Dr., Ste. 100  
Horsham, PA 19044  
267-468-0350  
Warehouse Distributor  
**See Advertisement on Page 103**

**Turn 2 Racing Communications**

**4245**  
4416 Stein Hiwy.  
Seaford, DE 19973  
302-362-2441  
Racing Comms, Curtains and Custom Covers  
**See Advertisement on Page 192**

**Turn One High Performance Steering**

**Peninsula 3615**  
40 W. Morley Dr.  
Saginaw, MI 48601  
989-759-4206  
Performance Power Steering Products

**Turnkey Trailers**

**Trailer 8726**  
29710 FM 2978 Rd.  
Magnolia, TX 77354  
281-356-1386  
53' Race Transporter  
**See Advertisement on Page 150**

**TW Metals LLC**

**4905**  
707 Eagleview Blvd., Ste. 200  
Exton, PA 19341  
800-545-5000  
Pipe, 4130 Tubing  
**See Advertisement on Page 139**

**U.S. Legend Cars**

**Peninsula 2875**  
5245 Hwy. 49 S.  
Harrisburg, NC 28075-8476  
704-455-3896  
Legend Car, Bandolero, Engine

**UCI NA LLC**

**629**  
PO Box 726  
Royal Oak, MI 48068  
248-922-6748  
Floor Coating Systems

**UFI Filters Spa**

**2834**  
Via dell'Industria 4  
37060 Nogarole Rocca VR, Italy  
+39 0456339911  
Automotive Filters

**Ultimate Awning**

**4024**  
11534 Parkside Ln. N.  
Champlin, MN 55316  
612-816-9644  
Race Trailer Awnings and Canopies

**Ultimate Headers**

**814**  
82 Helwig St.  
Berea, OH 44017  
440-234-9600  
Exhaust Headers, Exhaust Systems



**Ultra Lite Brakes and Components**

**3905**

1378 Old State Rte. 119  
Mount Pleasant, PA 15666  
724-696-3744  
Brake Kits, Calipers, Rotors and Components

**Ultra Shield Race Products**

**4004**

19313 Hwy. 69 S.  
Flint, TX 75762  
903-894-3550  
Race Seats, Seat Belts, Nets, Tearoffs

**UltraSonic LLC**

**Peninsula 5641**

1200 Ferris Rd.  
Amelia, OH 45102  
513-502-9746  
UltraSonic Cleaning Machines, Etc.

**UMI Performance Inc**

**Peninsula 4021**

509 Hemlock St.  
Philipsburg, PA 16866  
814-343-6315  
Chassis and Suspension Products

**Unisteer Performance by MAVAL**

**253**

1555 Enterprise Pkwy.  
Twinsburg, OH 44087  
800-338-9080  
Steering Rack & Pinions, Pumps, Gears, Kits

**United Engine & Machine Co**

**Peninsula 1251**

1040 Corbett St.  
Carson City, NV 89706  
800-648-7970  
Pistons, Coatings, Rings  
**See Advertisements on Pages 62 & 283**

**United Race Parts**

**Peninsula 917, 1012**

150 Ostwalt Amity Rd., Bldg. D-101  
Troutman, NC 28166  
704-508-1667  
Timing Stands, Fueling Equipment,  
Impact Wrenches  
**See Advertisement on Page 253**

**United States Auto Club**

**Peninsula 3631**

4910 W. 16th St.  
Speedway, IN 46224  
317-247-5151  
Sanctioning Body

**United States Postal Service**

**Peninsula 4653**

1213 Galveston Ave.  
Pittsburgh, PA 15233  
202-268-2000  
Marketing and Mailing Services

**United Trailers**

**Trailer 8427**

19985 County Rd. 8  
Bristol, IN 46507-9709  
574-848-7088  
Race Trailers

**UpRev LLC**

**Peninsula 3273**

4807 Commercial Park Dr.  
Austin, TX 78724  
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**15681 COMPUTER LANE / HUNTINGTON BEACH / CA / 92649 / USA**

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# ESSENTIAL EDUCATION

FROM PREVENTING PARTS FAILURES TO GAINING FINANCIAL CONTROL TO UNDERSTANDING EV CONVERSION OPPORTUNITIES, THIS YEAR'S SLATE OF EDUCATIONAL SEMINARS AT THE PRI TRADE SHOW OFFERS INVALUABLE INFORMATION AND TRAINING FOR EVERY MOTORSPORTS ENTREPRENEUR.

By Laura Pitts

Where else can you hear firsthand advice from the likes of a NASCAR Xfinity Series driver, a drag strip owner/president, a clutch specialist for an NHRA Top Fuel team, and numerous respected experts in the field of motorsports innovation, solutions, and technology? None other than at the PRI Trade Show, of course. In fact, the 2022 PRI Education lineup offers some of the biggest names and deep-dive topics ever featured.

"PRI is the one venue that draws racers together in one place, a place perfect for disseminating new information and fielding any questions you may have afterward," said presenter Danny White, manager of motorsports, mechanical engineering at Purdue University. "While virtual has served us well, there's nothing like in-person. I prefer live events because I can be more personal and expressive."

Here, we will preview the seminars and tracks attendees will find in this year's PRI Education program—taking place every

day of the PRI Show, Thursday through Saturday, December 8–10, in Indianapolis, Indiana. Know, too, that your education schedule is customizable and entirely up to you. Optimize your time and add your favorites to your PRI Show Planner, available at [pri2022.mapyourshow.com](http://pri2022.mapyourshow.com) and on the PRI Trade Show app available later this month.

## PARTS SELECTION, UNLOCKING HP & MORE

The technical slate of PRI Education seminars will not disappoint race teams, engine and car builders, installation shops, service providers, and more interested in elevating their or their customers' race vehicles. This track includes an in-depth look at how focusing on a system's synergies, rather than just swapping and trying new parts, can unlock hidden horsepower. The session will be led by Olive Branch, Mississippi-based Edelbrock Group's Billy Godbold; Lake Speed Jr. of

Total Seal in Phoenix, Arizona; and Lake Havasu City, Arizona-based EFI University's Ben Strader.

Surely, your customers have broken an engine part at some point, but have you ever investigated with a detailed parts failure analysis? Five experts will share where to find relevant assessments, the "how and why" behind them, and actionable steps to fix a failure in this session by Chuck Lynch and Fernando Curello of Cary, Illinois-based AERA Engine Builders Association; Russ Hayes of Jasper, Indiana-based Jasper Engines & Transmissions; Dan Begle of Farmington Hills, Michigan-based MAHLE; and Randy Neal of Peachtree Corners, Georgia-based CWT Industries. (For more on this topic, see Lynch's "PRI Education" column on page 306.)

The technical seminars continue with an all-star panel of professional designers headed by Guilford, Indiana-based BES Racing Engines' Darin Morgan and Preston Mosher, who will cover the latest





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developments in high-performance cylinder head and induction systems.

Another technical session will examine the wear characteristics of engine main bearings and how crankshaft balancing, torsional frequencies, and harmonics can affect these vital components in an hour-and-a-half seminar led by MAHLE's Begle and CWT Industries' Neal.

Shop owners know that the right turbocharger can make or break a project—and your reputation. Phoenix, Arizona-based Full Race Motorsports' Geoff Raicer and Mat Velders will share how to custom-match turbos for race applications with simple calculations.

"It's a repeatable process for accurate turbocharger matching," Raicer explained. "When I first started, it blew me away how rare it is for people to crunch numbers in this industry. Word of mouth is so prevalent. Sure, it worked for a friend, but if they're at altitude, have a different engine displacement, or are

running any other variable, you will get B-plus or A-minus results at best. We will show you how to get A-plus results."

Dirt late model racers and chassis builders will want to join the discussion led by Mike Nuchols of Seymour, Tennessee's Warrior Race Cars. Nuchols will show attendees how to solve common challenges often plaguing weekly competitors and best approach "the ultimate" dirt late model setup.

Meanwhile, Bob Morreale from The Tuning School in Odessa, Florida, will offer firsthand advice on how tuners can reduce safety risks, followed by new tuning processes for improving emissions and on-track performance.



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## WINNING BUSINESS STRATEGIES

PRI Education's business track is designed for racing business owners, operators, professionals, content creators, and more looking for ways to improve their operations and revenue. For example, one session will see Tom Shay of Profits Plus Solutions in Dardanelle, Arkansas, share an exercise to help businesses gain better control over their finances, plus a list of helpful tips to bring a fresh perspective to an operation.

Another session will update sponsors on how to meet the demands of today's brands and marketing agencies, emphasizing new sales strategies and social media optimization with a



Sasha Dierker

look at how the current business climate can affect a sponsorship's success.

For professionals working on a business' social media page, do you ever feel like it is a burden to post? Are you sure your efforts are even working? Catch social media marketing veteran Jennifer Cario's discussion, showing how slight adjustments (and less posting) can help you reach more potential customers on Facebook and Instagram.

Dive a little deeper into the social media discussion with Sasha Dierker, director of marketing at SRI Performance in Mooresville, North Carolina, who will "share the secrets of success" to business social media, including how to "boost" posts to generate leads for potential sales and how to increase shares, likes, and comments.

"Social media is constantly changing, so it helps to have someone with experience (like me!) to provide insight and knowledge," Dierker said. "Come to this seminar to help improve your content and drastically increase customer traffic to your online eCommerce, website, and related platforms."

You won't want to miss the panel of impressive women motorsports professionals as they discuss their achievements, aspirations, challenges, triumphs, and efforts to engage and raise awareness among young women interested in pursuing motorsports

as a career. This year's installment, again moderated by Jeanette DesJardins of Car Chix in Crestview, Florida, will feature NASCAR Xfinity Series and Trans Am Series racer Natalie Decker; Michelle Lackey Maynor, the majority owner and president of Alaska Raceway Park in Palmer, Alaska; Kaylynn Simmons, the clutch specialist for Clay Millican's Parts Plus Top Fuel dragster team; and Dr. Rebecca Starkey, owner of VMP Performance. In addition, an audience Q&A will take place, so get your questions ready!

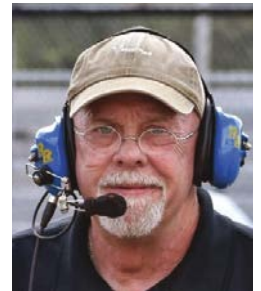
## EV OPPORTUNITIES, CONVERSIONS & NEW TECHNOLOGIES

"IndyCar is converting to hybrid. NHRA already has EV classes. The World Karting Association has an electric series. Our sport is staring ahead into a disruptive technological shift that we need to be ready for and look for opportunities for our sport to sustain and grow. I mean, it's racing: The grid waits for no one," said White of Purdue University.

Electric racing is here, and with more major race sanctioning bodies expanding with opportunities for electric vehicles (EVs), manufacturers, parts and service providers can profit from this growing field now more than ever before. That's why PRI Education's new-for-2022 EV track will feature a candid conversation with expert panelists on how to capitalize on this trending category. See NHRA and FOX Sports commentator Alan Reinhart talk all things EV with Jake Hawksworth of Hypercraft in Provo, Utah; Mavrick Knoles and Rob Ward of Legacy EV in Tempe, Arizona; and John Romero of AEM EV in Hawthorne, California.

The transition doesn't have to be daunting for those wary about going EV. Join Knoles, Ward, and Tim Cachelin of Legacy EV as they reveal a simple installation process to get the wheels spinning on electric builds—with a special discussion on powertrains.

O'Fallon, Illinois-based EngSim Corporation's Dan Agnew and Varun




Danny White

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Negandhi, meanwhile, will share how to use readily available simulation models to optimize battery, motor, and driveline components to extract maximum performance from any EV race car.

Anyone from builders and integrators to safety crew members will benefit from a cutting-edge discussion on electric race car testing focusing on the science behind advanced chemistries and near-field technologies. Ben Wrightsman and Rodney Kidd, both from Battery Innovation Center in Newberry, Indiana, will also go over EV safety certifications available today.

For those looking to go fast and break records, NHRA and FOX Sports' Reinhart returns for a unique sit-down showcasing eye-catching advances in EV engineering. Steve Huff of SeaTac, Washington-based Huff Motorsports; John Metric of Lonestar EV Performance in Lake Jackson, Texas; and Allen Thomas of the National Electric Drag Racing Association (NEDRA), also based in Lake Jackson, will join Reinhart for a look at how today's trailblazers are pushing the envelope.

Rounding out PRI Education's EV track is a thought-provoking look at keeping performance jobs in the US led by Purdue's White. Race teams, manufacturers, builders, and more businesses will learn how to tap into the education system to help train emerging professionals with the skills needed to, eventually, become excellent employees.

"We will look at how to include motorsports in the education system as a platform for experiential learning. It's important to know that, today, [motorsports students and professionals] not only need to understand how to work on the engines and powertrains of today's race cars, but also need to understand tomorrow's technology: hybrid, electric, what have you," said White.

Yes, this year's PRI Education lineup is slated to be better than ever. So make the most of your time in Indy with one (or a few) of these world-class, complimentary educational sessions. As SRI Performance's Dierker said, "now is the time to get ahead and get informed."

To view dates, times, and locations of the full PRI Education lineup, turn to page 72 for a complete schedule. **PRI**

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# PRI's FEATURED VEHICLES

Ask any proud racer for photos of their race car and they'll eagerly pull out a smartphone and scroll through the hundreds of images stored in their gallery. Such is the pride of ownership in 21st century motorsports. Acknowledging the thousands of hours that have gone into building these cars and sourcing just the right parts, we recently asked PRI Magazine readers to

send us photos of their race cars to feature in this year's Trade Show issue. The response was overwhelming—far more submissions came in than we had room for in these pages. And it wasn't easy narrowing down our selections, given that we only have so much space at our disposal. All that said, the 20 exceptional vehicles that follow, in our opinion, reflect some of the best our industry has to offer.



# 1981 BUICK REGAL



**KYLE ROBERTS**

**BAY CITY, MICHIGAN**

**RACE SERIES/CLASS:**

SCCA Solo, C-Prepared car

**ENGINE:**

408-cubic-inch small block Chevrolet with a Saginaw three-speed transmission built by Kyle Roberts, custom tuned by Mad-Science Motorsports

**CAR:**

Fabrication work by Chris Vance of V-Fab in Midland, Michigan

**FEATURES:**

Holley Sniper EFI fuel system, Quick Performance, Wild Rides 12-point cage, five-point harness from TeamTech

**FACT:**

Not only is the car built for summer autocross season, but Roberts also actively ice races the car in the winter months with a studded set of tires.

# 1987 OLDSMOBILE CUTLASS 442



**PHIL VELDHEER**

**HOLLAND, MICHIGAN**

**RACE SERIES/CLASS:**

NHRA and IHRA, Top Eliminator

**ENGINE:**

Hard Blok filled Oldsmobile 455 bored to 468 cubic inches, built by Dan Gorby Racing Engines

**FEATURES:**

Mickey Thompson tires, VP C12 race fuel and VP 10w40 full synthetic race oil, ARP fasteners, Moroso plug wires, PROFORM Parts water pump and fan, Cometic Gasket gaskets, Hedman Heddgers, Optima Batteries battery, Fragola hoses and fittings

**FACT:**

This is a genuine GM factory race car with nine original miles on the odometer. Veldheer has owned it for more than 23 years, and he's been behind the wheel of the car for the last eight years.

# 2018 FORD MUSTANG GT



**DAVID VAN VORIS**

**AMARILLO, TEXAS**

**RACE SERIES/CLASS:**

TX2K, FL2K, Street Car Takeover, Flashlight Shootout

**ENGINE:**

Built by David Van Voris at Coyote Direct

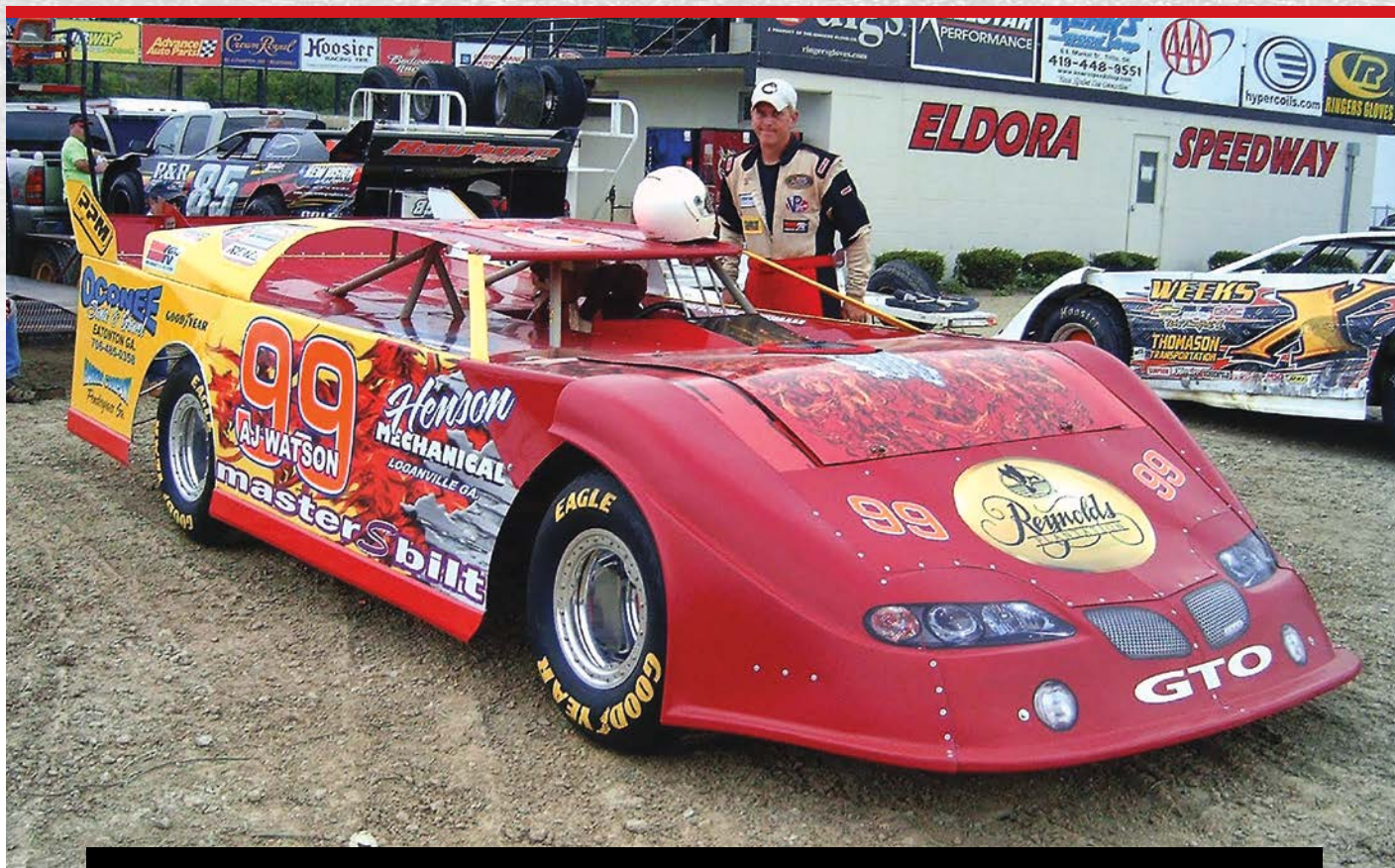
**CAR:**

Fabricated by Joe Young of Street Car Joe Fabrication

**FEATURES:**

RPG 5.2, sleeved, Top Fuel hoops, aluminum rods, Manley pistons, Frankenstein heads, COMP Cams camshaft

# 2020 BLACK DIAMOND



## MARK & JENNY WATSON

LOGANVILLE, GEORGIA

**RACE SERIES/CLASS:**

Late Model Series, 602 Thunder

**ENGINE:**

GM crate small block built by Darrell Gabriel of Gabriel's Engines

**CAR:**

Built by Ronnie Stuckey of Stuckey Enterprises

**FEATURES:**

Safecraft safety equipment, Fast Shafts driveshaft, K&N filters, FSR Radiators radiator, Fox Shocks, VP Lubricants, Fuel Safe, Ultra Shield, PPM Racing Products, MSD

**FACT:**

Watson Racing started 29 years ago for Mark and Jenny's son AJ ("Sideways") Watson when he was five years old.

# 2013 MAC SHERRILL REAR-ENGINE DRAGSTER



**TOM & RYAN MARTINO**

**YOUNGSTOWN, OHIO**

**RACE SERIES/CLASS:**

NHRA and PDRA, Top Dragster

**ENGINE:**

Nitrous-assisted 665-cubic-inch big block Chevrolet built by PAR Racing Engines

**CAR:**

Built by Mac Sherrill Race Cars

**FEATURES:**

Lucas Oil Products, K&N Filters (dragster scoop, air filters, oil filters), NGK Spark Plugs, XS Power Batteries, Strange Engineering steering and rearend components, Fel-Pro gaskets, Brodix aluminum cylinder heads and blocks

**FACT:**

Martino Motorsports is composed of a father-son tandem who have been featured on national television—from PBS to the Discovery Channel—with their race car.

# 2002 UNDERCOVER DRAGSTER



**GARY DON FREE**

**KATY, TEXAS**

**DRIVER:**

Austin Free

**RACE SERIES/CLASS:**

Bracket racing

**ENGINE:**

584 big block Chevrolet built by Steve Schmidt Racing Engines

**CAR:**

Built by Undercover Motorsports

**FEATURES:**

Hughes Performance torque converter, Exner Racing Transmissions transmission, APD Dominator carburetor, Altronics Red-Alert O2 monitor

**FACT:**

Gary's 16-year-old son Austin is driving this dragster after two years of racing Juniors. He is a third-generation drag racer and has quickly adjusted to driving a 4.70 ET dragster at 145 mph.



# 2005 CHEVY COLORADO CUSTOM MEGA TRUCK



**LINDSEY & BENNIE GOODIN**

**EMMETT, MICHIGAN**

**RACE SERIES/CLASS:**

Racing, freestyle, bounty hole

**ENGINE:**

383 Stroker Motor

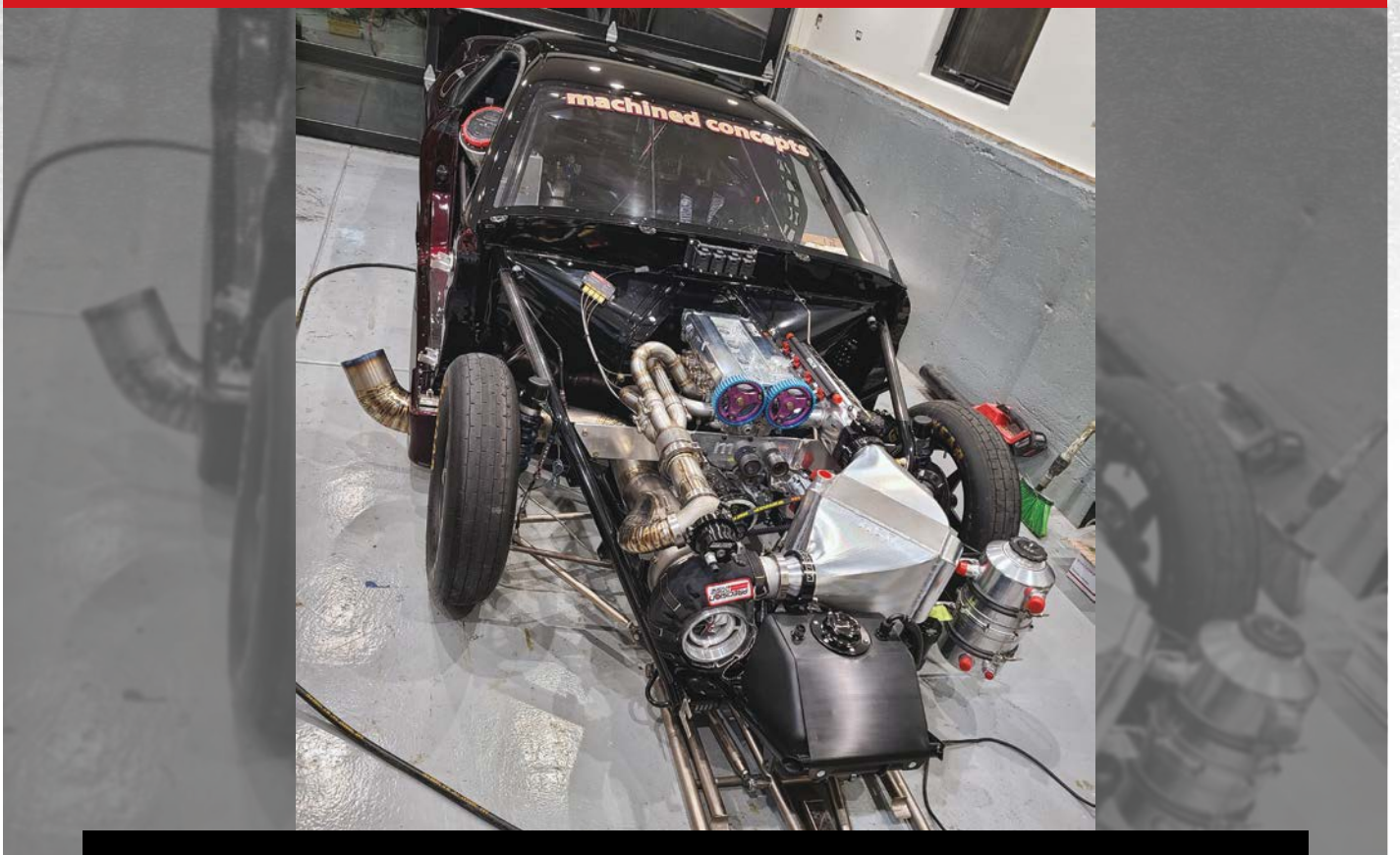
**FEATURES:**

2.5 GM axles, Profab transfer case, 20-inch Big Shocks, NGK spark plugs

**FACTS:**

Recently, Lil Red Nightmare was completely made over after being dormant for three years. What's more, Lindsey has competed all over the country with several wins in freestyle and head-to-head competition. "Nothing beats the feeling when you go launching off a big jump and all you see is the beautiful sky," she said.

# 1995 EAGLE TALON



**ALBERT RACZYNSKI**

**ALGONQUIN, ILLINOIS**

**RACE SERIES/CLASS:**

Radial vs. Modified

**ENGINE:**

Mitsubishi 4G63 built by Albert Raczynski

**CAR:**

Built by Albert Raczynski

**FACT:**

Raczynski built this entire car from the ground up. He fabricated the entire chassis, wired the entire car, built the engine, and tuned the car all by himself.

# 1930s TMD DIESELX SPECIAL



**THOMAS MCGRUFF**

**INDIANAPOLIS, INDIANA**

**RACE SERIES/CLASS:**

Vintage open wheel, oval and road course

**ENGINE:**

Cummins 2.8L SOHC turbodiesel

**CAR:**

Built by Thomas McGriff

**FEATURES:**

Wilwood brakes, Bassett wheels, Goodrich Radial T/A tires, Hughes Performance transmission, Speedway Engineering rear axle, MPI steering wheel, Speedway Motors spindles and front hubs, Power Cool radiator, AFCO springs and shocks

**FACT:**

This is a 1930s Euro Grand Prix concept race car.

# 1969 CHEVROLET CAMARO ZL1



**JORDAN PENNINGTON**

**MISHAWAKA, INDIANA**

**RACE SERIES/CLASS:**

FAST (Factory Appearing Stock Tire) racing series

**ENGINE:**

560-cubic-inch all-aluminum big block Chevrolet built by Tony Bischoff of BES Racing Engines

**CAR:**

Built and fabricated by Jordan Pennington

**FEATURES:**

Chevrolet Performance, TBM Brakes brake components, Holley EFI, Jesel valvetrain, Braille Battery, Aeromotive, RaceQuip, Dynamax

**FACTS:**

In the FAST racing series, all cars have to look 100% original like the day they rolled off of the showroom floor. This car makes 903 horsepower naturally aspirated through factory exhaust manifolds, and it has been 9.50 at 143 mph in the quarter-mile on stock bias ply Firestone Wide Oval tires.

# 1968 PONTIAC LEMANS



**KEVIN & MOOK**

**AMES, IOWA**

**RACE SERIES/CLASS:**

Burnout exhibitions

**ENGINE:**

455 Buick built by Kevin and Mook

**CAR:**

Built and fabricated by Kevin and Mook

**FEATURES:**

QA1 suspension, Quick Performance rear axle, lots of rust

**FACT:**

This car was T boned in the 1970s and parked by the river where it was flooded numerous times. It was saved by YouTubers Junkyard Digs and Junkyard Mook in 2018.

# 1978 CHEVROLET C10



**PAUL TREADWELL**

**DRIFTWOOD, TEXAS**

**DRIVER:**

Jesse Vaughn from Marion, Illinois

**RACE SERIES/CLASS:**

Optima Street Car Challenge (GTT Class), UMI King of the Mountain, C10 Nationals Autocross, LS Fest Grand Champion, Pro Touring Truck Shootout

**ENGINE:**

LS engine built by Don Hardy

**CAR:**

Built by Level 7 Motorsports

**FEATURES:**

No Limit Engineering Pro Tech chassis, Winters Performance rearend, Forgeline wheels, Quarter Master clutch, Wilwood products, MoTeC ECU

**FACT:**

This C10 is one of the most advanced trucks on the planet, according to Vaughn, as it's powered by a 730-horsepower 446-cubic-inch LS engine.

# 2016 BELLY TANK STYLE LAKESTER



**MIKE & DIANE BROWN**

**MORROW, OHIO**

**RACE SERIES/CLASS:**

Mile land speed racing

**ENGINE:**

GM Performance LSA crate engine with a few modifications

**CAR:**

Designed and built by Mike and Diane Brown

**FEATURES:**

Winters Performance rearend, Jerico transmission, Hoosier tires, Stroud Safety equipment, Wilwood brakes, AEM data logger, FireFox suppression system

**FACT:**

The car's namesake, "itisforfreedom.com," is a school in the Dominican Republic that the Browns support.

# 1956 CHEVROLET BEL AIR



**ANDREW STARR**

**HORSHAM, PENNSYLVANIA**

**RACE SERIES/CLASS:**

Drag Week

**ENGINE:**

Hilborn EFI 582-cid big block Chevrolet built by Starr Performance and Consulting

**CAR:**

Built and fabricated by Starr Performance and Consulting

**FEATURES:**

Hilborn EFI, Holley EFI, G-Force Transmissions, Moser M9, Viking Shocks, Weldon, Crower, Bullet Cams, Injector Dynamics, Mark Williams driveshaft

**FACTS:**

Designed 13:1 compression to run on pump gas on the street; 935 RWHP on race gas, dual fuel systems. Runs 9.35 at 148 mph at 3,885 lbs.



# 1995 BMW 325i



**CARL BALZER**

**TOLEDO, OHIO**

**RACE SERIES/CLASS:**

Cleetus and Cars, drift events, drag racing events

**ENGINE:**

Twin-turbo 1,200-horsepower LS swap built by Accelerated Performance using Texas Speed internals

**CAR:**

Built by Andrew Starr with help from his team at Hidden Motorsports and NEXXGEN Fab

**FEATURES:**

Holley and Motion Raceworks parts throughout; suspension from Fortune Auto, BimmerWorld and FDF; drift components from Seems Legit Garage

**FACT:**

This car can do it all, from drifting to drag racing to burnout contests to off-roading and is 100% street legal so it can be daily driven.

# 2020 ULTRA 4



**CHUCK CROSSLAND**

*LOS MOLINOS, CALIFORNIA*

**RACE SERIES/CLASS:**

Ultra 4 4800 class, NorCal Rock Racing 4800 class, King of the Hammers Everyman Challenge

**ENGINE:**

6.2L twin-turbo LS built by Mike Nelson of Northstate Machine

**CAR:**

Chassis by Liberty Mountain Fabrication, car built by Chuck Crossland with help from Matt's Fab Shop

**FEATURES:**

Precision Turbo, Brian Tooley Racing, Hughes Performance transmission, Holley EFI, Tubeworks, King Shocks, Yukon Gear and Axle, Renegade Race Fuel

**FACT:**

This is the only air-to-water intercooled twin-turbo car in the series, making it one of the most powerful cars at 1,150-plus horsepower on a low-boost tune up.

# 2010 MINI COOPER



## FRANK SCHWARTZ

DAVISBURG, MICHIGAN

### RACE SERIES/CLASS:

SCCA B-Spec

### ENGINE:

Stock Prince N12 1,598cc (BMW/Peugeot)

### CAR:

Built by Frank Schwartz and Babyface Fabrication (cage)

### FEATURES:

G-LOC Brakes, Hankook tires, Summit Racing Equipment, AACS, Garmin Catalyst

### FACTS:

The livery has half a mile of hand-applied pinstriping as an homage to the Frank Stella Art Car that ran at Le Mans in 1976. It finished fourth out of 61 cars at the 2021 National Championship SCCA Runoffs at Indianapolis Motor Speedway.

# 1994 **CHEVROLET CAMARO SS**



## **908 MOTORSPORTS MAGAZINE**

**RACE SERIES/CLASS:**

No Prep Outlaw

**ENGINE:**

572 Merlin

**CAR:**

Built by JT's Custom Shop

**FEATURES:**

Aeromotive, MSD, AutoMeter, Moroso, SCAT Enterprises, JE Pistons, COMP Cams, Strange Engineering, Billet Specialties, AFCO, Kirkey

**FACT:**

CO2 chilled air and fuel via DEI and Spectre Performance.

# 1955 CHEVROLET 3100



**ERIC BROADBENT**

**WILLIAMSBURG, IOWA**

**RACE SERIES/CLASS:**

NHRA Super Street, Super Gas, Bracket Series Super Pro

**ENGINE:**

Chevrolet big block Mark IV 496 cid built by Eric Broadbent

**CAR:**

Built by Tom Farnlof

**FEATURES:**

ATI transmission, converter and balancer; SCAT rotating assembly; Wilwood brakes; AFR heads and intake; MSD ignition; Goodyear slicks; Strange Engineering aluminum third member and axles

**FACTS:**

Broadbent has owned this vehicle since high school and has been racing it for more than 30 years. It runs 9.70s at 140 mph. It features full-scale original steel body and fiberglass front and rear fenders.

# 2019 HARRIS AUTO RACING TERMINATOR STOCK CAR



**ANDREA MCCAIN**

**SOUTH HAVEN, MINNESOTA**

**RACE SERIES/CLASS:**

IMCA and USRA Stock Car

**ENGINE:**

Small block Chevrolet 350 built by Shaun Bruns at Bruns Racing Products

**CAR:**

Built and fabricated by Harris Auto Racing

**FEATURES:**

Dynamic Drivelines driveshaft, Holley carburetor, Wilwood disc brakes rotor and pedal assembly, Penske Racing Shocks, Jones Racing Products pulley system, QuickCar gauges, Bassett Racing Wheel, Speedway Motors three-piece spindles

**FACT:**

McCain is the owner and driver of the race car, and she travels all around Minnesota and Iowa trying to run with the big boys in the class that is "Too Tough to Tame."

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- "Hot Swap" swappable battery design – for a more consistent on-track capability
- Dry weight 750 lbs.
- 60/40 weight bias, with driver

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[pmdautomotive.com](http://pmdautomotive.com)



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[woodwardspeedshop.com](http://woodwardspeedshop.com)

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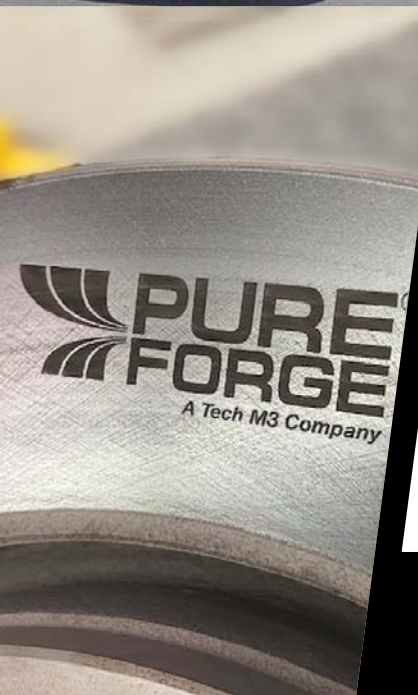
PureForge® is a breakthrough braking technology company with five key features supporting valued customer needs.

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- Brake-Dust Reduction
- Wear-Surface Rust Resistance
- Light-Weighting Potential
- Branding

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Ask us about racing applications.

[pureforge.com](http://pureforge.com)



**Contact:**

**Gordon Heidacker, CEO**

**PMD Automotive/ The Woodward Speed Shop**

**40 West Pike Street, Pontiac, MI 48342**

**(248) 732-7554**

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**PRI BOOTH #3313**

# 2022 INDIANAPOLIS CITY DIRECTORY

By Laura Pitts

It's that time of the year again, when tens of thousands of motorsports professionals converge on downtown Indianapolis, Indiana, for the world's premier event for motorsports professionals, the PRI Trade Show. Taking place at the Indiana Convention Center (ICC) and Lucas Oil Stadium (LOS) from December 8–10, this year's PRI Show is primed to be our best yet.

When getting to and from the Show on foot, attendees can enjoy the climate-controlled skywalks that connect the ICC to select downtown hotels, parking garages, Circle Centre Mall, the Artsgarden, Market Street, and more. PRI also provides complimentary shuttles to and from the ICC and Plainfield-area hotels during Show hours for those staying a bit farther away.

Much of downtown is also walkable, but taxis and rideshares are readily available, too. There's ample parking available near the ICC, but be aware that the city has purposely created a low profile for parking structures, so they're not always easily visible. Visit [performanceracing.com/attend/getting-there](http://performanceracing.com/attend/getting-there) to see an interactive parking map; call a taxi; download the Uber or Lyft app; and find information on camping and RV parking.

The Racing Capital of the World offers countless opportunities to keep the conversations going after the exhibit halls close at the end of the day, and this guide to Indianapolis shows some of the best venues for after-Show dining and entertainment. Advanced reservations are strongly recommended (as in, make them now!) because restaurants book up quickly when PRI comes to town. And be sure to verify operating hours, as this list is subject to change. We'll see you there!



## DINE

### 120 West Bar & Grill at Hilton Indianapolis

120 W Market St., Indianapolis, IN 46204  
317-822-5914  
[hiltonhonorsdining.com](http://hiltonhonorsdining.com)

### 123 West at Crowne Plaza Downtown Union Station

123 W Louisiana St., Indianapolis, IN 46225  
317-631-2221  
[crowneplazaindycitycenter.com](http://crowneplazaindycitycenter.com)

### 4 Birds Bakery

1058 Virginia Ave., Indianapolis, IN 46203  
[4birdsbakery.com](http://4birdsbakery.com)

### Alexander's Bar & Grille at Sheraton Indianapolis City Centre

31 W Ohio St., Indianapolis, IN 46204  
888-627-8186  
[sheratonindianapolisindycitycenter.com](http://sheratonindianapolisindycitycenter.com)

### Ali Baba Café

115 W Market St., Indianapolis, IN 46204  
317-632-1111

### Ali'i Poke

910 W. 10th St., Indianapolis, IN 46202  
317-602-3632  
[aliipoke.com](http://aliipoke.com)

### Ameer Middle Eastern Cuisine

222 E Market St., Indianapolis, IN 46204  
317-681-8444

### Amelia's

653 Virginia Ave., Indianapolis, IN 46203  
317-686-1580

### Aroma Indian Cuisine

501 Virginia Ave., Ste. 101, Indianapolis, IN 46203  
317-602-7117  
[aromaindy.com](http://aromaindy.com)

### Asian Harbor

203 W Michigan St., Indianapolis, IN 46204  
317-686-8888  
[asianharborin.com](http://asianharborin.com)

### Axum Ethiopian Restaurant

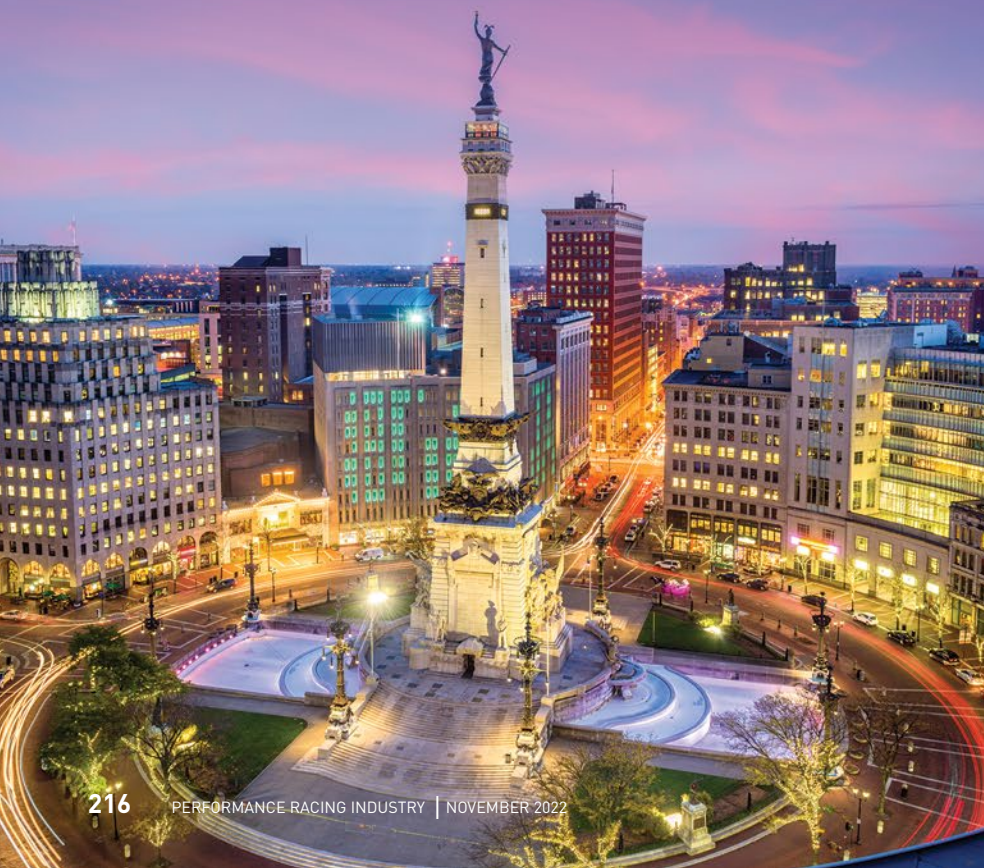
825 N Pennsylvania St., Indianapolis, IN 46204  
317-964-0580  
[axumethiopianrestaurantindy.com](http://axumethiopianrestaurantindy.com)

### Bakersfield Tacos, Tequila & Whiskey

334 Massachusetts Ave., Indianapolis, IN 46204  
317-635-6962  
[bakersfieldtacos.com](http://bakersfieldtacos.com)

### Bangkok Restaurant & Jazz Bar

225 E Ohio St., Indianapolis, IN 46204  
317-632-9000  
[bangkokthaiandjazzbar.com](http://bangkokthaiandjazzbar.com)







**FEATURED VENUES AT THE ARTISAN MARKETPLACE @ 16 TECH**

1220 Waterway Blvd., Indianapolis, IN 46202  
317-749-1131; theampindy.com

**Healthy Soul**  
healthysoulindy.com

**PB&J Factory**  
pbandjfactory.com

**Poke Guru**  
poke.guru

**Sandwich House Café**

**Barringer's Tavern**

2535 S Meridian St., Indianapolis, IN 46225  
317-384-1027

**Bazbeaux Pizza**

333 Massachusetts Ave., Indianapolis, IN 46204  
317-636-7662  
bazbeaux.com

**Bento Asian Bistro**

901 Indiana Ave., Indianapolis, IN 46202  
317-423-2301  
bentobistro.com

**Big Mouth Biscuits**

2442 Central Ave., Indianapolis, IN 46205  
940-300-1208

**Blaze Pizza**

913 Indiana Ave., Indianapolis, IN 46202  
317-624-1500  
blazepizza.com

**The Block Bistro & Grill**

115 W Market St., Indianapolis, IN 46204  
317-932-9200

**Bluebeard**

653 Virginia Ave., Indianapolis, IN 46203  
317-686-1580  
bluebeardindy.com

**Bocca**

122 E 22nd St., Indianapolis, IN 46202  
317-426-2045  
boccaindy.com

**BODHI Craft Bar & Thai Bistro**

922 Massachusetts Ave., Indianapolis, IN 46202  
317-941-6595  
bodhi-indy.com

**The Bosphorus Istanbul Cafe**

935 S East St., Indianapolis, IN 46225  
317-974-1770  
thebosphoruscafe.com

**Brew Link Brewpub**

714 N Capitol Ave., Indianapolis, IN 46204  
317-653-1884  
brewlinkbrewing.com

**Brothers Bar & Grill**

255 S Meridian St., Indianapolis, IN 46225  
317-624-2767  
brothersbar.com

**BRU Burger Bar**

410 Massachusetts Ave., Indianapolis, IN 46204  
317-635-4278  
bruonmass.com

**Buca di Beppo**

35 N Illinois St., Indianapolis, IN 46204  
317-632-2822  
bucadibeppo.com

**Buffalo Wild Wings Grill & Bar**

7 E Washington St., Indianapolis, IN 46204  
317-951-9464  
buffalowildwings.com

**Bynum's Steak House**

3850 S Meridian St., Indianapolis, IN 46217  
317-784-9880

**Cafe 251**

251 N Illinois St., Indianapolis, IN 46204  
317-237-2690  
cafe251.com

**Cafe Patachou on the Park**

225 W Washington St., Indianapolis, IN 46204  
317-632-0765; cafepatachou.com

**The Capital Grille at The Conrad**

40 W Washington St., Indianapolis, IN 46204  
317-423-8790  
thecapitalgrille.com

**Charley's Philly Steaks**

49 W Maryland St., Indianapolis, IN 46204  
317-917-8564  
charleys.com

**Chatham Tap**

719 Massachusetts Ave., Indianapolis, IN 46204  
317-917-8425  
chathamtap.com

**Chef JJ's Downtown**

42 W South St., Indianapolis, IN 46225  
317-602-3828; chefjjs.com

**China King**

148 N Delaware St., Indianapolis, IN 46204  
317-685-8630

**Circle Cafe at the Sheraton Indianapolis City Centre**

31 W Ohio St., Indianapolis, IN 46204  
317-635-2000  
sheratonindianapolisacitycentre.com

**City Barbeque & Catering**

621 W 11th St., Indianapolis, IN 46202  
317-333-6234  
citybbq.com

**Cleo's Bodega**

2432 Dr. Martin Luther King Jr. St., Indianapolis, IN 46208  
317-932-3100

**Coaches Tavern**

28 S Pennsylvania St., Indianapolis, IN 46204  
317-917-1191

**Comida**

43 E 9th St., Indianapolis, IN 46204  
317-426-4392

**Condado Tacos**

530 Massachusetts Ave., Ste. 190, Indianapolis, IN 46204  
317-222-5999  
condadotacos.com

**Conner's Kitchen + Bar at Indianapolis Marriott**

350 W Maryland St., Indianapolis, IN 46225  
317-405-6100  
connersindy.com

**Courses Restaurant at Ivy Tech**

2820 N Meridian St., Indianapolis, IN 46208  
888-489-5463

**Crab 99**

14 E Washington St., Indianapolis, IN 46204  
317-600-3066  
crab99indy.com

**Datsa Pizza**

907 N. Pennsylvania St., Indianapolis, IN 46204  
317-423-3940

**Dick's Last Resort**

111 W Maryland St., Indianapolis, IN 46225  
317-608-2456  
dickslastresort.com

**The District Tap**

141 S Meridian St., Indianapolis, IN 46225  
317-632-0202  
thedistricttap.com

**FEATURED VENUES AT CIRCLE CENTRE MALL**

49 W Maryland St., Indianapolis, IN 46204  
317-681-8000; circlecetre.com/dining

**Harry & Izzy's**  
harryandizzys.com

**P.F. Chang's**  
pfchang.com

**Ruth's Chris Steak House**  
ruthschris.com

**Sugar Factory**  
sugarfactory.com

**Nada**  
eatdrinknada.com

**Punch Bowl Social**  
punchbowlsocial.com

**Yard House**  
yardhouse.com



**Dos Hombres Taco House**

49 W Maryland St., Indianapolis, IN 46204

**Double Eagle Cafe**

650 N Meridian St., Indianapolis, IN 46204  
317-917-1463

**Down Home Cookin'**

2621 Dr. Martin Luther King Jr. St., Indianapolis, IN 46208  
317-924-2980

**Downtown Olly's**

822 N Illinois St., Indianapolis, IN 46204  
317-636-5597

**Dugout Bar**

621 Virginia Ave., Indianapolis, IN 46203  
317-916-1514  
thedugoutindy.com

**E'Terie Bar & Grill at Embassy Suites Hotel**

110 W Washington St., Indianapolis, IN 46204  
317-236-1901

**The Eagle Food & Beer Hall**

310 Massachusetts Ave., Indianapolis, IN 46204  
317-929-1799  
eaglerestaurant.com

**The Eagle's Nest at the Hyatt Regency**

1 S Capitol Ave., Indianapolis, IN 46204  
317-616-6170

**El Arado**

1065 Virginia Ave., Indianapolis, IN 46203  
317-632-2076

**El Barquito**

5314 W 38th S., Indianapolis, IN 46254  
317-388-1300

**El Toro Bravo**

365 N Illinois St., Indianapolis, IN 46204  
317-637-5160; eltoro-bravo.com

**Ember Urban Eatery**

435 Virginia Ave., Ste. 1700, Indianapolis, IN 46203  
317-340-1868  
emberurbaneatery.com

**Empire Street Bar & Grille**

419 S West St., Indianapolis, IN 46225  
317-602-6900  
empirestreetgrille.com

**English Ivy's**

944 N Alabama St., Indianapolis, IN 46202  
317-822-5070  
englishivys.com

**Enzo Pizza**

149 N Illinois St., Indianapolis, IN 46204  
317-634-1144

**Exotic on the Run**

1021 N Pennsylvania St., Indianapolis, IN 46204  
317-672-7467  
exoticontherunindy.com

**Fat Dan's Deli**

410 E Michigan St., Indianapolis, IN 46204  
317-600-3008  
fatdandeli.com/mass-ave

**Festiva**

1217 E 16th St., Indianapolis, IN 46202  
317-635-4444  
festivaindy.com

**First Watch**

143 N Illinois St., Indianapolis, IN 46204  
317-423-2212  
firstwatch.com

**The Flatiron @ The Point on Penn**

605 N Pennsylvania St., Indianapolis, IN 46204  
317-746-6961  
thepointonpenn.com

**Fogo de Chao**

117 E Washington St., Indianapolis, IN 46204  
317-638-4000  
fogo.com

**FortyFive Degrees**

765 Massachusetts Ave., Indianapolis, IN 46202  
317-634-4545  
fortyfiveindy.com

**Foundry Provisions**

236 E 16th St., Indianapolis, IN 46202  
317-543-7357

**The Fountain Room**

830 Massachusetts Ave., Ste. 1480, Indianapolis, IN 46204  
463-238-3800  
thefountainroom.com

**Fresco Italian Cafe on the Canal**

310 W Michigan St., Indianapolis, IN 46202  
317-797-9185

**Fresco Italian Sandwich Shoppe**

320 N New Jersey St., Indianapolis, IN 46204  
317-423-2420

**Gallery Pastry Bar Downtown**

110 S Pennsylvania St., Ste. B, Indianapolis, IN 46204  
317-820-5526  
gallerypastryshop.com/downtown

**The Garden Table on Mass Ave**

342 Massachusetts Ave., Indianapolis, IN 46204  
317-638-0321  
thegardentable.com/mass-ave

**Gateway Cafe**

950 N Meridian St., Indianapolis, IN 46204  
317-632-2027

**Geraldine's Supper Club & Lounge**

1101 English Ave., Indianapolis, IN 46203  
317-600-3336  
geraldinesindy.com

**Giordano's**

43 N Illinois St., Indianapolis, IN 46204  
317-288-3415  
giordanos.com

**Giorgio's Pizza**

9 E Market St., Indianapolis, IN 46204  
317-687-9869

**Gomez BBQ on 10th**

2827 E 10th St., Indianapolis, IN 46201  
317-414-7661  
gomezbbq.com

**Goodfellas Pizzeria**

545 Massachusetts Ave., Indianapolis, IN 46204  
317-602-3401  
goodfellaspizzeria.com

**Goose the Market**

2503 N Delaware St., Indianapolis, IN 46205  
317-924-4944  
goosethemarket.com

**Goodwood Brewing & Spirits**

140 S Illinois St., Indianapolis, IN 46225  
317-986-7103  
linktr.ee/goodwoodindy

**Great American Grill at Hilton Garden Inn**

10 E Market St., Indianapolis, IN 46204  
317-955-9700

**The Great Steak and Potato Company**

301 N Illinois St., Ste. 130, Indianapolis, IN 46204  
317-222-3859  
thegreatsteak.com

**FEATURED VENUES AT THE GARAGE FOOD HALL AT BOTTLEWORKS**

906 Carrollton Ave., Ste. 380, Indianapolis, IN 46202  
317-556-1252; garageindy.com

**Abbiocco**

abbioccopizzeria.com

**Gaucho's Fire**

gauchosfire.com

**La Chinita Poblana**

lachinitapoblana.com

**Poke Guru**

poke.guru

**Azucar Morena**

azucarmorenarestaurant.com

**The Harbour**

theharbour.com

**Lil' Dumplings Noodle Bar**

lildumplings.com

**Yamallama Deli**

yamallamadeli.com

**Clancy's Hamburgers**

clancysburgers.com

**J's Lobster & Fish Market**

jslobster.com

**Mama FoFo's Greek Kitchen**

mamafos.com

**FEATURED VENUES AT INDIANAPOLIS CITY MARKET**

222 E Market St., Indianapolis, IN 46204  
317-634-9266  
indycm.com/market-directory

**Cafe Olivia**

**Grecian Garden**

**Las Tapatias Mexican Grill**

**Mambo's Cheesesteak Grill**  
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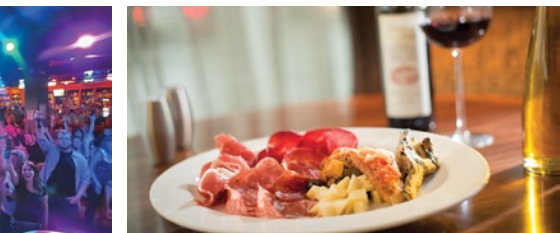
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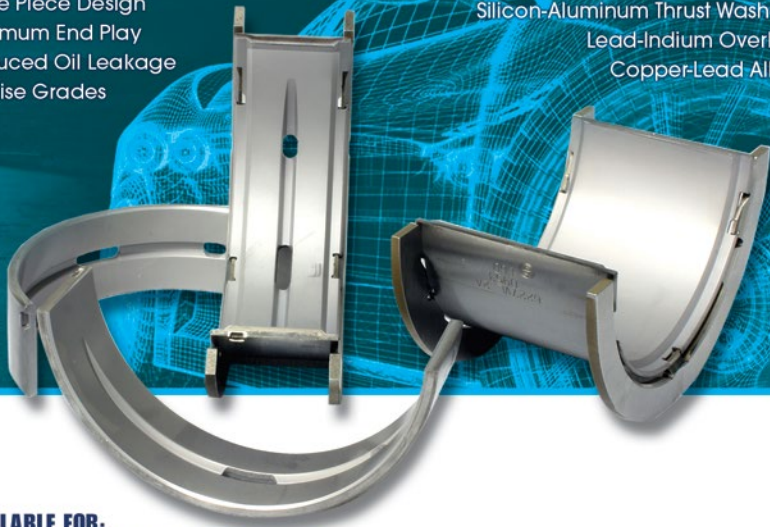
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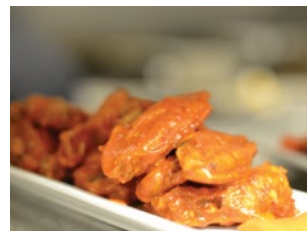


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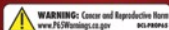
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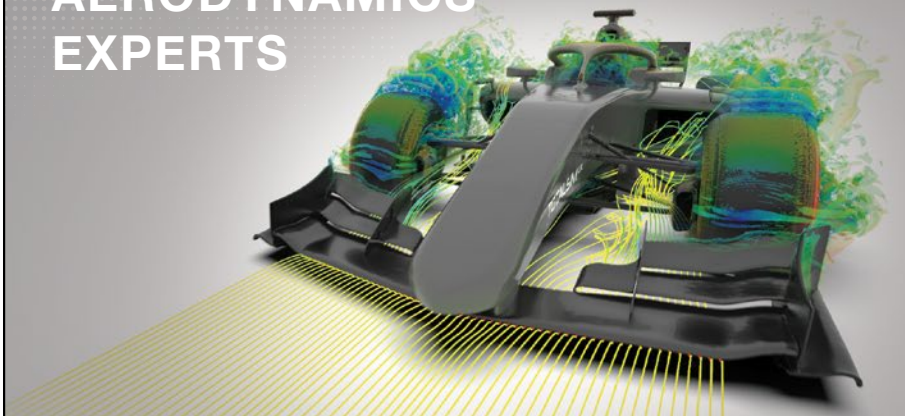
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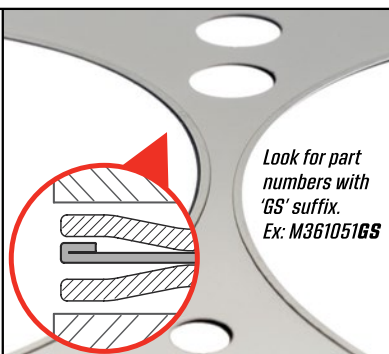
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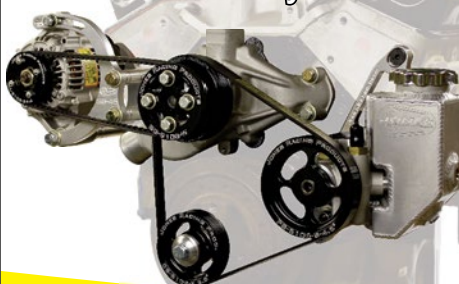
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# PRI ROAD TOUR 2022

## From Staff Reports

Oh, the places we've been! This year was a memorable one for the PRI Road Tour, our annual cross-country content creation blitz established in 2020 to help promote the motorsports industry and keep professionals and enthusiasts connected. Once again, our van-load of world-class photographers and videographers set out in the spring to capture the sights and sounds of racing at its finest, including some of the country's most unique, and sometimes hair-raising forms of competition—we're looking at you, Figure 8 and Pikes Peak. But none of it would be possible without the generous support of our sponsors, to whom we extend our sincerest gratitude: BBS of America, DeatschWerks, Red Line Oil, FiTech EFI, Hawk Performance, Raybestos Powertrain, Callies Performance, Five Star Race Car Bodies, Briggs & Stratton, Jesel, and Mass Traction. Enjoy the following snapshots from some of our favorite stops of Road Tour 2022.





# TX2K

LOCATION: BAYTOWN, TX  
(HOUSTON RACEWAY PARK)

The PRI Road Tour saw it all—twin-turbo Lamborghinis, Vipers, GTRs, and much more—at Houston Raceway Park just outside of Houston, Texas, during the 2022 installment of TX2K. This legendary event, billed as the “Super Bowl of Street Racing,” allows racers to push their cars to the limits (and beyond!) to see what 3,500 horsepower can really do, all off the street and in a safe and legal racing environment.







# FIVE STAR RACE CAR BODIES

LOCATION: TWIN LAKES, WI

Five Star Race Car Bodies welcomed the PRI Road Tour to its 300,000-square-foot facility dedicated to creating components for virtually all segments of auto racing. Founded in 1978, Five Star Race Car Bodies completed a 125,000-square-foot expansion in 2019. While there, our team saw firsthand how the business designs, manufactures, and distributes body panels, windows, and accessories for NASCAR, circle track, drag race, road racing, and off-road applications.



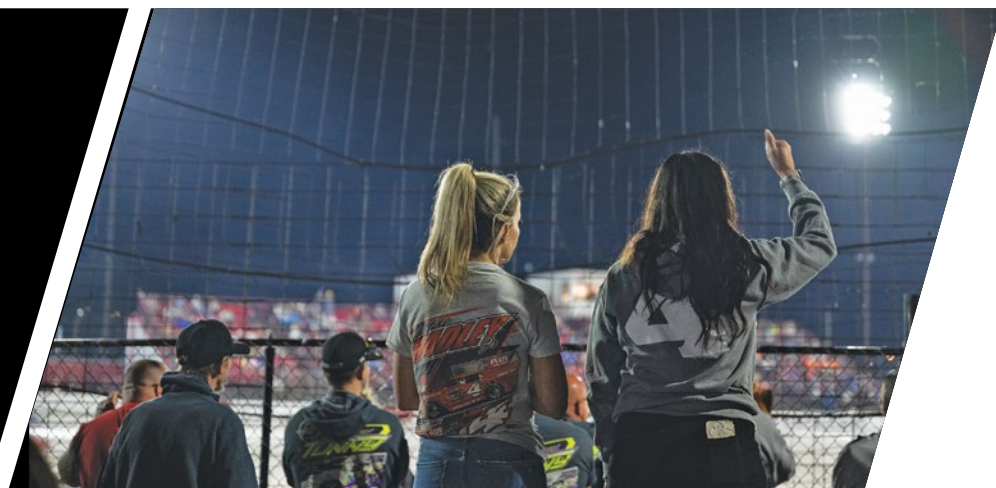




# FIGURE 8 RACING

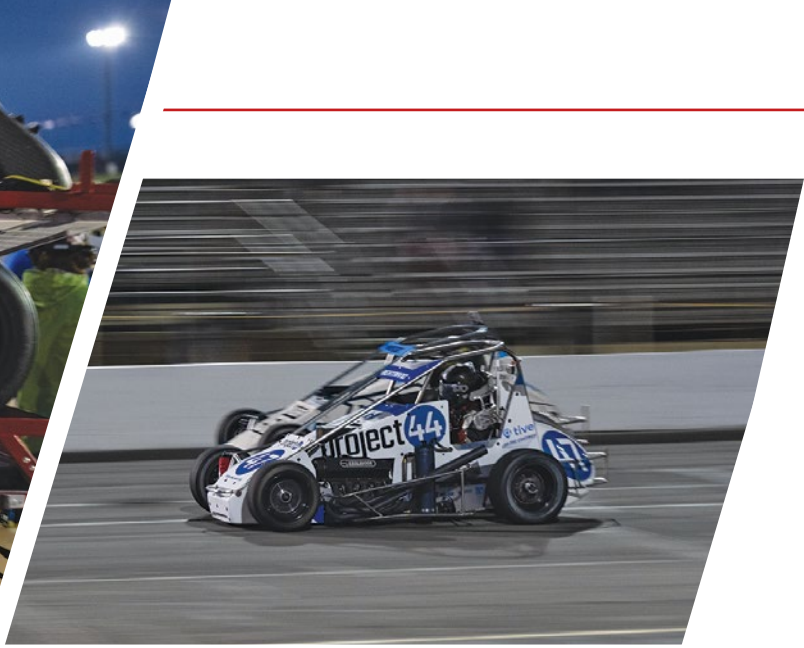
**LOCATION: INDIANAPOLIS, IN  
(INDIANAPOLIS SPEEDROME)**

We can almost guarantee that most of you have never seen racing like this before: It's wild. It's unpredictable. It's Figure 8 racing at the Indianapolis Speedrome! During our travels through the Racing Capital of the World, the PRI Road Tour witnessed the world-famous Speedrome Late Model Figure 8 racing, one of the most exciting forms of motorsports on the planet. The special feature saw drivers survive trips through the "crazy" intersection to vie for victory.



# PRI ROAD TOUR





# CARB NIGHT CLASSIC

LOCATION: INDIANAPOLIS, IN (LUCAS OIL INDIANAPOLIS RACEWAY PARK)

Indy is the place to be in late May, and the PRI Road Tour made sure to stop off at Lucas Oil Indianapolis Raceway Park for the celebrated Carb Night Classic. Held the Friday before the 500, this year's edition featured multiple classes of open wheel racing, including the Road to Indy's Indy Pro 2000 and USF2000 Championships, as well as a 30-lap National Pavement Midget Championship feature that paid \$5,000 to win, and a 100-lap points-paying USAC Silver Crown National Championship race whose winner's purse topped out at a cool \$10,000.







# ROADKILL NIGHTS

LOCATION: PONTIAC, MI (M1 CONCOURSE)

Just outside Detroit, the PRI Team hooked up with a truly unique event: MotorTrend presents Roadkill Nights powered by Dodge. Taking place at M1 Concourse, the multi-day celebration of speed featured thrill rides, skids and donuts, and even street-legal drag racing on Woodward Avenue. Friday's activity was highlighted by Tom Bailey's Sick The Mag Sick Skids event, which brought "Aussie style" burnouts, high-speed skids, and big power donuts to the streets of Detroit. Saturday saw souped-up race vehicles—everything from Hellcats to 6-second drag cars—battle it out down Woodward. With over 40,000 fans and enthusiasts in attendance, Roadkill Nights provided the perfect venue to promote PRI Membership and its benefits to individuals and the industry at large. PRI also used the occasion to showcase a new partnership with Discovery's Street Outlaws personality Brian "Chucky" Davis and his 1969 Camaro. Visitors to the PRI Pavilion got to meet Chucky and sit in his Camaro, talk racing, and learn about what it takes to compete at an elite level.





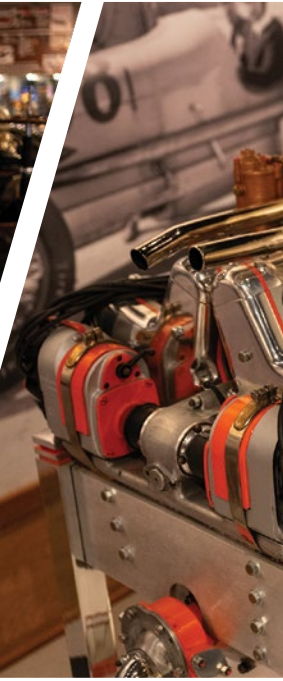


# PIKES PEAK INTERNATIONAL HILL CLIMB

LOCATION: PIKES PEAK, CO

This year marked the 100th running of the Pikes Peak International Hill Climb brought to you by Gran Turismo, and PRI documented this momentous occasion with stunning photography (as well as video footage shared exclusively on our social media channels). Race Week on Pikes Peak opened with practice sessions and qualifying runs from the Pikes Peak Open, Exhibition, Open Wheel, Time Attack 1, and Porsche Pikes Peak Trophy by Yokohama classes. The following two days saw competitors in the Unlimited and Exhibition classes battle it out for top qualifying run, followed by divisions representing multiple forms of motorsports, from production-based Time Attack challengers to purpose-built Open Wheel racers and state-of-the-art Unlimited vehicles. Sunday was race day on the famous 12.42-mile winding course, where Robin Shute piloted his way through intense fog and slippery road conditions to earn his third King of the Mountain title.

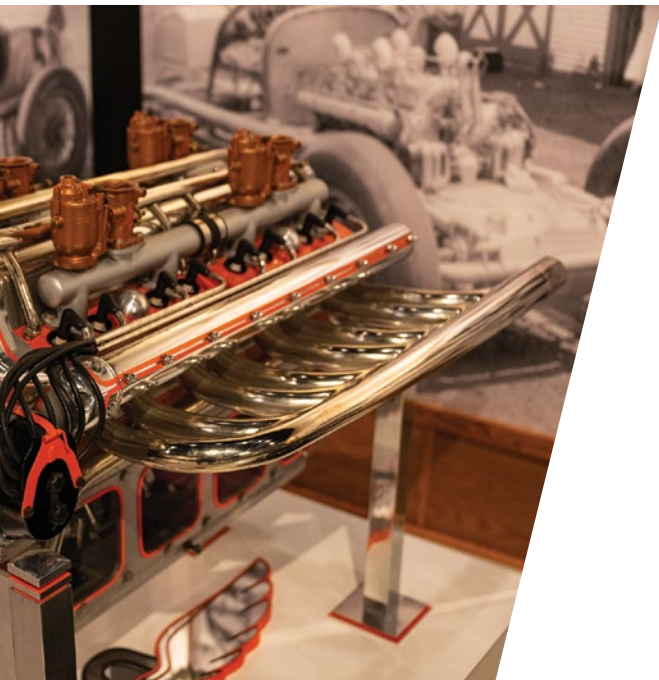




# MUSEUM OF AMERICAN SPEED

LOCATION: LINCOLN, NE

Featuring more than 600 historically significant engines and over 150 vehicle displays, the Speedway Motors Museum of American Speed is a celebration of “physical items significant in racing and automotive history.” The bucket-list destination, established in 1992 by “Speedy” Bill and Joyce Smith, spans more than 150,000 square feet over three levels. It’s full of history-making cars, engines, parts, toys, and memorabilia, as we discovered when the PRI Road Tour was granted access during a stop in The Cornhusker State. While the museum pays homage to the past, “Today, we are striving to foster innovation with younger generations by hosting educational and family-friendly events to engage those in our local community,” the organization notes. “Through these, our hope is to continue to fuel the passion for automotive history, innovation, and technical skills with our future generations to come.” Known as America’s Oldest Speed Shop, Speedway Motors was founded by the Smiths in 1952. Three of their sons—Carson, Craig, and Clay—continue to run the family-owned business.





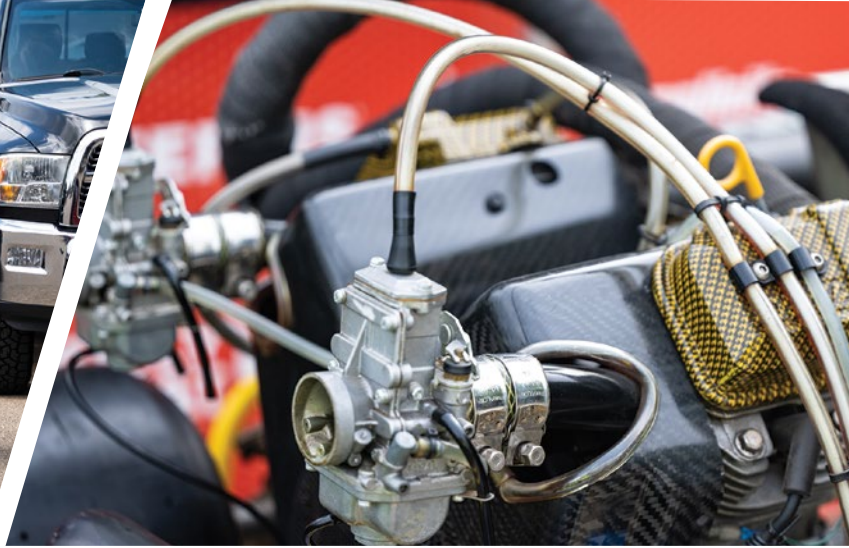


# NATIONAL TRACTOR PULLERS ASSOCIATION (NTPA) CHAMPIONSHIPS

LOCATION: BOWLING GREEN, OH

Unlike other PRI Road Tour stops, speed wasn't the main goal during our visit to "Pull Town, USA." Instead, distance pulled was the name of the game for competitors at the 55th annual NTPA Championships. This special pulling event featured five action-packed sessions across three days with a full range of trucks and tractors, including four-wheel and two-wheel drive, small modified and modified, light unlimited and unlimited, Super Farm, Super Stock Diesel and Super Stock Diesel four-wheel drive, Pro Stock, Super Semi, Super Stock Open and Light Super Stock classes. Pits were open so fans could see how these beasts of race vehicles are meticulously prepared for competition. They might look like standard-issue farm equipment, but the similarities end at the body and tires. The engines alone look like something fit for a jet!







# CUP KARTS NORTH AMERICA / BRIGGS & STRATTON

LOCATION: SHAWANO, WI (US AIR MOTORSPORTS PARK)

The PRI Road Tour dropped in on US Air Motorsports Park in Shawano, Wisconsin, to connect with engine supplier Briggs & Stratton. The Wisconsin-based manufacturer was on hand for the Cup Karts North America series, which exclusively runs Briggs & Stratton 602 race engines. "The racing history of Briggs & Stratton dates back to the 'tinkerers' who were taking some of our utility engines, putting them on go-karts, and having a great time," said Dan Roche, director of motorsports at Briggs & Stratton, which also offers lawn mower and generator engines. "Slowly, that evolved into a product line, and a number of years ago, we started making engines dedicated to motorsports. Each and every one of our racing engines is hand-assembled in Milwaukee, Wisconsin. And the team that builds these engines are trained, dedicated technicians that don't work in any other area in Briggs & Stratton. They work super hard, and we're proud of [them]."

Roche was in the pits, ready to assist racers with last-minute installation questions or needs. "With the platforms we have, our 602s, it really comes down to the driver and how the driver gives feedback, and it's so cool to have that; where I really have no excuses," said karter Emily DeMaster. "I love what [Briggs & Stratton] are doing with the 602s, plus Dan [and his staff are always here to] help us with club and series stuff. How they make the racers feel is what really separates them."

Briggs & Stratton's current lineup of engines covers karting, micro stocks, Junior Dragster, Junior Sprint, short-course trophy karts, quarter midgets, and more race categories. It also oversees a weekly racing club series committed to serving grassroots motorsports and rewarding racers who compete locally and run the Briggs 206 engine. **PRI**



# FOCUS GROUPS



**NICHE MOTORSPORTS MARKETS MAY BE TINY, BUT ENTERPRISING BUSINESSES ARE DISCOVERING THERE IS MONEY TO BE MADE IN CATERING TO SPECIALTY RACERS AND SERIES.**

By Steve Statham

Even veterans of the motorsports industry can sometimes find themselves surprised at just how many forms of motorsports exist out in the wild. The motorsports market is not just deep but wide as well, with numerous niche racing categories that operate in their own arenas, flying under the radar of the wider world.

Some racing niches are products of the local environment, some are born out of the economics of necessity, some from riding the leading edge of a new opportunity, and others are products of sheer stubborn ingenuity.

To get a feel for how these businesses navigate such narrow channels, we spoke to a half-dozen businesses that cater to niche

motorsports markets. We wanted to see why they selected the more obscure corners of racing, how they attract customers, how they stand apart from their competitors, and other aspects of making a living in a niche motorsports market. Here's what we found.

## **DRIFT AMERICAN**

Drift racing has grown in size and stature these past few years, to the point where there are now specialists that focus on a particular slice of the drifting scene. Drift American in Fort Collins, Colorado, caters not merely to drifters in general, but to the Mustang drift market specifically.

"I've always been a Mustang fan growing up, and I'd gone through a bunch of different



motorsports, and drifting was always one of those things that was really appealing to me,” said Drift American’s Scott Umbreit. “I’m just not big into Japanese cars, so I was really hoping there was something we could do with domestic cars, specifically Mustangs. At the time, everyone told me I was crazy, they don’t work, there are no parts, and this, that, and the other.” Umbreit believes there was a stigma surrounding American cars in drifting in general, being a sport that originated around Japanese car culture.

“I figured I’d just start a business where I could make it easily accessible for people to find Mustang drift parts,” he said. “We’ve just grown from there. Every year we’ve almost

been doubling our sales for the last three or four years.”

One reason there’s a business opportunity for Umbreit is that Mustangs don’t come from the factory optimized for drift competition, especially in the area of suspension geometry. “We have all sorts of different

*“PEOPLE DON’T COME TO ME TO BUY SHOCKS. THEY COME TO ME TO MAKE THEIR VEHICLE PERFORM A CERTAIN WAY.”*

stuff that is drift-specific, such as the angle kits, the bump-steer kits, even the lower rear control arms, stuff like that that just wasn’t really on the market,” Umbreit said. “We’ve also developed dual caliper brackets so you can run two sets of calipers in the rear and run a separate handbrake with that. We have a whole kit now where the handbrake, the line kit, goes all the way back to the dual caliper brackets. And we found out you can run 1997 Taurus calipers on the rear. It’s a big, cheap upgrade, essentially.”

Drift American’s focus may seem narrow, but it is actually larger than it appears at first glance. The company services all Mustang generations from 1979 to 2022, and that is a lot of Mustangs. Another factor that



helps is that many popular Japanese cars used in drifting have escalated in price, while Mustangs are cheap and plentiful in comparison.

"Initially it was hard to reach potential customers. But now that it's such a specific, targeted thing, it's gotten a lot easier," he continued, "also because we've gained a lot of market share and we offer parts from pretty much every supplier in the drift community. We've been able to establish a name, and most of our marketing is pretty targeted, like email campaigns, some advertising, Instagram. Actually, Instagram stores are surprisingly very effective. You make a post, people see the car, they click on the car, and it shows what parts are on it and links them right to the store page. They can just add the parts to their cart and go from there.

"It's grown even a lot more than I imagined," Umbreit said. "It's one of those things where the whole drifting market is growing, and Mustangs are becoming a lot more popular as well in the drift community. I timed it right, I guess."

### 3RD TURN PERFORMANCE

For 3rd Turn Performance of Indianapolis, Indiana, serving the Junior Faskart and Figure 8 market wasn't simply a matter of earning a living, but keeping a local racing ecosystem alive. The company is closely aligned with the Indianapolis Speedrome and has a vested interest in a healthy Figure 8 field.

Drift American caters to drivers who race Mustangs in drift competition. "Everyone told me I was crazy," said founder Scott Umbreit, but year-over-year sales increases have proved otherwise. "We've gained a lot of market share, and we offer parts from pretty much every supplier in the drift community."

Jonathan Byrd is the general manager at the Speedrome, and he plays a role in 3rd Turn Performance. "When Kevin Garrigus bought the Speedrome, we decided that we really needed to make sure, more than anything, that there were cars out there. Figure 8 cars, Figure 8 chassis. You just have very few guys who can do anything. In any event, we had to take care of ourselves. We started building cars," Byrd said.

The symbiotic relationship between the Speedrome and 3rd Turn Performance has helped both enterprises grow. "When we took over the Speedrome, the Junior Faskart division had single-digit numbers," he continued. "We decided as a race track that we had to do something to encourage participation and level the playing field. We put out rules that any new chassis had to be bought through 3rd Turn Performance and the Speedrome. We also took over the motor program, and all motors utilized in the division had to come from 3rd Turn Performance and the Indianapolis Speedrome. And we put out a new set of rules that said, 'Don't touch the motors.' We tech the motors, we do all the things we can to keep the motors legal because the smaller

the motor, the more people want to do everything they can to cheat with the motor.

"We probably have a couple hundred motors out there now," Byrd added. "It's a box-stock motor program. We have a regulator on it, a restrictor on it we utilize. We've gone from single digits to nights where we have between 40 and 50 of our Junior Faskart division."

In such a tightly focused racing environment, street level marketing makes a big difference. "It's a very word-of-mouth thing. With the Figure 8 cars it's such a niche market," Byrd said. "There's 50 to 60 Late Model Figure 8 cars in the world. You've got to really want to race these cars.

"It was out of necessity in a lot of respects that we had to do these things to ensure participation and make sure the racers feel like they are competing on a level playing field," he added.

### IN & OUT CUSTOMS (BIG WHEEL RACING)

Sage "Donkmaster" Thomas started In & Out Customs of Charleston, South Carolina, and founded the National Donk Racing Association (NDRA) to service the big wheel performance market. The big wheel cars, with raised bodies and rolling on 24- to 32-inch wheels, stand out in any show field, but many of the cars pack even more "go" than "show." Donk is the nickname given to the 1971-1976 Chevy Impala and Caprice



that are favorites in the big wheel community.

"Big wheel racing started with street racing," Thomas said. "We would do car shows, and then once we started putting racing motors in the cars and putting them in car shows, they wanted to figure out how to race them without getting dirty. So instead of taking the cars, changing the wheels, and putting slicks on them, we started looking at ways to keep them all together. We called it Fast and Flashy Racing. That way we didn't have to get dirty, we could stay clean, stay together, and just race on the big wheels."

Setting up cars for big wheel racing, especially Donk racing, requires engineering components for large, heavy cars, and In & Out Customs works directly with manufacturers to secure the necessary parts. "We've been working closely with FTI Transmission out of Deland, Florida," Thomas said, "as far as cars making 1,000 to 1,500 horsepower. We've been working closely with Moser Engineering, with Precision Turbo, and COMP Cams on developing camshafts for running cars weighing about

Setting up cars for big wheel racing is In & Out Customs' specialty. The components used in these cars must be able to withstand not just large amounts of power but the heft of the cars themselves, which can weigh 5,000 pounds, said Sage "Donkmaster" Thomas.



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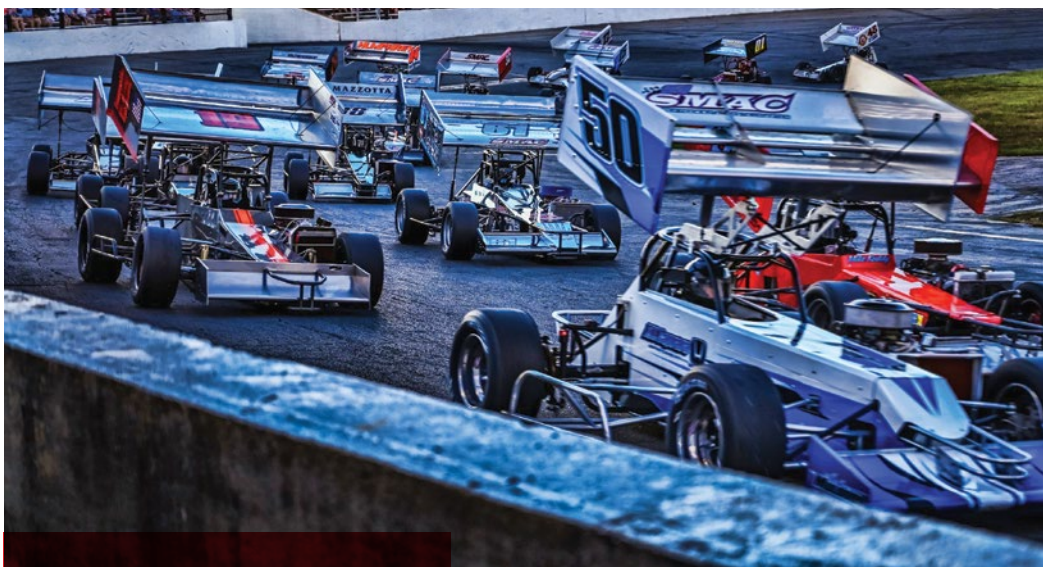



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The 350 SMAC Tour is a traveling super-modified series with races in New York, Maine, New Hampshire, Connecticut, and Massachusetts. "We've got a great footprint in the Northeast, and I think we can just get better and better," said James Rusaw of the Tour.

He was a race-winning driver in his own right and started the new series because he wanted to start a traveling tour, and explore ways to give back to the racers, according to James Rusaw, PR director for the Tour. Based in Derry, New Hampshire, the 350 SMAC Tour operates in New York, Maine, New Hampshire, Connecticut, and Massachusetts. "We've got a great footprint in the Northeast, and I think we can just get better and better," Rusaw said.

5,000 pounds. And then the axles, for how to keep the axles in the car with a wheel that weighs about 110 pounds."

Both entrepreneur and entertainer, Donkmaster's large and dynamic social media presence gives In & Out Customs an edge. "As far as our marketing, we market a lot on social media—YouTube, Instagram, Facebook. We do market at some of the bigger trade shows, and we do a lot of car shows and concerts. We also use our celebrity influence. I have a lot of people in the music business, like rappers and singers, and also professional athletes who we market through," he said. "We normally gain about 500 to 600 new followers every day on each individual Instagram, Facebook, and YouTube page."

One innovation the 350 SMAC Tour has introduced is to start a tour within the Tour—the Supermodified Legends Series—where retired greats can come back once more to compete. "Why do we have memorial races instead of having legends races while they're alive?" Rusaw said. "It's been huge."

For Rusaw, one way to expand their super-modified niche is to take a personal approach. "The racers will have some choices. Do I run the local short track every Saturday night, or do I go on the road? I think to garner their attention, I like to do a thing I call 'shop talk.' If I don't know a racer, I schedule a time and just stop by the shop and have a beer with them and get to know them. I think that's important. Establishing a relationship with a driver is more than just, 'Hey, can you come to our race this weekend?' It's getting to know them and their families. It's a family sport. One guy owns a restaurant, well I go to the restaurant and spend time with them. I think the bonding there has been very powerful."

**350 SMAC TOUR (SUPER MODIFIEDS)**

The super-modified class of race car is hardly an exotic niche, but even within that universe, there are several targeted approaches to running a viable series.

John Burke started the 350 SMAC (Super Modified Atlantic Charter) Tour in 2017.


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## FILTHY MOTORSPORTS

Filthy Motorsports in Boulder, Colorado, deals in the good kind of filthy—the filthy that results from rock crawling and other hardcore off-road endeavors. Owner Ben Brazda founded the shop following a stalled career in financing that convinced him to follow his true passion: off-roading.

When scouting the local off-road parts terrain, Brazda found a real opening for a customer service-oriented 4x4 business. “Every store I went into, there was a grumpy guy sitting behind the counter who didn’t really want to help,” he explained. “I asked for some technical information, and they really didn’t have a lot of technical information. There was no energy, no excitement.”

*“WE’RE EITHER GOING TO DO IT RIGHT OR WE’RE NOT GOING TO DO IT AT ALL, AND I TURN AWAY BUSINESS ALL THE TIME.”*

Brazda believes that business-as-usual parts retailing has no place in today’s market. “Now we’re dealing with CNC-machined, custom-built shocks. There is a learning curve for people to realize that shocks and coilovers and bypasses, they’re not just something you buy off a shelf and put on a vehicle,” he said. “The one thing we’re really good at is suspension tuning. That’s how we’ve become one of King Shocks’ top dealers. That’s kind of our biggest product line right now.”

Brazda said off-road racers tend to rely on word-of-mouth when making purchase decisions, and he works hard to make Filthy Motorsports customer-centric. “If someone calls me and tells me, ‘This is what I want,’ my first question is, ‘Why? Let’s back up a little bit. What’s your end goal?’ I really spend time with customers to do things right. We’re either going to do it right or we’re not going to do it at all, and I turn away business all the time. If someone has unrealistic

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expectations, I will explain why those are unrealistic expectations, and if it's not a good fit, I will tell them to go somewhere else. It's a lot of really taking care of the customers. That's what works. People don't come to me to buy shocks. They come to me to make their vehicle perform a certain way."

**AUTOGAS SERVICES**

AutoGas Services in Florida is carving out territory in the alternative fuels space, which has been a surprisingly uphill battle. "It's been a struggle to get the mainstream's attention with the alternative fuels," said AutoGas Services' John Omundson. "We have technology that the world needs to see, especially at \$5 a gallon gasoline prices."

Although much of its business is aimed at fleet conversions, AutoGas Services has been steadily raising its profile in the performance world. "We've been doing liquid propane since 2005," Omundson explained. "We built a few cars back then that were test beds. We built a Chevelle for Mother's Polishes that made 1,000 horsepower and set a bunch of performance records with propane."

AutoGas Services' current performance offerings include direct-injection liquid propane systems. "Along with the direct injection, we do direct-port fuel injection for the high-performance stuff like the new Corvettes," he added.

Omundson is very hands-on in proving the performance of the company's offerings. Earlier this year he set land speed records in the alternative fuel classes with the East Coast Timing Association (ECTA) with both his 2017 Chevrolet SS race car and his custom Silverado.

*"EVERY YEAR WE'VE ALMOST BEEN DOUBLING OUR SALES FOR THE LAST THREE OR FOUR YEARS."*

The EV racing market may be getting more notice these days, but the potential for alternative fuel classes is wide open, Omundson believes. "East Coast Timing Association created a class for alternative

Filthy Motorsports aims to improve customer service for hardcore off-roaders, said Ben Brazda, especially in the area of suspension tuning. Parts are now so sophisticated, "they're not just something you buy off a shelf and put on a vehicle. I really spend time with customers to do things right."

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While electric vehicles continue to gain attention, there's potential in racing with alternative fuels, said AutoGas Services' John Omundson, who builds direct-injection liquid propane induction systems. "We have technology that the world needs to see, especially at \$5 a gallon gasoline prices."

fuels. We want to push other sanctioning bodies to have an alternative fuel class," he said.

He sees some of the likeliest targets as "the rock crawler guys, the desert racer guys, the guys running wide open throttle for long distances. We're on the ground floor of introducing technology into different classes. I could see the dirt guys just loving this. They're running alcohol in sprint cars. I could set up a sprint car that would just go crazy," he concluded. **PRI**

## SOURCES

**350 SMAC Tour**  
350smac.com

**3rd Turn Performance**  
facebook.com/3rdTurnPerformance/

**AutoGas Services (AGS)**  
autogasservicesags.com

**Drift American**  
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By Bradley Iger

**A**lthough exciting competition is a core pillar of any well-attended motorsports event, that alone doesn't guarantee lasting success. In an age where an array of media is constantly vying for our attention, it takes a broader consideration of the design, format, and promotional strategies to break through the noise of everyday life and connect with the right audience.

"I think the days of just opening the gates and expecting to pack the stands are long gone," said Kelley Carlton, the events manager for Screven Motor Speedway in Sylvania, Georgia. "You have to use everything that's available to you because you are competing with so many other things now. People have a thousand different options for entertainment now, so you have to really put in the effort to bring attention to your event. Once they are there, you have to make sure the event itself is memorable for the right reasons."

To get a better understanding of how successful efforts maintain their momentum,

here's a behind-the-scenes look at five events that have enjoyed sustained interest year after year, with some insight from the folks who help make that happen.

### **JIM AND JOANNE FORD CLASSIC**

Over the years, this end-of-the-season bash has become an institution at Fremont Speedway in Fremont, Ohio. Held annually in early October since 2008 and named in honor of the folks who resurrected the track 22 years ago, the two-day event has become something of a going-away party for racers and fans alike.

"It's in the fall, so the campgrounds across the street are packed," explained promoter Brian Liskai. "There's plenty of tailgating going on, and we bring in bands after the races for the fans to enjoy. There's Halloween decorations, there's a queen's contest—a lot of different things are going on besides the racing itself."

The event serves as the championship weekend for the All Star Circuit of

*"SOMEONE MIGHT NOT REMEMBER A PARTICULAR RACE FROM AN EVENT, BUT THEY'LL PROBABLY REMEMBER THE PEOPLE FROM THE EVENT AND HOW THEY WERE TREATED."*

Champions series and brings together 410 sprint cars, 305 sprint cars, and dirt truck division racing. "With winter on the way, it gives everyone in Northwest Ohio and Indiana one last opportunity to get out to the track and enjoy an outdoor race before the end of the year," Liskai said. "So we turn it into a big party."

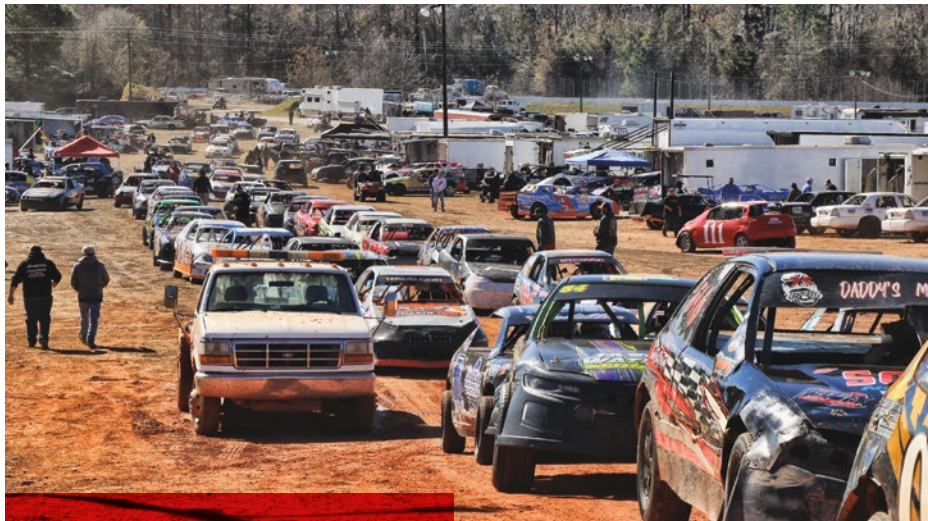
While the format of the competition has stayed fairly consistent, the show itself has grown and evolved over time. "We've done



The Jim and Joanne Ford Classic, the championship weekend for the All Star Circuit of Champions series, also marks the end of the season at Ohio's Fremont Speedway. "So we turn it into a big party," said Brian Liskai. Tailgating, Halloween decorations, a queen contest, and post-race music are among the weekend's attractions.

cancer fundraisers, auctions, and kickball tournaments where fans and racers have put together teams. As the show has grown, we've expanded the campgrounds and upgraded the amenities to accommodate that. It's a really welcoming environment."

With an event of this scope, the logistics and promotion go well beyond regular facility maintenance and traditional marketing methods. "Getting the bands booked, putting together the parties on the campgrounds—all of that organization needs to be done properly for the show to go smoothly," Liskai explained. "You also have to make sure the concession stands have what is needed, but you also don't want to over-stock them, so it is kind of a challenge in that way. But every year we learn more about what we need to do to continue making the show bigger and better."



Kelley Carlton said Screven Motor Speedway's big Sport Compact Dirt Racing Association series event "has really taken off" since it was moved to the busy Winter Freeze weekend. Dramatically increasing the purse was a big factor, too.

Liskai told us that while they still do ads on local TV and radio, social media has become a much bigger part of their larger promotional strategy. "Our Facebook page has gotten pretty big, and we use Instagram and Twitter regularly to get the word out as well. We do a lot of live videos on those

platforms to further engage with the fans, and it helps."

He also noted that since it's the last event of the season for many teams, the show also attracts teams who might want to provide a driving opportunity to a crew member who doesn't normally have a chance to get behind the wheel. "Some teams will put an extra car together so they can give someone on the team or a family member a chance to compete," Liskai said. It doesn't hurt that there's a decent chunk of change up for grabs, too. "We pay \$10,000 to win on Saturday, so you never know who might show up."

## WINTER FREEZE

Also in its 14th year running, Winter Freeze at Screven Motor Speedway is a two-day show held every February that's timed to

match up with the Georgia and Florida Speedweeks events. "Speedweeks is big in both the dirt and asphalt racing worlds, and there's an annual pilgrimage of racers and fans from the north that make their way south for the Florida show," Carlton explained. "That means they have to drive right through Georgia to get there. So [Screven Motor Speedway owner] Redd Griffin saw an opportunity to have a Speedweeks-related show that would give those folks coming down I-95 something to do for a couple of days before things start up in Florida."

While dirt super late model racing has always been a key component of Winter

Freeze, Carlton said that the event has evolved over the years to incorporate other platforms as well. "Our big Sport Compact Dirt Racing Association (SCDRA) series event used to be in November, but we moved it over to this show and it has really taken off. We've grown the purse by a thousand dollars every year—when it started it was \$5,000 to win, and this year it will be \$19,000."

With stakes that are normally unheard of in this type of racing, the event attracts front-wheel-drive racers from all across the country. "There's just no other event out there that's paying this amount of money to this front-wheel-drive class. For the last six years or so, it's been in excess of a hundred cars every time, and this year we set a record with 123 cars signed up for the event."

Beyond the dirt late model and SCDRA races, the event also includes crate late model, street stock, Road Warrior, and Cop Stock racing, the latter of which pits racers against one another in decommissioned police cruisers. "That's a neat little class that's also growing," Carlton said. "Racers can just go to a police auction and buy an old Crown Vic, take out the glass, add some safety equipment, and go racing. The cars are otherwise stock, so the affordability and fun of it is a big draw." That emphasis on accessibility has helped to guide much of the evolution that Winter Freeze has seen over the years.

"The SCDRA stuff is kind of a working man's class," said Carlton. "These racers are usually spending between \$4,000 and \$12,000 to build a car to go racing, whereas classes like street stock are going to cost quite a bit more. At most places, these front-wheel-drive guys are racing for \$250 or \$300, if that. We wanted to help change the perception of this type of racing, and the racers are improving their programs in turn. To have this amount of money involved is unique, and I think that has helped attract competitors from all over to come out for this."

With live bands, on-site camping, and a rotating roster of attractions, the event takes on a carnival-like atmosphere for the fans. Logistics and planning for the event begin months ahead of time, as does the

**“THE DAYS OF JUST OPENING THE GATES AND EXPECTING TO PACK THE STANDS ARE LONG GONE.”**

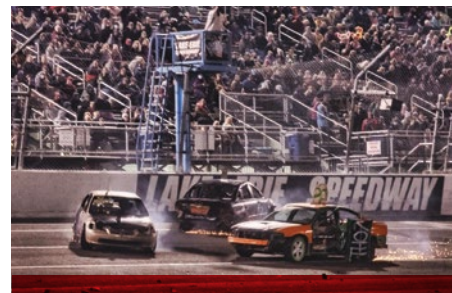
promotion of it. “We use billboards, print advertising, and we also do some stuff on news sites like Dirt on Dirt,” he said. “We also do some radio and TV ads, but social media and email seem to get the biggest response. We have about 25,000 addresses of drivers and fans on our mailing list, and we get a lot of feedback from that. And, of course, social media is crucial because just about everyone is on there every day.”

He added that Griffin’s approach has factored into the show’s success, along with the efforts of the facility’s staff. “Redd is a very racer-oriented guy; he makes sure they’re being heard and taken care of. It

helps that we have great people working for us, too. Someone might not remember a particular race from an event, but they’ll probably remember the people from the event and how they were treated.”

**CRASH-A-RAMA**

After its inaugural event on Memorial Day in 2006, Crash-A-Rama at Lake Erie Speedway in North East, Pennsylvania, soon became so popular that they added a second annual date in May two years later. The Night of Destruction-style show includes skid plate racing in compact, front-wheel-drive cars, demolition derbies, and other high-impact entertainment that attracts fun-loving racers, motorsports fans, and families that are looking for something to do that is far more exciting than just watching the latest movie. “We do a lot of shows here that aren’t traditional racing—drift events, monster truck shows, and that sort of thing,” said Lake Erie Speedway General Manager AJ Moore.



Lake Erie Speedway’s Crash-A-Rama became so popular after its 2006 inaugural event that a second annual date was added soon after. “We do a lot of shows here that aren’t traditional racing—drift events, monster truck shows, and that sort of thing,” said AJ Moore.

“We don’t mind seeing some contact at this particular one.”

In recent years, the event has evolved to include side acts like freestyle motocross exhibitions as well as spectator drags.

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The latter allows race fans in street cars to compete against one another in a short wheel-to-wheel race on the oval track for a few bucks and no shortage of bragging rights. “The core events haven’t really changed over the years, but we’re always adding new things to keep it fresh,” Moore said. “Last year we added a Hoods Up race as well.” In that event, a large field of FWD compact cars have their hoods and trunk lids pinned up, and drivers only have a small hole to see through in order to navigate through the inevitable chaos. “Little additions like that bring back the people who have been to a Crash-A-Rama event before because it’s something new for them to check out.”

Moore noted that it takes quite a bit of detailed planning to ensure that a night with so many different events goes smoothly. “I feel like there are some people who think that you pull a string, and everything just happens,” Moore quipped. “But there is a

*“EVERY YEAR WE LEARN MORE ABOUT WHAT WE NEED TO DO TO CONTINUE MAKING THE SHOW BIGGER AND BETTER.”*

lot to it, and you need to have everything in place from the moment a fan reaches your parking lot. Beyond ticket scanning and security, there is a lot that goes into the food and beverage side as well as the tech inspection of the cars. Even though it is Crash-A-Rama, there are still some rules that need to be followed.”

In terms of marketing, he said that the track has put less of an emphasis on radio and TV advertising in recent years, opting to shift those efforts toward social media platforms like Facebook, Instagram,

and TikTok. “Getting new videos out on a consistent basis has really helped us get the message to different demographics,” Moore said. “Once you have them there at the track, you can promote the other events.”

### SUMMER SHOWDOWN

“In the 1980s and early 1990s, the track used to host the Washington 500,” explained Doug Hobbs of Evergreen Speedway, Monroe, Washington, and president of High Road Promotions. “That event brought in Cup drivers, and no one else in the Northwest had a winning purse of \$25,000 or more at the time. So when we took the track over in 2011, I wanted to bring in a signature event that could recapture some of that notoriety.”

Held on the third week of July since 2012, Summer Showdown was a success straight out of the gate, attracting racers and fans alike for Super Late Model, Pro Late Model, street stock, and mini stock racing. “I think for us it



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was really about sitting down and considering what motivates drivers and tying in a lot of different promotions around it," he said. The two-day event puts the Super Late Model and Pro Late Model races on an oversized 5/8-mile track, while the supporting classes compete on Evergreen's 3/8-mile oval.

With the racing divided between two tracks at the facility, Hobbs wanted to create a carnival atmosphere that would keep fans entertained regardless of where they were on the grounds. "Over the years we've set up go-karting tracks, brought in live music—things like that. And we always make sure that we have things for the kids to have fun with on the midway."

Each year, the organizers at Evergreen Speedway review the event's format to see where refinements can be made to maximize its value to fans and racers alike. "We try to get feedback from the drivers and look at what classes the fans are going to want to see," he said. "Some years we've gone with

more touring and less of our weekly support NASCAR classes. But you also want to try to keep as many of your upper divisions at the marquee event as you can. We always want to make sure we're headed in the right direction with that balance." Evergreen Speedway also offers two-day VIP packages for the event, which include reserved seating, dinner, a swag bag, and a meet-

and-greet with the top drivers at the event.

Hobbs noted that while targeted advertising on social media and mobile apps has been effective for Evergreen Speedway, they've also partnered with CBS to create Home Track Heroes, a two-hour weekly television special that puts the facility's events front-and-center. "It's a replay show that airs every Sunday night," he explained. "In the lead-up to marquee events, we try to use that show to get drivers who might want to come on for an interview or to talk about upcoming races. We do that for all of the classes, from the four-cylinder Hornets to the Super Late Models." Evergreen Speedway also invests in traditional advertising on radio, television, and at sporting events, and last year Hobbs partnered with FloRacing to live-stream their races. "You have to have a strong presence out there to remind people," he added. "There's a lot of competition for the entertainment dollar now."

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While Kokomo Speedway has used radio and newspaper ads to get the word out about the Sprint Car Smackdown to local fans, Jill Demonbreun said that social media platforms and streaming services have brought more attention to the show. "Racing fans pay more attention to content like that."

### SPRINT CAR SMACKDOWN

Held on the third week of August since 2012, Sprint Car Smackdown at Kokomo Speedway in Kokomo, Indiana, is the track's marquee event for 410 non-wing sprint cars. The three-day, USAC-sanctioned show offers drivers attractive payouts, with \$5,000 going to the winners of the Thursday and Friday night races, while this

year's A-main winner Kyle Cummins earned \$15,000 plus a \$20,000 bonus for leading all 40 laps of Saturday's feature race. Even though a premier USAC race brings with it a built-in fanbase, the organizers at Kokomo Speedway have sought to ensure that all attendees would be entertained throughout the duration of the event.

"We do karaoke the first night, a band

on the second night, and we've got charity kickball games, cornhole tournaments, and other activities as well," said Kokomo Speedway co-owner Jill Demonbreun. "It's a big event for us, so we have a lot of stuff going on."

Over the years the show has continued to attract racers thanks to ever-increasing prize purses—the winner of next year's finale will

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The Sprint Car Smackdown at Kokomo Speedway is the track's marquee event for 410 non-wing sprint cars. This year's A-main winner, Kyle Cummins, earned \$15,000 plus a \$20,000 bonus for leading all 40 laps of Saturday's feature race.

receive a \$20,000 payout—while auctions for racing memorabilia and drawings for prizes like golf carts have helped to attract so many new fans that campground parking has become a sought-after commodity. While the track has used radio and newspaper ads to get the word out about the event to local fans, Demonbreun said that social media platforms and streaming services have brought more attention to the show. "Racing fans pay more attention to content like that," she explained. "While we also use Instagram and Twitter, I feel like Facebook is where we get the most engagement. And anything that USAC does at our track is on FloRacing, so that helps as well."

She noted that they've made a concerted effort to reinvest back into the track in recent years as well. "We put new Musco lighting in recently, and we put new bleachers on the back stretch that added seating for roughly 1,500 more people over there. And

we're planning to re-do the front stretch next season, along with some other planned renovations. We want to keep improving the facility so we can continue to do bigger and bigger events here." **PRI**

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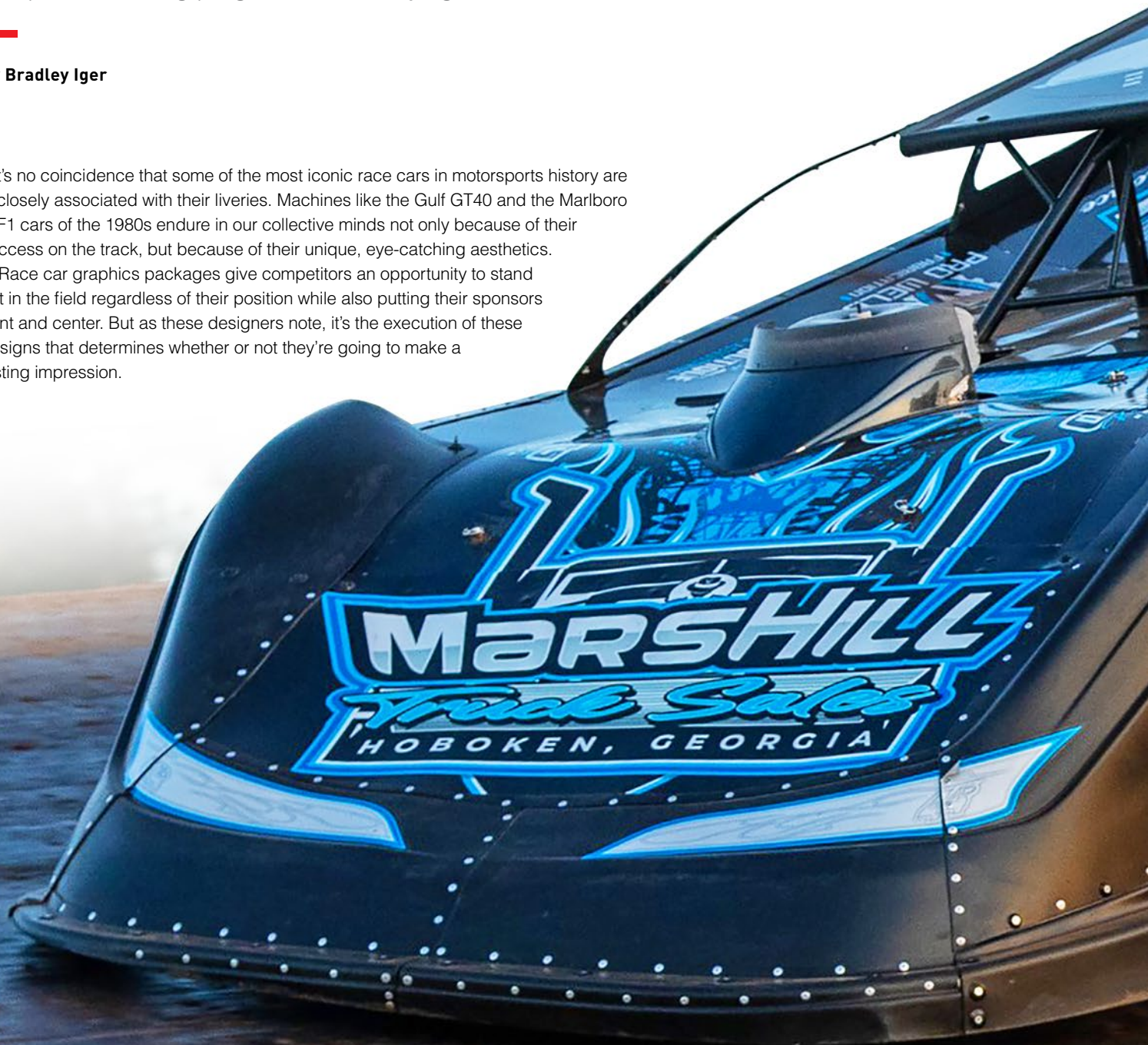
# BRAND BUILDING

A racing livery showcases a team's sense of style while also serving a vital marketing function. Its presentation can convey a lot about a competitor's racing program without saying a word.

By Bradley Iger

It's no coincidence that some of the most iconic race cars in motorsports history are closely associated with their liveries. Machines like the Gulf GT40 and the Marlboro F1 cars of the 1980s endure in our collective minds not only because of their success on the track, but because of their unique, eye-catching aesthetics.

Race car graphics packages give competitors an opportunity to stand out in the field regardless of their position while also putting their sponsors front and center. But as these designers note, it's the execution of these designs that determines whether or not they're going to make a lasting impression.



## WRAP TECH SIGNZ

Dalton Cook of Wrap Tech Signz in Columbus, Georgia, said that the focal point for any race car graphics package should be the number and the sponsors. "That's all about contrast—the more contrast you can create, the more your eye is drawn to

the elements that are emphasized by that contrast. And layering plays a big part there. Layers allow you to plot out how you're going to create that contrast."

Cook said that digital printing has given designers increased freedom in that regard,

allowing for much more intricate layouts than physically layered vinyl does. But there's also a point where complexity can work against the core goals of the design. "Digital printing lets you just add and add to a design. The



The design on this Super Late Model is "clean and easy to read from a distance, but with a lot of details that give it that 'wow factor,'" said Wrap Tech Signz' Dalton Cook.



There are only three colors on the car, but “you get the perception that there’s a lot more because of the various shades, fading, and texturing,” said Dalton Cook of Wrap Tech Signz.

problem is that the more you pile on to a design, the more you start to blur the focus of it. Less ultimately feels like more because it ends up looking cleaner.”

That’s why color choice is a key element in the design process. “Maximum contrast is going to be white with a black outline,” he said. “Of course, other colors can look good as well, but they won’t be as visible from a distance. So you have to balance that out with the style and appearance that the client wants. That’s why so many commercial signs look relatively plain—they’re going for maximum visibility.”

Strategic use of shadowing can also help specific elements of a design stand out. “Soft shadows give the design a sense of dimensional depth,” said Cook. “That can make something look like it’s raised up in comparison to the features around it. If you do it correctly, it can create this ‘glow’ effect that really emphasizes the contrast that you’re creating.”

From there it’s about adding creative flourishes in order to give the design some personality. When they are done right, these elements can provide benefits that go beyond maximizing sponsorship visibility. “It can help create an identity for the car and the team, and it can say a lot about how professional their program is,” he emphasized. “That can help a team attract new fans, new sponsors, and bring in other opportunities. Your performance on track is one part of it, and your appearance is another. All of it serves as a description of

you as an individual. So you have to treat every design like it’s going on a car in top-tier competition.”

Cook cited this graphics package that he created for a Super Late Model car as a good example of these principles. “The reason that I really like this particular design is because it delivers a little bit of everything. It’s clean and easy to read from a distance, but as you get closer to it, you start to see a lot of additional details that give it that ‘wow factor.’ And while the car is essentially blue, black, and white, you get the perception that there’s a lot more than that going on because of the various shades, fading, and texturing.”

For this design, Cook also used flames to provide some additional visual flair, but he said that it’s an effect that comes with some

significant aesthetic risk. “Flames can look really good, or they can look really bad. Part of the challenge there is that I didn’t have a ton of extra room to work with, and in order for flames to look good, you have to be able to see a lot of the different components of the flame—the way it curves, the points, and the general flow of it. In some ways I had to work backwards on this one; I put the logos and everything else on the car before I began working on getting the flame layout because I wanted to make sure it would look right around those elements.”

While he said that a customer’s initial reaction can be a good measure of whether or not a design is effective, time is usually the ultimate judge. “Marketing is about establishing a brand identity,” confirmed Cook. “If a team has a specific look for their car and then they decide to change everything up for the following season, they’re not really solidifying that brand identity. The end game here is to design something that the teams don’t want to change.”

## FIRESTORM GRAPHIX

Since visual impact is one of the main priorities for any race car graphics package, Matt Lachance of FireStorm Graphix in Nashua, New Hampshire, said he and his team usually work with their clients to establish a color palette in the early stages of a project and develop the design from there. “We don’t like to have too many colors on a car—it starts to look like a bowl of Froot



Key to integrating the hood logo into this E46’s design was to make it “look like it was always part of the larger package” while also making it “easily read from a distance,” said FireStorm Graphix’s Matt Lachance.

Loops,” he quipped.

“Limiting the range of colors allows us to find a few that will complement each other and make that visual impact that we’re looking for. If you look at some of these wraps—especially on dirt track cars—the ones that stand out tend to be color coordinated from front to back. A good design will allow the car to stand out in the field, and visually striking graphics packages will get noticed. That’s good for the existing sponsors, and it can help generate interest from new ones as well. If a design is well executed, it can add a certain level of professionalism to the look of a team.”

Lachance cited a design that FireStorm created for a customer who is campaigning a BMW E46 coupe in a club road racing series in Canada. “He came to us and said, ‘The car is gold, and I don’t want to wrap the whole thing.’ So the next step was to figure out what colors would complement that base color.” The client also noted that he wanted

some green elements in the design, so the team at FireStorm decided to incorporate some gray to balance things out—a neutral tone that wouldn’t clash with the other hues.

He said that FireStorm was given more or less free rein in terms of the general design of the graphics package, and most of the tweaks that were made during development were focused on bringing attention to the sponsors. “There was a bit of work involved to incorporate the R and L of his main sponsor’s logo based on their original design, and he added a few sponsors along the way that we integrated into the design of the wrap as well. The OXBO logo on the hood is a good example of that—there wasn’t a hood graphic planned originally, so we just needed to find a way to integrate that logo and a graphic in a way that blended in with the rest of the design. The key was to integrate it in a way that made it look like it was always part of the larger package while

also making the logo prominent enough to be easily read from a distance.”

When it comes to design, sweating the details tends to pay off. In the case of this E46, the effectiveness of the graphics package brought a tangible, direct benefit to the client’s racing program. “He came back to tell us that his sponsors were so pleased with the look of the car, and the exposure that it offered for their businesses, that they decided to sign on for another season. So it’s clear that the design had a positive impact for everyone involved.”

## RVA GRAPHICS AND WRAPS

For the designers at RVA Graphics and Wraps in Richmond, Virginia, each motorsports-related project starts with a conversation with the client about what they’re looking to achieve with their branding. “Everybody’s goal is a little bit different in that regard,” said Caitlin Olszewski. “It could be a traditional sponsorship, a charity they’re

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The large logos on the side of this E30 endurance racer "are positioned diagonally to draw your eye in," said Caitlin Olszewski of RVA Graphics and Wraps.

approach and which ones just adapted a pre-existing paper template. At the end of the day, a template just isn't going to stand out in the crowd."

Effective race car graphics packages, according to Olszewski, can not only make a team appear more professional, they can establish an aesthetic with a lasting identity. "If you think about Jeff Gordon's car, you automatically think the DuPont logo and the color scheme. That branding longevity is incredibly valuable to a sponsor."

That's why RVA usually tries to integrate sponsor logos in a way that makes them a fundamental part of the overall design. "That prevents it from looking like an afterthought," she said. "So it's really about the placement and balance of those various elements, and we more or less work in tiers across the vehicle in order to make it look like one cohesive design."

The target audience comes into play here, too. "There are people who're going to see

looking to bring attention to, or some other kind of messaging. And you might have different goals for the design on different parts of the car, so it's important to really get a sense of what the team is trying to accomplish."

From there the discussion shifts to whether the client wants the entire car wrapped or just sections of it. "With a full wrap you really have to consider the body lines of the car," she noted. "When I'm watching a race, it's obvious to me which teams took that

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Hood stripes follow the BMW's character lines and draw the eye to the RVA Graphics' logo, "which really helps the car get noticed on the track," Caitlin Olszewski said.

the car from the stands, and there are also people who're going to get up close and personal with the car. So you have to be strategic about placement in terms of what is going to be readable on the car in different contexts," she added.

While font choice plays heavily into legibility, the elements surrounding it can

be a factor as well. "You have to make sure that you have complementary colors, and you have to be measured about elements like stripes, gradients, and halftone effects if there's going to be text on top of it. You have to mute the background and get rid of the noise to ensure that the text can be read quickly. High contrast equals high visibility."

Olszewski pointed to the design on this RVA-sponsored E30 BMW endurance racer as an example. "Right away you can see a lot of elements that associate it with our brand—the orange-green-black color scheme, along with the large logos on the side panels that are positioned diagonally to draw your eye in. That's prime real estate because that's what spectators are going to see the most of as the cars travel around the track."

Using the car's character lines as a design guide makes the graphics look tailored to that particular body, and that distinctive aesthetic naturally draws more attention to the car—along with specific elements on it.

"The stripes help to highlight those lines," she explained. "For example, on the hood there are two sets of stripes that follow the character lines and draw your eye to the RVA Graphics logo. Design elements like that really help the car get noticed out on track. People frequently come up to us at races and ask about how they can get help with their graphics packages after they've seen the car. It's a great compliment." **PRI**

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# ADDING STYLE TO THE SHOP

Suppliers are producing PPE for engine builders, fabricators, machine operators, and more that incorporate form and function in line with expectations for performance and a professional appearance.

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By Mike Magda

**P**rofessionalism is more than simply doing the job right—it's about looking the part, too. Even old-school engine builders got the message early on and can be seen in vintage photos with monogrammed button-down shirts, or at least T-shirts with a classy logo. Race teams also learned long ago that colorful pit uniforms draw fans and have a positive impact on sponsors seeking brand promotion.

That trend is now crossing over into personal protective equipment (PPE) for the shop. "Style absolutely comes into play," said Chase Rutti of Lincoln Electric, Cleveland, Ohio, which offers protective jackets, headgear, and gloves designed just for welders. "Ultimately, welding PPE is a personal protective product, and the key word there is personal. If you look back 15 years, pretty much all welding PPE was green, because that was the natural color of that fabric, and style was not considered. As the workspace has progressed, style has come into play."

Leveraging his background in graphic design and print-shop experience in addition to being a fabricator, Justin Voss of Defiant Metal in Las Vegas, Nevada, has designed welding gloves with a distinct style because personal image is becoming more important to workers in this segment.

"I wanted to make gloves with more form, as well as function," he said. "I don't feel that exists right now. More people are just making PPE and that's it. I'm trying to add style and also make high-quality gear."



The most popular products in IsoTunes' line of protective earbuds are from the Pro and Free product lines, said Eric Murphy. "The Pro family [shown here] is designed for maximum durability, maximum battery life, and maximum noise reduction."

Even safety eyewear is becoming more in tune with today's latest generation of mechanics.

"It's always a matter of preference and style," said Martha Bobadilla of SAS Safety Corp., Long Beach, California, a manufacturer of disposable safety gloves and numerous other PPE items, including protective eyewear. "We always try to come out with stylish eyewear. We're working on new designs right now because the trend is always changing. We have a younger generation that's coming up to become mechanics, and fashion always tends to change over time."

There are some segments of the PPE industry that serve motorsports where style isn't a concern. Protective coveralls and respirators for painters, along with nitrile gloves, aren't going to make fashion statements. Hearing protection is another PPE category that isn't receiving fashion makeovers. Instead, the latest in technology and other priorities are driving new designs in earbuds for industrial and sporting applications.

"Earbuds are ultra-lightweight and will stay cool in a hot environment," said Eric Murphy of Haven Technologies, Carmel, Indiana, the parent company of IsoTunes, a manufacturer of earbuds and other hearing-protection products. "Contrary to over-the-ear muffs, which can get pretty hot, earbuds allow the user to stay pretty cool. Also, they don't get in the way of the user."

Following is a sampling of PPE equipment, including protective gear for welders, ear and eye protection, disposable nitrile gloves, and shop aprons ideally suited to specific work environments.

## EAR PROTECTION

Most race shops and garages are not acoustically forgiving when it comes to loud and insufferable noises radiating off walls. The problem isn't just open headers on a 1,500-horsepower engine. Power hammers, air compressors, grinders, impact wrenches, and the like will drive most mechanics batty in a short time if they can't filter out loud and obnoxious racket.

Even when required by company or

governmental regulations, ear protection of the past meant the venerable orange soft-foam ear plugs that are supposed to compress and then expand to the shape of the ear canal to block off noise. These work in some ears but don't last long. The scratchy pine-tree plastic versions are more durable but don't block much noise. Over-the-ear muffs are quite effective, yet quite cumbersome.

For years, race car drivers had custom-molded earpieces, not only to reduce outside noise but also serve as an earphone for the car radio. Now mechanics in the shop are following that same trend. The earpiece cuts down the noise levels and allows the user to listen to music or use the cell phone.

"We actually deal with a lot of race shops and machine shops," said Ben Jones of Southern Adrenaline (SA) in Euless, Texas. "We can make a custom hearing protection that a person can wear every day."

A representative from SA will visit a shop to capture an impression of the user's ear. Depending on budget and time restraints, turnaround time is between a few days and three weeks. The company uses a medical-grade silicone to make the earpiece, either in a solid form for full protection or with filters to hear at a safe rate.

"We can also add audio tubes for sound," said Jones.

The material does not change shape, so the earpieces can be worn and cleaned on a regular basis. The company also offers a number of off-the-shelf earbuds with different designs and price points. Some are electronically active and automatically cancel out sudden loud noises. Others are fitted with Bluetooth technology.

For a race shop setting, awareness of the surroundings can be critical to personal safety.

"Aware technology is a new thing that we've really piloted," said Murphy.

*"AS THE WORKSPACE HAS PROGRESSED, STYLE HAS COME INTO PLAY."*



The Earasers by InEarz Sport are “ear filters,” said Martin Nardini. They’re designed “to filter the sound coming into the ear and focus on reducing noises most harmful to your ear while maintaining the ability to hear naturally, especially in the voice range.”

“There are two products there, Pro Aware and Free Aware. They work like a hearing aid. You’re able to hear everything around you, but then it cancels out loud impulse noise that’s over the 85-decibel threshold. It still protects your ears from harmful noise in the environment but allows you to hear what’s going on around you.”

Free Aware is the cord-free version of Pro Aware and more expensive. Both are Bluetooth equipped. IsoTunes also offers Pro and Family versions without the Aware technology at a lower price point.

“Our two most popular products are from the Pro and Free families,” added Murphy. “The Pro family is designed for maximum durability, maximum battery life and maximum noise reduction. The Free family is designed to be true wireless and minimal. It’s the closest you can get to just wearing earplugs themselves.”

The Earasers motorsports hi-fi earplugs manufactured by InEarz Sport in Casselberry, Florida, are designed to provide optimum hearing protection around racing environments.

“It’s an ear filter, that’s what I like to call it,” said Martin Nardini. “It’s designed to filter the sound coming into the ear and focus on reducing noises most harmful to your ear while maintaining the ability to hear naturally, especially in the voice range.”

“If you’re working in a shop and you want to tone down the loudness of the machines, you still need to be able to hear people talking to you,” continued Nardini. “You don’t

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want to be so shut off from the world that it hinders your ability to be safe.”

The Earasers come in four sizes to match up with a wide variety of ear canal shapes and dimensions, but the actual shape of the earplug is patented.

“The only thing you’ll find more comfortable than an Earaser is a custom-molded ear plug, which is more expensive when you’re talking about filtered ones,” said Nardini. “It originally was designed as a tip for a hearing aid, and people are wearing them for 15 hours a day, seven days a week. It basically uses a large area of contact within the ear canal to create the seal. It doesn’t press against your year, creating pressure points.”

Nardini said that decades of working in the hearing-aid industry have identified certain frequencies that are harmful to hearing, and the Earaser can control those levels using membrane filters. The earplugs are washable, and the silicone sleeve is replaceable.

“We have a number of motorcycle shops that use them already, and then a number of machine shops and manufacturing facilities,” added Nardini.

## APRONS AND FINGER GLOVES

Made in the USA is a strong selling point for many products, and Goodson Tools and Supplies, based in Winona, Minnesota, is boasting that its heavy-duty shop apron is all domestic.

“A lot of people complain they don’t want anything from China, or anything made overseas,” said Richard Orlikowski. “The material that we have is 100% USA-made for our shop apron. It’s heavy duty but made from a lighter-weight denim material that resists a lot of the oils and greases found in a shop.”

Style and fashion are design elements not usually found in a shop apron that’s constructed from a simple black denim.

**“IT STILL PROTECTS YOUR EARS FROM HARMFUL NOISE IN THE ENVIRONMENT BUT ALLOWS YOU TO HEAR WHAT’S GOING ON AROUND YOU.”**



Goodson Tools and Supplies offers a magnetic finger glove for mechanics working in tight quarters. “There’s an earth magnet right in the finger, so you can have any magnetic metal object right at the fingertip,” said Richard Orlikowski.

They’re designed to be worn in front of a Bridgeport, not a Weber grill, as there are top pockets for a micrometer or other instruments and large pockets for tools and work materials. Orlikowski said the apron is easy to clean and allows easy movement.

“You don’t want your shop apron too stiff to where you can’t bend over and get stuck, like with a rubber apron,” said Orlikowski, noting that this product is a perfect shop gift. “It’s flexible enough to move, to be able to bend, to get to the parts and pieces that you need.”

Goodson also offers a magnetic finger glove for mechanics working in tight quarters. “It helps when putting in valve keepers or starting a nut in a limited space,” said Orlikowski. “There’s an earth magnet right in the finger, so you can have any

magnetic metal object right at the fingertip. You don’t have to worry about dropping it in an oil pan or cylinder. You can use it for installing or retrieval.”

## NITRILE GLOVES

Disposable rubber gloves are actually regulated by the Food and Drug Administration, so there are standards for different applications—which is helpful for the racing industry because comparisons can be made between different thicknesses and materials to suit a specific chore.

“Mechanics in motorsports want something durable. They want the gloves to hold up to the chemicals they’re working with, like gasoline, alcohol, and other fuels,” said Bill Whiting of Atlantic Safety Products, Pittsfield, New Hampshire. “Nitrile gloves vary from 2 mil to about 15 mil. What we’ve found is the right thickness is a 6 mil. That’s thick enough to where it’s going to hold up to snags and not tear. But you also don’t lose your dexterity. You can feel starting a nut or handling small items.”

Atlantic Safety Products offers four different brands of disposable gloves: Black Lightning, Red Lightning, Orange Lightning, and InTouch. All can be used by the automotive industry.

“The InTouch is a 5 mil, so it’s a little thinner and geared toward shops that maybe handle only oil or they have a lot of technicians and are trying to save a nickel,” added Whiting. The Red Lightning is an industrial glove that reduces exposure to latex allergies. The Orange Lightning is made to match the skin’s natural pH levels for improved comfort. The Black Lightning is also designed to match the skin’s pH level and has a unique formula to reduce excess perspiration.

Over at SAS, there are two brands of nitrile disposable gloves popular with the automotive industry: the 7-mil thick Raven, which is black, and the 8-mil Astro-Grip that comes in orange.

“The Raven is our number-one glove for mechanics,” said Bobadilla. “We also have the Astro-Grip that has a texture to it. If the user is handling oils or fluids, the Astro-Grip is very good for those applications.”

## WELDING GLOVES AND JACKETS

"I've always liked the Steampunk movement because they're very complicated mechanical structures. There's a lot of brass and gold," said Voss. "It's Victorian style with mechanical engineering, and that's always appealed to me."

The designs behind Voss's welding gloves at Defiant Metal clearly draw on those styling cues. The TIG gloves are made from goatskin, and the MIG gloves are made from black cow leather and brown split cowhide. Both are constructed with double-row Kevlar stitching. In addition to the bold black models, there are white and pink versions available. Youth sizes are also offered. For additional protection, single-layer Kevlar sleeves will help protect against burns and cuts.

"I mostly do TIG personally, so I have more variety in the TIG gloves," said Voss. "Also, it's not on the website yet, but I have a fabrication glove coming. It's a simple glove for handling metal or other types



"I wanted to make gloves with more form, as well as function," said Justin Voss of Defiant Metal. "I don't feel that exists right now. More people are just making PPE and that's it. I'm trying to add style and also make high-quality gear."

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## SHOP APPAREL

of fabrication work. It doesn't have any padding, and it's more for cut resistance."

Lincoln Electric's extensive lineup of welding gloves offers a wide variety of colors, styles, and sizes. There are so many choices that one model is dedicated to ship building, and there are versions designed for women and stick welding.

"The most applicable ones for automotive and motorsports will be the two MX series gloves. In particular, the MX series premium TIG glove," said Rutti.

The MX series premium TIG glove is constructed with Durahide suede, top-grain cowhide and split-leather cowhide. It features Kevlar stitching and an elastic wrist band. The MX series premium MIG glove is made from Durahide cowskin leather and is both ANSI A4 cut resistant and ANSI 5 puncture resistant.

"The TIG glove will be more form fitting because it doesn't have a liner," noted Rutti. "The MIG glove is used with a higher amperage welding process, so it needs an inner liner to improve thermal protection."

Lincoln Electric offers both welding jackets and protective sleeves but recommends the jacket if the sleeves are not used with a flame-retardant shirt.

"Candidly, we do see a lot of welders just wear sleeves. That is not something that we would recommend due to the potential safety concerns," said Rutti. "A flame-retardant product is actually treated with a solution that extinguishes fire. All of our flame-retardant jackets comply with ASTM D6413, which is a FR compliance standard. The black FR K3113 welding shirt and the K2985 jacket will be the two most popular items for automotive."

### EYEWEAR

SAS offers a wide range of eye protection under numerous brands and lines. Some are standard safety glasses and others are in the goggle category. They're available in numerous colors, and some are fitted with LED lights.

"All of our eyewear has an anti-fog coating and meets current ANSI Z87.1 standards for impact protection," said Bobadilla.

Over at Lincoln Electric, numerous styles are available, including those designed for



There are certain applications where a standard welding helmet won't fit, such as when working on a roll cage. In these cases, Lincoln Electric's ArcSpecs offers a much lower profile and is lighter weight, and a modular LED light can attach to the top of the goggles. It is separately powered and has an auto mode, so when the welding starts, the light automatically turns off.

women. "I would say that for automotive, it's not any unique variable that would drive safety glass purchases," said Rutti. "There are different types of lenses designed for either indoors or outdoors. Normally, automotive is going to want something that's really lightweight with anti-scratch and anti-fog coatings."

Perhaps the most adventurous product in this category is the ArcSpecs head covering from Lincoln Electric. It features LED-equipped welding goggles, impact-resistant face guard and fire-resistant cloth balaclava.

"One of the primary industry applications that we developed this product for was automotive," said Rutti. "It has a much different form factor than a traditional welding helmet. It really lends itself to low profile and is unique in welding environments, such as an automotive roll cage. Oftentimes, a standard welding helmet just won't fit. This is a much lower profile, and also a lighter weight. Another unique aspect is a modular LED light that attaches to the top of the

goggles. It is separately powered and has an auto mode. When the welding starts, the light automatically turns off.”

**EXTRAS**

Many of the sources from the manufacturers interviewed offer additional products designed to protect users in automotive or racing situations. For painters, SAS has polypropylene coveralls designed to breathe more and reduce heat stress while protecting against dry particulates and solvent-based paints. The company also has a diverse range of respirators.

For welders, Lincoln Electric has a line of caps, bandanas, and beanies that protect the head from hot splatters and provide comfort when the helmet is in place. Style is also important for those shopping this product category as the different designs can make a personal statement.

“We’ve continued to broaden some of the patterns,” said Rutti. “We definitely see individuals trying to express interests, whether it’s from a genre, things that they value, or just things that they think look good.” **PRI**

**SOURCES**

**Atlantic Safety Products**  
atlanticsafetyproducts.com

**Defiant Metal**  
defiantmetal.com

**Goodson Tools and Supplies**  
goodson.com

**InEarz Sport**  
inearzsport.com

**IsoTunes**  
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# Talent Agents

As motorsports and automotive design continues to evolve, educators across the country are laying the groundwork for the next generation of fabricators, tuners, engine builders, and machinists with new outreach strategies as well as a sharper focus on the latest in-demand skills and technologies.

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**By Bradley Iger**

**R**acing is getting increasingly high-tech across all levels and disciplines, and the demand for specialized skillsets has never been greater. To reach potential students, trade schools have been modernizing their curriculums to stay on top of the latest developments and bringing awareness to the platforms where these folks are already consuming information.

But different organizations have different goals for their programs. While some are primarily focused on job placement soon after graduation, others intend to provide their students with a broader scope of knowledge that will allow them to identify their specific vocational interests within automotive performance and pursue those further.

These differing approaches impact not only a school's curriculum, but also the inherent designs of their automotive programs and the strategies that they employ in order to get the word out about what they have to offer.

## **LANIER TECHNICAL COLLEGE**

"Our goal is to expose our students to every aspect of being on a race team," explained John M. Leverett, the director and instructor for the Lanier, Georgia-based school's Motorsports Vehicle Technology program. "Our program is kind of road racing-centric, but we do also cover aspects of drag racing and other disciplines."

At the introductory level, Lanier's program covers a wide scope of topics that range from safety equipment training to programming engine management systems and the use of data acquisition systems, along with engine building, dyno testing, and fabrication. "In addition to contemporary tube notching and bending, we even try to keep some of the old-world traditions like the English wheel alive," he noted. "Those skills are disappearing fast, and there's still a demand for it in racing. There are so many different layers to motorsport, and while we can't make these students experts at every single aspect, we can expose them to all of it to get a better idea of what they want to focus on."



Students at Lanier Technical College's Motorsports Vehicle Technology program are exposed to a variety of racing disciplines, from production-based platforms like Spec Miata to open wheel, drag racing, and circle track cars.

As the former chief engineer for sportscar manufacturer Panoz, Leverett's background in road racing has helped shape the school's program, and its close proximity to tracks like Road Atlanta and Atlanta Motorsports Park has played into that as well. In the lab, students have access to production-based racing platforms like the Spec Miata and FR500S Mustang as well as open wheel single-seaters. "We place a lot of our students in IMSA, and there's just so much road racing going on here in general," he added. "My job board is packed with opportunities in that realm."

He noted that other faculty members in the program have backgrounds in drag racing and circle track as well; and with stock cars and vintage gassers among the fleet of project vehicles in the lab, other disciplines are well represented within the program. "We're able to place students in NASCAR, in drag racing, and other areas of motorsport, but the majority of them end up in road racing. There's a huge demand at the 'semi-professional' level right now. There are a lot of folks who're putting a lot of money into it, and there are a lot of teams who have stepped up to support them."

Over recent years, the curriculum has evolved to include a stronger emphasis on technologies like data acquisition, along

with EV and hybrid powertrain components, the latter of which is already in use in IMSA racing. "Everything has had to evolve to reflect what's out there now," he said. "Data acquisition is basically mandatory now—you're at least going to have an AiM system in a car. And bringing the hybrid tech in is really important to us. Next year our students will be interning with IMSA teams that are

campaigning cars with hybrid technology, so we needed to get that into the curriculum as soon as possible."

Similarly, while the program's engine building course focused mainly on American V8s in the past, recent updates were made to provide students with a broader understanding of contemporary powertrain setups. "Now there's a stronger emphasis on engine platforms like the Mazda MZR, which we were able to get from Formula Enterprise cars when they changed the engine spec for the series," Leverett said. "These smaller displacement engines are becoming a greater and greater presence within motorsport and elsewhere. We also spend a lot more time talking about forced induction since that has become a huge part of the current crop of engine combinations."

As a state-run program, Lanier's Motorsports Vehicle Technology curriculum sees many in-state students coming in directly from high school. For those students, a two-year associates degree can be had for less than \$8,000. Some also come in by way of the GI bill, while others have transferred in from four-year schools after realizing that they wanted to make cars go fast.

"Our motorsport program is relatively unique in the country, so there's a national appeal," Leverett said. "We've been



The majority of Lanier Technical College's Motorsports Vehicle Technology students get placed in road racing positions, said John M. Leverett, the program's director. "There's just so much road racing going on here in general. My job board is packed with opportunities in that realm."

getting more and more students from out of state coming into the program when they discover it.”

That discovery is often made through word-of-mouth, since most of this non-profit school's marketing is focused on local enrollment. “The only practical way we can get the word out about our program on a national level is through social media platforms like Facebook and Instagram,” he said. “But word-of-mouth also goes a long way in motorsports—it's just how this industry works.”

### WYOTECH

Along with WyoTech's general automotive curriculum, the school in Laramie, Wyoming, offers two specialty programs that are specifically catered toward performance. After students complete the school's automotive technology core program, they can opt to focus on performance-related topics through the Street Rod program, which gives students an overview of bodywork and fabrication, and the High-Performance Power Trains program, which provides greater insight into tuning engines for peak power and efficiency. WyoTech's format deviates substantially from schools like Lanier in that the school takes nine months to complete from start to finish, and primary educational goals are different.

“The idea is to get these students prepared for a job in the automotive industry right after they complete the program,” explained Ashley Chitwood of WyoTech. “There's an unprecedented demand right now. We can't guarantee jobs to these students, but if you can't find work in this industry after graduation, you're probably doing something wrong.”

Chitwood noted that many of WyoTech's students are also interested in starting companies of their own, so the school also offers courses that focus on the fundamentals of operating a business. “They have access to all of these different things, but each student has their own path.”

Those primary goals also impact the school's curriculum, which is less about the technology that's coming down the road and more about what's in use right now. “EV is a conversation that has come up a lot

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At WyoTech, the emphasis “is to get students prepared for a job in the automotive industry right after they complete the program,” said Ashley Chitwood. The school takes nine months to complete, and students can choose between programs that focus on bodywork and fabrication, or engine tuning.

in our program advisory committees,” she said. “We have people from the industry come in and discuss the curriculum with us, and that allows us to better understand what the industry needs right now. EV is a hot topic in the media right now, but we have to weigh that against the fact that these kids are going to be getting jobs in the next nine months. There are components of our automotive technology core program that cover the basics around EVs and electrification, but we have to consider what skills and knowledge they’re going to need to have to do the duties that are required today.”

As the school requires a full-time commitment, the majority of WyoTech students enter the program directly after high school, and the organization sees interest from across the country. “We have so many students interested in automotive performance right now that we’re booking out these classes a year in advance,” Chitwood said. While some students cover tuition through the GI bill, many are reliant on their parents to foot the bill, so WyoTech’s marketing strategies are just as much about engaging mom and dad as they are about the prospective students. “The families are starting to see that there are lucrative pathways in trade schools.”

At the same time, WyoTech is also focused on reaching those would-be students where they’re already engaged. “The older strategies don’t work anymore,” she noted. “It’s quickly shifting away

from things like Google Ads—these 14- to 18-year-old kids aren’t consuming information that way. Many of our students hear about us through TikTok. Currently we’re not spending money there, but we are producing content for that platform as well as Instagram and Snapchat. I think what we’ve learned is that you can’t be so prescriptive about your marketing approach anymore. It has to be authentic and relatable. Some of it has nothing to do with what we offer in the shops, but what they see is that we have fun. They see that we have standards and professionalism codes, but that we also have a personality.”

As for how WyoTech’s curriculum will evolve in the coming years, Chitwood expects computer engineering and software development to take on a greater role. “The more technology we put into these vehicles, the more tech-savvy people we’re going



Motorsports is so diverse, “that makes it tough for us to teach them everything,” said Kevin Beaver of South Georgia Technical College. Instead, the school’s objective is “to give them the skills they need to seek out an entry-level position in the field that they’re most interested in.”

to need, and the more these students will benefit from those skills. I don’t think this shift will happen suddenly, but it’s something that we can adapt our programs to over time as that changes.”

## SOUTH GEORGIA TECHNICAL COLLEGE

SGTC instructor Kevin Beaver tells us that the motorsports program’s primary goal is to establish foundational knowledge that gives its students the opportunity to figure out which aspect of motorsports they want to pursue further. “We are trying to place them in a job, but motorsports covers such a wide range of different things,” he said from the Americus, Georgia, campus. “That makes it tough for us to teach them everything, but the objective is to give them the skills they need to seek out an entry-level position in the field that they’re most interested in.”

The program’s introductory courses are designed to expose students to all the major systems of a race car. “We’ll go over things like different types of racing engines, chassis, braking systems, fueling, and so on,” he said. “After that we look more specifically into the electronics, which covers topics like wiring, multi-spark boxes, and data acquisition.”

From there the students move onto a machine tool course, which provides them with hands-on education with lathes, mills, band saws, drill presses, and other manually operated machining equipment. An introductory elective course also provides students with access to CNC machines.

Completing these machining courses earns those students Technical Certificates of Credit, a certification standard recognized by prospective employers in the industry. The school's motorsports program also covers engine building and other elements of the powertrain as well as fabrication and welding, and the completion of the latter will also earn those students a TCC.

"The one that's probably the most fun for them is my race car preparation and testing class," he said. "That covers everything from how to properly hook up a trailer and strapping a car down to timing and understanding how to adjust to track conditions." The school's projects largely focus on drag racing and circle track builds, both racing disciplines that have seen significant evolution in recent years.

"Georgia recently did a state-wide curriculum update, and for us that was about adding some things and taking out what was becoming obsolete," he explained. "The technology has changed, so we've updated our equipment accordingly. For example, before we were using basic timing systems, and now we're looking at more advanced data acquisition systems that give you this wide range of information. At this level it's really about giving these students the opportunity to learn how to operate these systems rather than using them to make the car better."

Beaver noted that as a state-run school, SGTC's marketing budget is fairly modest, so social media plays a significant role in bringing awareness to their program. "We don't advertise on national television or anything like that. Word-of-mouth is important, and we also go out to track events, shows—anything car-related where we can have a physical presence locally. We'll often have a booth set up with a motion simulator that people can try, and that seems to generate a fair amount of interest."

Over the coming years he expects the program to include a stronger emphasis on automated machining processes as well as engine tuning software platforms like HP Tuners. "That's where a lot of motorsports is going, so we need to make sure that the curriculum stays relevant."

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## ALFRED STATE COLLEGE OF TECHNOLOGY

While some of the students in Alfred State College's motorsports technology program use it as a route into furthering their mechanical engineering or technical management educational paths, program instructor Andrew B. Smith said that roughly two-thirds of his students are looking to get jobs on race teams or at high-performance shops once they've completed their courses at the Alfred, New York-based school. "We have a number of former students working within IMSA, while others are in rally and various other forms of motorsport."

The two-year program's initial focus is on the fundamentals, familiarizing students with the key systems of a race car and understanding how they work with hands-on experience in the lab. "Some of that lab work is done out at the track," Smith noted. "We've kind of partnered with American Endurance Racing to allow these students to be pit marshals at the events. Some of them have never been to a race track before entering the program, and most of them have never been involved in any kind of endurance racing before. It not only helps them get a better sense of the racing environment, it also allows them to network with people in the industry. A lot of folks who work for IMSA also race at these events."

The second year of the program brings a stronger emphasis on motorsport-

specific topics like fabrication and welding. "That goes right through TIG welding of aluminum," Smith noted. "The motorsports fabrication course really shows them how to apply those skills—how to make roll cages, control arms, tube chassis, and exhaust parts. They also learn about destructive and non-destructive testing as well as familiarization with metallurgy and working with composites like carbon fiber." The chemicals involved in motorsports adhesives, thread sealers, and locking compounds are part of the curriculum as well. The program also offers courses that cover chassis design, car setup, and race suspension dynamics, while others focus on important aspects of motorsports that happen outside of the car—like creating an effective sponsorship proposal.

"In the senior year we also teach them some aspects of high-performance driving," Smith said. "Right here on campus we do a little bit of rallycross for vehicle control, we do some autocross, and we also get them behind the wheel of the Electric Vehicle Sports Racer race car. We feel that it's important to make sure that these students understand what's coming with electric powertrains."

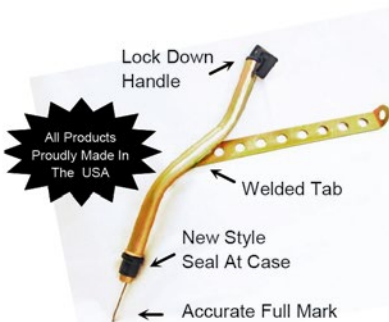
Most of the program's students are recent graduates from in-state high schools, but the program also sees interest from folks across the country. Part of the appeal of the program stems from Smith's recent

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Two-thirds of the students at Alfred State College's motorsports technology program are looking to get jobs on race teams or at high-performance shops, said program instructor Andrew B. Smith. "We have a number of former students working within IMSA, while others are in rally and various other forms of motorsport."

efforts to modernize the curriculum. "Hybrid powertrains are becoming a much bigger part of top-level racing, and one of the big shifts we've seen in recent years is that prospective students are asking us if our program includes hybrid and EV technology," he added.

To meet demand, the school now offers a standalone section course on hybrid powertrains, and the motorsport program has replaced its aging fleet of hybrid project vehicles with newer ones to provide students with contemporary hardware. "These hybrids, along with the electric race cars that we have in the lab, provide these students a better understanding of how these kinds of vehicles are built and programmed, how temperature is managed, and how the battery technology works."

Like other state-run programs, Alfred State College's marketing efforts rely largely on word-of-mouth, and students are encouraged to actively engage with the program on social media platforms. "The Facebook page has gained some traction over the past few years, and we also have a small presence on platforms like Instagram and Snapchat," said Smith. "Lately people have been telling us that they found us by doing an Internet search for 'Motorsports education in the United States.' That seems to be working fine for the level that we're at now. But as enrollment demand continues to increase, I think we'll eventually reach that next step of growth, and at that point it'll be necessary to expand those strategies in order to maintain those numbers." **PRI**

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# RACING'S WORLD VIEW

What does motorsports look like around the globe? Surprisingly familiar, as we discovered in visits with retailers and service providers from Europe, Australia, South America, and the Middle East.

By Drew Hardin





For all its diversity—with differences in culture, climate, and geography, to name a few—the world truly is a small place. Especially when it comes to racing. The appeal of going fast is nearly universal, as is the satisfaction of going faster than whoever is next to you.

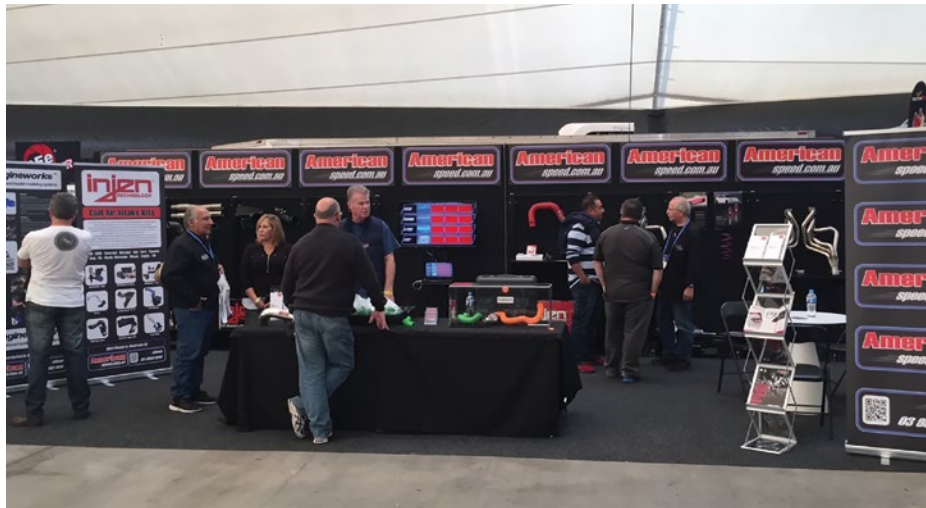
How to beat the next guy or gal to the finish line is also remarkably universal, as we discovered after speaking with racing and performance retailers and shop operators around the world. When we asked which products and companies were favored among their customers, the lists we received included several very familiar names, no matter if the vehicles in competition were being driven on asphalt, sand, snow, or some other surface. Some of that preference had to do with the cachet of US-made components. But more often, it was the quality, reliability, and performance potential of American speed parts that made them attractive to racers the world over.

## AUSTRALIA

American Speed is a retail and wholesale business situated in a 5,000-square-foot warehouse in Moorabbin, Victoria (a suburb of Melbourne). “We supply brands that are used in everything from street cars to the weekend racer,” said Fred Solazzo. “Our market demographic is no longer the serious drag racer, dirt track racer, or circuit racer, but more the folks who are club racers or street car owners who drag race at street meets held at a local drag strip.”

The “hardcore racers,” he said, “often source their products, such as custom pistons, fuel systems, engine blocks, etc., directly from US-based manufacturers and suppliers. Our professional circuit track racers, such as V8 Supercars teams, predominantly manufacture their own products within their own facilities, much the same as your NASCAR teams would.”

Solazzo imports performance products from the US and Germany. His most popular products include Borla exhaust systems and mufflers, Injen cold air intake kits, and components from American Racing Headers, Edelbrock, COMP Cams, Mantic Clutches, DW (DeatschWerks), Ferrea, Eagle, and Boundary Engineering, plus



American Speed, a retail and wholesale performance supplier near Melbourne, Australia, operates out of a 5,000-square-foot warehouse. It also promotes its business by attending car shows, including the prestigious MotorEx at the Melbourne Showgrounds.

Vogtland sport suspension kits and coilover kits from Germany.

“We here in Australia are basically the same as the US when it comes to the variety of motorsport options,” Solazzo said. “Where we are, based in Victoria, we have two fantastic road circuits, Sandown and Phillip Island. We have just one drag strip left here in our state, and it is miles away from much of Melbourne. On a national basis, most of our states have at least one drag strip and a number of great circuit racing tracks, with the most popular circuit track being Bathurst, which attracts race teams from around the globe.”

One difference he has seen between the two countries has to do with racing sponsorship. “Sponsoring racers, especially drag racers in Australia at any level, is certainly different from what I have seen in the US. Here we have found that many are happy to get your product as a freebie but give very little back in the way of product endorsement or promotion of your brand. As such, many performance parts suppliers or brands have pulled away from sponsorship of drag racers and lower ranking circuit racers.”

Solazzo promotes American Speed by attending “a number of shows,” but he acknowledged that “the pandemic killed that

for all shows the past two or so years. This year we displayed once again at MotorEx here in Victoria. The show attracts show cars, street cars, and race cars.”

Car shows weren’t the only aspect of his business affected by the pandemic. “For us and many others, importing has become an extremely expensive business,” he explained. “The pandemic has made it extremely hard, with manufacturers in the US constantly being short of product, manufacturing delays, massive cost increases, and shipping delays.”

As an example of the challenges he faces, he told us about a “load of product we had ready back in mid-February of this year. We had already made payment. Our shipping brokers tried to secure a 40-foot container so the products could be loaded and shipped to a port in the US. Then they make a booking with shipping lines in order to get vessel space. Once vessel space is confirmed, they send a container to be loaded. It took 10 weeks to finally get a booking and have the container loaded onto a vessel. Add to that a minimum of a four- to five-week sailing time to Australia. We then get hit with a further week for quarantine due to the brown stink bug that is prevalent in the US that time of year. So our money has been sitting out with zero return for five to



Borla is just one of the American companies that American Speed imports products from. Its customers are “the folks who are club racers or street car owners who drag race at street meets held at a local drag strip,” said Fred Solazzo.

*“WE HERE IN AUSTRALIA ARE BASICALLY THE SAME AS THE U.S. WHEN IT COMES TO THE VARIETY OF MOTORSPORT OPTIONS.”*

six months. Prior to the pandemic, shipping times were like two- to three-week delays in the US and four weeks sailing time.”

## EUROPE

For perspective on the European racing market, we received feedback from two Scandinavian companies.

“American cars have always had a strong foothold in Sweden,” said William Hansen of Hansen Racing, Stockholm, Sweden. “In the early 1950s, hot rods were built from American models in Sweden. Swedes got inspiration and guidance for the car hobby via American car magazines that were sold in Sweden. Some enthusiasts went over to the USA themselves to check out the latest in the industry and brought the information with them to inspire other Swedes.”

In 1966, Carl, Sessan, Zefir, and Mistral Hansen founded Hansen Racing in a basement shop in Östermalm, Sweden. “Carl’s founding ideals have remained within the company,” Hansen said, “and we have continued selling performance and replacement parts with high service and expertise for American cars.” He is among the third generation of Hansens running the company, with relatives Ken and Ted.

Hansen Racing today is part of Hansen Group, which has become “one of Europe’s largest and leading distributors of car parts and accessories for American vehicles,” Hansen said. The team consists of 70 employees, and the company’s 150,000-square-foot warehouse stocks more than 60,000 part numbers.

Hansen Racing works with “all the top-

brand suppliers in the US,” including Aeromotive, ARP, Auto Meter, EBC Brakes, Edelbrock, Energy Suspension, Ford Performance, FiTech, Holley, K&N, Lokar, Magnaflow, Moroso, Painless Wiring, PerTronix Ignition, Powermaster, and Scat. Orders are consolidated in Atlanta, Georgia, and shipped in 40-foot containers on a weekly basis to the Hansen warehouse. “Availability and service are key for the operation, and our logistics allow us to replenish inventory and provide fast deliveries.” When necessary, Hansen places orders by air freight daily from the US.

“There are all kinds of branches within Swedish motorsport,” Hansen said. “Here you can find everything from formula car

racing to beginners in karts.” He said Folk Racing, or Folkrace in Swedish, “is one of the most popular. It’s an inexpensive, entry-level form of Nordic rallycross that originally comes from Finland. It was developed to meet the demands of amateurs to compete in car races. Thanks to its rules, finances can never be the deciding factor in who wins. In addition, there are no qualifications or other obstacles that exclude those who want to participate in the competition.”

Drag racing “is also very popular. The first official race in Sweden was held back in 1968. Today, drag racing has many spectators, and competitions are being held from ‘street’ cars to Top Fuel dragsters.” For its racing customers, Hansen offers a wide range of performance products, as well as accessories, spare parts, and safety gear.

The pandemic was challenging for



Hansen Racing of Stockholm, Sweden, is part of Hansen Group, which has become “one of Europe’s largest and leading distributors of car parts and accessories for American vehicles,” said William Hansen. “With more than 700 retailers, Hansen Racing offers customers easy access to a wide range of products.”

Hansen Racing, “with both changing consumption patterns and transportation options. As countries shut down, production in factories and ports decreased. As a result, the shipping companies reduced the number of vessels to reduce their financial losses. We felt this as most of the goods we import are transported on sea. When production resumed, shipping companies still had lower capacity, which led to major imbalances in the container flow. This caused prices and delivery times to increase.”

Air freight was also “greatly affected. Passenger flights, on which a large part of the goods is normally transported, came to an abrupt stop due to the pandemic. The reduced capacity also increased prices significantly.” In 2022 Hansen said the company is experiencing increased fill rates on orders and faster deliveries, “but prices remain high.”

Norway’s Aarnes AS Amerikanske Bildeler was founded in 1954 as an engine shop,



Mia OK Wilhelmsen

Norway’s Aarnes AS Amerikanske Bildeler has a long history with drag racing, said Anders Back. Four of its employees are active drag racers, and it sponsors a total of eight teams in Norway, including Small Tire competitors Alice Hauge (near lane) and Andreas Ruud.

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said Anders Back. In 1975, the company's main business shifted to selling car parts for American cars only, and the engine part of the company was sold.

"Today, we have 14 employees," Back said, including 10 in sales and two at the warehouse. "Our main business is the typical service parts, such as brake parts, oil, filters, suspension parts, etc. But we also sell a lot of performance parts for road cars and in motorsports. We are the distributor of many famous motorsports brands from the USA, such as Holley, MSD, Allstar, Edelbrock, Racepak, Earl's fittings, Moroso, Lucas Oil, Rislone, Pennzoil, Quaker State, Simpson, and many more. If we don't have it in stock, we provide it from one of our US suppliers."

Back said those brands are popular in Norway "for many reasons. They are old, established brands in the USA, good quality, and they are promoted on car shows on TV all the time." Aarnes buys most of its parts "directly from the big companies in the USA, but we also have a cooperation with Motor State and Keystone. They are big within the racing parts arena.

"We meet our customers' needs by having the 'basic' parts in stock," Back continued, "but we also supply parts from our suppliers in the USA weekly in the racing season." He admitted that "it is almost impossible to have everything in stock," and that was a particular problem during the pandemic. "Our suppliers did not have the materials to make parts with." The situation "has gotten better now, but we can still see problems."

The company has a long history of experience with drag racing, Back said, "and four of our employees are active drag racers today." He is one of them, racing a Top Sportsman C5 Corvette. "Our company has for many years been sponsoring drag racers and is today one of the main sponsors of Norway's only drag racing strip, Gardermoen Raceway. We are also sponsoring eight drag race teams in Norway," including



The Nissan Patrol SUV is a favorite among customers of the Underground Performance Garage in Dubai, noted Saif Beljafrah. Its 4.8-liter six-cylinder engine "is easy to modify, easy to fix, and it's multi-use." This twin-turbo engine was built for a daily-driven Patrol; Beljafrah has squeezed as much as 2,160 horsepower out of the engine for racing.

his Corvette and Thorbjørn Back's Top Sportsman C2 Corvette.

## MIDDLE EAST

Saif Beljafrah said his Underground Performance Garage in Dubai, UAE, has been in business since 2012, "and it is very popular in the Middle East. I get cars from all around the Gulf area. We build high-horsepower engines, race half-mile races and drag races." His was the first shop to build a Nissan Patrol drag car "that hit 7.20 at 190 mph in the quarter (4.4 in the eighth mile). That was a world record, which got me a lot of media in the region." He also built a 2,160-hp Patrol engine "from a cast block with a manual gearbox" that ran 198 mph in a half-mile race.

Nissan's Patrol SUV is the most popular vehicle in his area, and its 4.8-liter six-cylinder engine "is easy to modify, easy to fix, and it's multi-use. In off-road and drag racing we love this engine because it can be

super quiet and very smooth—driving like stock—even with 1,400 horsepower. It makes super sleeper cars. One car can do camping and off-roading during the weekend, and on the way back home it can race a Ferrari. Or be a family car if needed. That's the beauty of it." Also popular are full-size American pickups like the Chevrolet Silverado, and cars such as the Nissan GT-R; hot four-cylinder cars include the VW Golf.

The preferred form of motorsports in Beljafrah's area are sand drag racing and half-mile racing. Traditional drag racing is "very low profile" and less attractive to younger enthusiasts, "so most modified cars are mostly street users."

Beljafrah said "we trust a few brands" at his shop "for their long-life products." Among them are Garrett, Turbosmart, Tial, HKS, GReddy, Precision Turbo, Albins (for its gearboxes), OS (clutches), Vibrant Performance, K&N, Aeromotive, Diamond Pistons, and CP-Carrillo.

"Racing parts from the USA are mostly not profitable to sell due to high shipping charges," Beljafrah said, "and racing parts shops here are lowering prices as much as they can to compete with each other, which hurts us. I buy my products from USA directly with no margin to sell. After the

***"AVAILABILITY AND SERVICE ARE KEY FOR THE OPERATION, AND OUR LOGISTICS ALLOW US TO REPLENISH INVENTORY AND PROVIDE FAST DELIVERIES."***

pandemic we are short of many products, like pistons and engine gaskets, etc. As soon as we can buy a big quantity, I buy it for the season, as our season is only during the winter, October to April.”

Beljafflah said he wishes the brands he buys from would “remove dealers from our area and make it a vibrant, non-dealer, distributor-only option for shops that have a license and can buy in quantity. That would make me a 30% profit on my sales.”

### LATIN AMERICA

“With offices in California, Peru, and Colombia, ASAP Trading USA partners with US-based companies to represent and sell performance, racing, and off-road products in Latin America and the Caribbean. “We offer personalized attention, service, and negotiate good prices for the importers in the region,” said Ricardo Rebaza. “In the case of Motor State Distributing we work with their

internal sales to offer dealers in the region volume pricing. With the manufacturers we represent, we make sure to establish pricing specifically for market. Finally, those brands we distribute are priced taking in consideration shipping, taxes, and duties that importers in our region would have to pay.”

Rally, road racing, drag racing, and drifting are the most popular disciplines in their region, Rebaza said. The parts racers ask for specifically include brake components, fuel systems, driveline components, brake fluid, and fittings from brands that include Allstar Performance, Wiseco and JE Pistons, Fuelab, Comet, and Redhorse Performance among others.

Of all the companies we spoke with, ASAP Trading USA seemed the least affected by pandemic constraints. “Since June 2020, we’ve seen a significant sales increase in the region,” Rebaza said. “Our biggest problem for importers in the

region was product availability in the US, since some products had, and still have, a significant backorder and delays in shipping. Things have improved in 2022. There are fewer stock shortages.” **PRI**

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## RACING ENGINES

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By Bradley Iger

**B**y the early 1970s, Ross Lombardi had decided that he was done dealing with substandard workmanship. After years of competing in Oldsmobiles at drag strips in and around Ohio, Lombardi had become known for developing his own race-winning powerplants. That reputation had earned him enough of a following at the track and on the street to start a fledging operation behind his home.

"He just couldn't get the work done the way he wanted it, so initially he started buying equipment for his own use," said Ross's son, Tony Lombardi, who has overseen the day-to-day operations at Ross Racing Engines since 2010. "That was basically the shop's inception. Not long after that he started doing work for other racers, and suddenly it was a full-time job."

Now operating out of a 4,000-square-foot facility in Niles, Ohio, Ross Racing Engines has evolved into a true custom shop, building high-performance engines for everything from NHRA dragsters and Super Late Model circle track cars to vintage street machines and boats. The common thread, as Tony explained, has always been the demand for something above and beyond the norm.

"We've always worked on a wide range of engines, and we've never shied away from developing our own solutions. When my dad started this shop, he was racing Chevrolets, but prior to that he was racing early Oldsmobiles—when I say early, I'm talking the stuff from the late 1940s to the early 1960s. In the mid-1990s when we started to restore his '49 Club Coupe, we noticed that you just couldn't find anything for those types of vintage engines. As racers tend to do, we decided that if we couldn't buy something, we'd just make it instead. So we started to dabble with manufacturing parts, and it just kind of snowballed from there."

### CREATING A NICHE

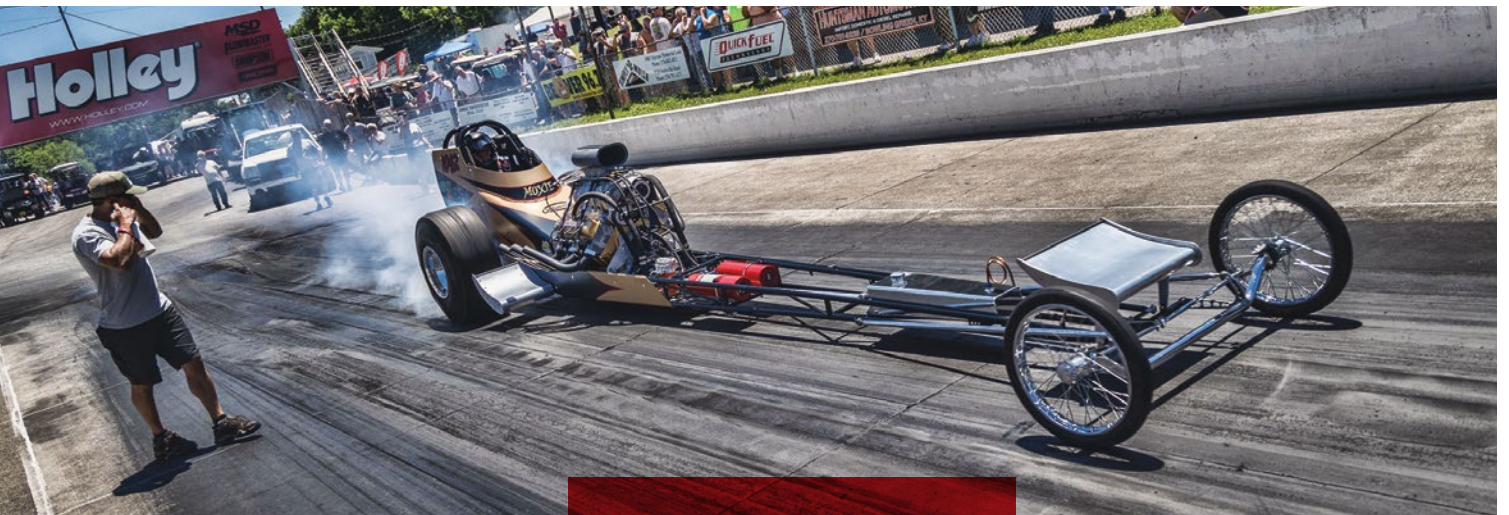
While Ross Racing Engines has always worked on a diverse range of projects, over time the shop has increasingly gravitated toward the nostalgia market. The Lombardis' deep well of knowledge about early high-performance engines certainly contributed to that, but Lombardi said that other factors came into play as well.

"I ran Super Late Model on dirt for nearly 25 years, but when I took on a larger role at the shop in 2010, I decided to go drag racing instead," he explained. "Stock car racing is like another full-time job, and it just wasn't feasible to run the shop and do that at the same time. But I wanted to keep racing, and I wanted to do something with my dad—his heart has always been in the drag race world."

Around that same time, the global recession was wreaking havoc on the racing efforts of competitors across virtually all motorsports disciplines, but the younger Lombardi noticed that a few segments were largely immune to economic fluctuations. "The Saturday night guys and racers like that got wounded pretty badly, so



After racing Super Late Models for nearly 25 years, Tony Lombardi switched to Nostalgia drag racing in 2010. "I wanted to do something with my dad," Ross Lombardi, Ross Racing Engines' founder. "His heart has always been in the drag race world."



Tony Lombardi races his Oldsmobile-powered dragster in the Nostalgia Drag Racing League's Pro 7.0 class. In fact, he noted, "we've been in the 6.60s at 204 mph with it."

we started playing around with a lot more vintage engines at that point," he said. "At the end of the day, that type of customer just isn't as affected by those kinds of shifts."

That led Ross Racing Engines to become a go-to shop not only for vintage racers, but also discerning enthusiasts of traditional hot rods. "It was something we were already doing here and there, but it became a greater focus for us at that point," he added. "These types of hot rod builds tend to be a little more hardcore, and they have hardcore engines to match. A lot of the clientele are ex-racers who know what they want and what they're getting into. These are folks who're a little bit older and now have the means to play around with the cars that they wanted when they were kids."

For decades, Ross Racing Engines has been a dealer for high-end engine components from the likes of Brodix, Crower, and Diamond Pistons; over time, the

***"YOU CAN NOW BUILD AN EARLY OLDS ENGINE JUST LIKE YOU'RE BUILDING A SMALL BLOCK CHEVY WITHOUT USING ANYTHING FROM GENERAL MOTORS."***

shop has also fleshed out its own product line to address gaps in the market. "We build stuff like early Hemis, early Oldsmobiles, the Buick Nailheads, and the early OHV Cadillac V8s, and when you get into vintage engines like these, there are some items you just can't find," Lombardi said. "So about 15 years ago, we came out with a cylinder head for the early Olds engines. Not long after that we did a roller rocker setup for them, and now we do stroker crankshafts, H-beam rods, forged pistons, hydraulic roller setups, solid roller cams; the list goes on. You can now build an early Olds engine just like you're building a small block Chevy without using anything from General Motors."

Lombardi also noted that the shop doesn't sell partial engines, and while many of these builds are destined for motorsports use, there's a strong focus on creating combinations that can deliver long-term reliability. "While we sell parts, all of our engines go out the door after they've been on the dyno—everything is turnkey. It's all built to be driven, so longevity is a priority for us. For example, I've got a blown 371 Olds in my Model A with about 50,000 miles on it now. We annually drive from here in Ohio to my buddy's shop in Austin, Texas. It's a 3,600-mile round trip, and that engine has

done the trip six times."

Ross Racing Engines' manufacturing endeavors also span into other aspects of vintage powertrains. "We do some transmission adapters and things like that," Lombardi said. "With a lot of these engines, there's no way to put a modern transmission behind them. We CNC out a lot of parts, so we decided to develop a nice package that would help to make these engines a little more user-friendly."

The shop has a CNC cylinder hone, four-axis milling machines, and other specialized equipment that allows them to do the vast majority of this work in-house. "We're pretty self-sufficient, and we've always helped out other local shops with jobs that are beyond their capability. At this point the only thing we don't do here is heat-treating."







Ross Racing Engines has become a go-to shop not only for vintage racers, but also traditional hot rod enthusiasts. "It was something we were already doing here and there, but it became a greater focus for us," Tony Lombardi said.

## THE HANDS-ON APPROACH

Back in 2008, Ross Racing Engines had roughly half a dozen employees, but these days it's a simpler operation. "My dad still comes in every day, so there's one other employee," he quipped. "Over time folks moved on to other things, and we just never replaced them."

He said that it can be tough to find good people, and sometimes it can be more of a hassle than it's worth. "What my dad did and what I've tried to do in the past is find people that we'd like to train. We didn't want to bring in someone else's bad habits, and we tend to be picky about how we want things done."

That's led to a workload that keeps Lombardi at the shop seven days a week when he's not at the races, but he expects equipment upgrades, like the shop's forthcoming five-axis CNC machine, to improve production efficiencies while also expanding their capabilities. "When you're trying to do things like 'drive around a corner' in an intake port, you really need to have a five-axis machine."

The Lombardis' commitment to their products has led customers like Bob Hilton—a former nitro drag racer who now campaigns a Top Fuel dragster in the NHRA Heritage Series with his son Tyler at the helm—to rely on Ross Racing Engines to keep the team's engine program ahead of the competition.

"We build a lot of traditional hot rods as well, so we originally got hooked up with Ross Racing Engines through that, and then the drag racing stuff came later," Hilton said. "Tony works one-on-one with his customers, and the results are phenomenal. These days, any time our car goes to the races, he comes along with us. Honestly, I don't think I could run it without him." **PRI**

While Lombardi uses Facebook and Instagram to get the word out about what projects the shop is working on, he told us that the shop's following has traditionally come from word-of-mouth recommendations. He also said that their close proximity to a number of different race tracks helps the shop maintain a presence at a variety of different events. "This part of Ohio is kind of a hub. We can race stock cars on pavement or dirt three nights a week within about a hundred-mile radius of here. There's also two sports car courses within an hour and a half

of here. And as far as drag strips, well, we've got two that are less than an hour from here, and another two that are less than two hours from here."

Those drag strips provide Lombardi with ample opportunity to showcase what his Olds-powered front-engine dragster is capable of, a car he's been campaigning in the Nostalgia Drag Racing League's Pro 7.0 class since 2015. "It's the quickest and fastest early Olds out here. We've been in the 6.60s at 204 mph with it, which is pretty damn good for that type of motor," he noted. "When I decided I was going to go drag racing, I initially planned to build an AA Gas car or something like that. But I realized that once you shut the hood on a Willys, you don't really know what's powering it. We had put together this really cool hand-built motor, so I decided to go with a dragster because that would allow it to be out in the open where people could see it."

Ross Racing Engines' Ohio location is an easy drive to several stock car and sports car tracks, as well as four drag strips. That enables the shop to maintain a presence at a variety of different racing events.



# MEMBER CHECK-IN

## MYRACEPASS

This one-stop clearinghouse for digital services connects race promoters, sanctioning organizations, drivers, and even race fans.

By Jim Donnelly

Few people who haven't actually done the work can have a full appreciation of what a track or series operator has to face on a weekly basis. A promoter has to sign in racers, get scoring procedures in place, create race lineups, issue results and press releases, and sell merchandise. All at once. It can be frustrating and intimidating. To all that, now add the racers who want to market themselves, connect closely with fans and, again, sell T-shirts and things to pay the bills. Wouldn't it be great if a digital clearinghouse existed to do all these things at once?

Thanks to three guys who came off the prairie, it already does. MyRacePass—or to use its online handle, MyRacePass.com—is an entrepreneurially driven, one-stop mega-

market of digital assistance for racers, track operators, series organizers and yes, just plain fans. This PRI Founding Member traces its roots back to 2008, when three oval-track fans who liked technology began piecing together a service to create websites for drivers. That trio is Josh Holt, Zach Calmus, and Ross Van Eck, who today offer a one-stop clearinghouse for digital services at MyRacePass out of Lincoln, Nebraska, on what today has come to be known as the Silicon Prairie.

"Eighty percent of the race series in the United States were touched by MyRacePass last season alone," Holt said. "We have the World of Outlaws, the Lucas Oil Late Model Dirt Series, and USMTS. At the end of the day, we're a software company. We do everything from race management systems to online ticketing to building websites, and we try to be essentially the suite for grassroots tracks, racers, and motorsport operators. We try to make things more efficient for promoters and scorers, with fan engagement as a byproduct. We want to get fans engaged in what's in front of them."

MyRacePass, and its partners, essentially started out custom-building driver websites under the name Driver Website in 2008. Within four years, the partners learned to expand their marketing when Holt, who raced karts and winged sprint cars, took over operation of Rock Rapids Speedway in Rock Rapids, Iowa. That was when the partners realized that track operations could also benefit from a menu of digital assistance, which in 2014 proved to be the real birth of MyRacePass as it exists today.

The digital services it offers include real-time timing and scoring, competitor sign-in, pit assignments, schedules, ticketing,

point standings, results, and merchandise sales, all constantly updated, most recently through the MyRacePass app that's available for download through the Apple and Google stores. The digital services have the capability of being linked to individual driver websites, which MyRacePass also creates, or sites for sanctioning groups or touring series. In many cases, fans can shop for a driver T-shirt or cap while perusing just-updated results or standings that MyRacePass prepares and constantly revises.

***"EIGHTY PERCENT OF THE RACE SERIES IN THE UNITED STATES WERE TOUCHED BY MYRACEPASS LAST SEASON ALONE."***

That type of race-management and statistical software support is what MyRacePass does constantly. Holt explained, "What we're doing here is taking the people in the scoring tower and essentially turning them into marketing people for the track. Our race management software evolved to the point where promoters could use it for online registration, even pre-COVID-19, doing lineups, handling results, payouts, and point totals, which are also tied to the driver websites. We have a very wide lineup of available tools for ticket sales and apparel orders. Fans can go to the track or driver website and buy what they want, get it in two weeks, and the profits go to the track or the driver."



**"It's all about fan engagement," said Josh Holt about MyRacePass.com, a one-stop digital assistant for racers, track operators, series organizers, and race fans.**



WWW.THEBULLRINGWCIS.COM

The digital services for tracks offered by MyRacePass.com include timing and scoring, competitor sign-in, pit assignments, schedules, ticketing, point standings, results, and merchandise sales.

"I like to use Friday-night high school football as an example," Holt explained. "It's all about fan engagement. That's what we're trying to do, make it more efficient and as fast as possible."

Holt added that in today's environment, any business faces multiple challenges, but he cited the ongoing evolution of motorsports as the most enduring. "Things change in motorsport. Things change in safety, in technology, and at MyRacePass, we want to be able to roll out updates to our software. The last two years, COVID-19 taught us a lot, but for us, the biggest thing is just how we manage change. Online ticketing was big for us because during COVID, there were speedways that weren't allowed to exchange cash. That opened eyes that as an industry, we're able to do things in different ways, and as a software company, we're trying to stay ahead of that. There were some states that didn't like the lineup board, but with the MyRacePass app, they can look at the lineup from their trailer."

What concerns Holt most about industry health isn't a specific single issue, but rather, the industry's ongoing ability to adapt to change at a dizzying pace. "I don't know if it's a concern, but making sure the promoters are open to ideas of change is important, just

to make sure that all of us, regardless of the part of the industry, are able to adapt," he explained. "There's more racing, more mid-week events, and yet we're dealing with tire shortages and other shortages. Racers will always find a way. The biggest question is always, 'What's next?'"

Holt said that becoming a PRI Founding Member has represented a substantial investment for MyRacePass, which in turn represents a dedication to maintaining a long-term, serious presence in the industry. "The PRI Show is the show for motorsports," he said. "I support PRI and the things it's doing, like the lounge for promoters where they can learn the newest and greatest things. PRI for us was a 10-year commitment. It's a way to show the industry that I have that kind of commitment, as well. I wanted to be a Founding Member to show the level of commitment I have to the business, that we're here to stay and we want to grow that industry. It's all about introducing people to people."

In addition to Membership, the ability to attend the PRI Trade Show has been beneficial in helping MyRacePass line up contacts with tracks, racers, and series. "We've been going to the Show since 2014," Holt said. "In motorsports, that's the show, no matter what your level. When you think trade shows, there's only one. If you need to talk to certain people in this industry, you can do it at PRI."

That kind of close contact has taken MyRacePass toward its next frontier of expansion, into drag racing. By his own admission, all three partners were neophytes when it comes to straight-line competition. Holt gave copious credit to Michelle Lackey Maynor, who operates a drag strip and asphalt oval at Alaska Raceway Park in Palmer, Alaska, with helping them translate their firm's software catalog into protocols that can benefit drag racers and drag strip operators.

"Michelle has helped us greatly," Holt said. "It's no secret that we're going into drag racing next. We want to help the quarter-miles, the eighth-miles, the Saturday-night tracks, and we're learning how to get more eyeballs on them. That's what we're excited about now." **PRI**



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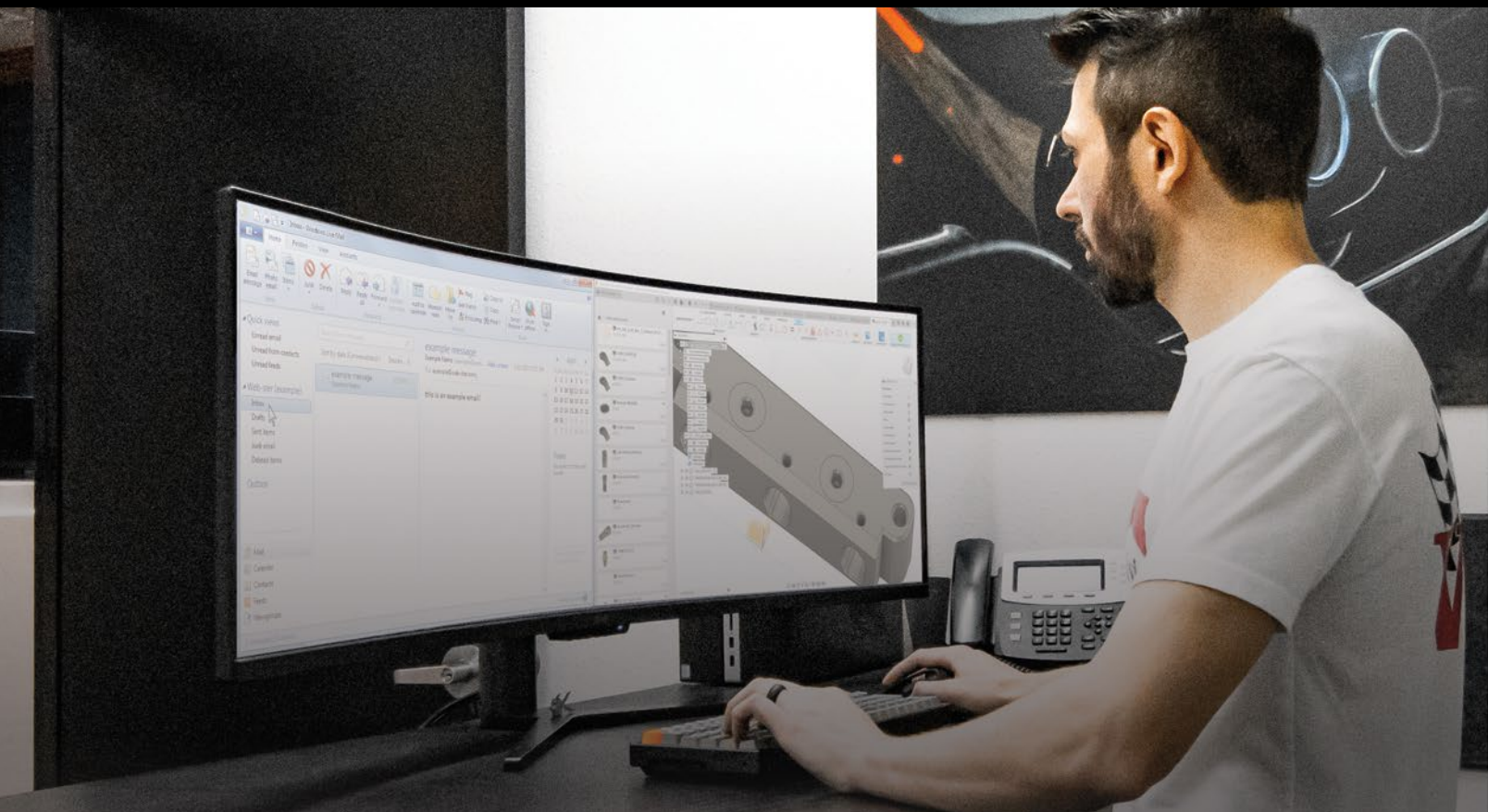


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PRI MOTORSPORTS RETAIL BUSINESS SURVEY:

# EFFECTIVE COMMUNICATIONS

Clear and concise dialogue between suppliers and customers keeps business flowing smoothly and avoids misunderstandings or disagreements that could spoil relationships.

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By Bruce Martin

As many motorsports business owners have expressed, there is nothing better than face-to-face communication and building personal relationships with clients. A discussion, answering questions personally, and a handshake are often the foundation of successful business deals, or getting additional exposure for a product.

But sometimes key customers and clients are in a different state or even another country. The racing entrepreneur has to use other forms of communication to help answer questions for existing and potential customers.

Those supplemental methods include telephone, email, text, social media, and video chat.

In a survey conducted by PRI, 90% of the respondents prefer the telephone, 72% believe email is helpful, 69% text on the phone, 48% use social media, 7% use video chat platforms such as Zoom and Skype, while 2% chose “other.”

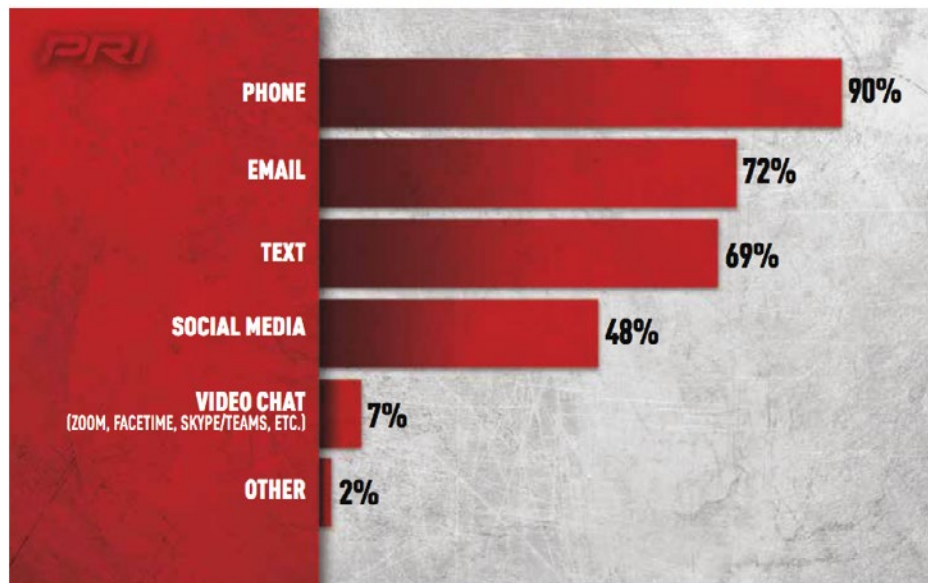
“In my case, I prefer phone calls,” said Keith Dorton of Automotive Specialists, Concord, North Carolina. “I guess that’s because I’m not as technology advanced as the younger generation. I use emails and texts primarily because I want documentation of what I’m talking about. I will confirm the phone call with text or email.”

Dorton’s company has been in business since 1965 and built the 1990 Daytona 500 winning engine for driver Derricke Cope at Whitcomb Racing. The company continues to build engines for racers around the world, but mostly focuses on vintage cars, hot rods, muscle cars, and hobbyists.

Dorton believes the telephone is the most accurate way to communicate because he can provide live-time answers to his clients and customers. “It’s hard now, the way things are going with the supply chain, I almost refuse to give a cost or delivery date,” Dorton said. “We’ll give them a rough estimate, but things are changing daily. At least for us as far as supply and cost, it’s going in the wrong direction.

“Our procedure is, we’ll try to get an idea of what the customer wants by phone call or an idea of cost and delivery,” Dorton continued. “We’ll go on the long side of that

## BESIDES FACE TO FACE, HOW ELSE DO YOU COMMUNICATE WITH YOUR CUSTOMERS? (MORE THAN ONE ANSWER PROVIDED)



2022 MOTORSPORTS RETAIL BUSINESS SURVEY

and confirm it by phone call and email.”

Blake Robertson of BR Motorsports in Visalia, California, is another strong believer in using the telephone. “It’s fast,” Robertson said. “You can get to the point. If a person is calling about a product, there could be multiple questions to ask. If you are doing it by email or text message, it could take days to communicate back and forth.”

BR Motorsports has been in business for more than 30 years and continues to have a very brisk business. “We do business with mostly sprint cars and midgets,” Robertson said. “In our world, the Friday and Saturday night racers are mostly professionals anymore. There is so much maintenance and detail to be competitive.

*“I LIKE TEXTING BETWEEN FRIENDS AND FAMILY, BUT DEALING WITH CUSTOMERS IT’S HARD TO GET EMOTIONS ACROSS.”*

“We have a good following with the professionals and all three sprint car classes and midgets. We don’t cater to one or the

other, we treat everybody the same.”

With BR Motorsports’ open wheel focus, Robertson said, “it really helps if they have one of our catalogs. They can look at the picture, read the description, look at the price, and go on the website. While they are looking at that, we can be on the phone, and both be navigating the catalog or the website. That helps cross a lot of T’s and dot a lot of I’s.”

Since he’s running a business with so many parts, Robertson tries to keep it simple when it comes to communication. “There are only three forms of communication we use, and those are face to face, phones, and email,” he said. “I believe the social media platforms with direct messaging is probably my least favorite. You have to go onto the page and navigate through it. It’s a little bit of a daunting task. Sometimes, things get lost in cyberspace.

“It’s very easy to make that one-character mistake on email or messenger and it goes to someone else, and they don’t know it and you don’t know it, and something falls through the cracks.

“I use those methods to enhance communication, but not to replace the phone call,” he added. “It’s a tool to help drive them to your direction via the phone or email to get the ball going to become a new customer.”



BR Motorsports' Blake Robertson prefers to communicate via telephone. "If a person is calling about a product, there could be multiple questions to ask. If you are doing it by email or text message, it could take days to communicate back and forth."

Although Robertson does not use Zoom, he will use FaceTime on his iPhone when talking to a customer to help show them the right parts for their project. "If I am on the phone with them, I will get their cell phone number and FaceTime them," Robertson explained. "If they are working on their car, I can have them show me the part they are looking for."

Frank Beck of Beck Racing Engines in Phoenix, Arizona, is another entrepreneur who believes in conducting business the old-fashioned way. "The phone," Beck emphasized, "I'm old school."

"I just can't stand the back and forth and the delays between waiting for them to respond by text or messenger. Do I sit around and wait or move on to the 5 million other projects that I have? That drives me absolutely crazy. Plus, one question leads to three more questions."

"I also get a feel for them, they get a feel for me," Beck continued. "You build a rapport. Old school is good for me. That's how I do business. Face to face, shake hands, I'll give them a tour. You can be out of state. I get it. We'll get on the phone."

"Emails, texts, Facebook Messenger

are awesome after we cover the phone conversation first. I do Facebook Messenger videos to where I can walk you through the shop here. You can be 1,000 miles away, no problem. Show them the engine, the engine shop, make them warm and fuzzy. If they are going to spend \$30,000 or \$50,000, make sure they are making the right decision.

Beck emphasized, "No. 1 is face to face, No. 2 is phone, and No. 3 would be some type of Internet video."

***"WHEN YOU TEXT THEM, YOU KNOW WHAT YOU TOLD THEM. IF YOU PRICE A CAR OVER TEXT, THAT PRICE STAYS WITH YOU."***

Face-to-face and phone communication are Beck's favored methods because answers must be precise, depending on the project. The last thing he wants to do is sell the customer the wrong product.

"Face to face or phone, when you are selling a complete engine, to get them the right product I need to know their application, their wants, their needs, and budget," Beck explained. "Some people think they need this and want that, and that is cool, but it might not be what they are trying to do."

"I'll explain why, and here is a better

choice," he continued. "After that, I'll email documentation, shoot them over the information, then they can do the click here and buy it now."

"In my line of work, they need to talk first and get the right product," Beck emphasized. "Somebody said, 'Put them on the Internet and let them buy now.' They might purchase the wrong stuff. I prefer to make the right sale the first time. I just wouldn't let it happen. I would call them and make sure it's right for them."

Beck is a strong believer that the phone keeps everything accurate. "That is the whole thing, volleying back and forth," Beck said. "One question turns into three. Asking the right question and getting the right answer. Sometimes, getting the correct answer is like pulling teeth."

"Help me help you. I'm here to help you."

Beck's company has been in business for 36 years, and the majority of his customers are involved with marine engines, drag racing, Pro Street, and Pro Touring. He reported that 90% of his business is with big block Chevrolets.

"We are honing in a little tighter on everything," Beck said. "I don't like to do the shotgun approach and be 'Jack of all trades and master of none.' We really R&D all kinds of different packages and fine-tune them to make sure all of the parts work together."

"We went out and bought all the wrong parts to find the right parts for you," he added.

Austin Brown of Boss Chassis in Belleville, Illinois, confirmed his preference of voice-to-

voice communication. "I really dislike texting because it takes longer trying to decipher what they are trying to say, and you can't get emotions through texts. It's the same with email, whether they can explain it or are having a problem.



**"Old school is good for me," said Frank Beck (right) of Beck Racing Engines. "That's how I do business. Face to face, shake hands." However, for his customers who aren't local, he added, "we'll get on the phone."**

"It's easier to hear someone's voice over the phone and explain it. It's quicker than email or text.

"Even getting jobs—we do a lot of full fabrication jobs—if I bid them out, different industries like to email, and that takes a lot longer to nail down whether they want it or not. A phone call would get everything done a lot quicker.

"At that point, you need multiple forms of communication," Brown continued. "It is easier to get a direct answer and a clarification. A direct call to someone helps, but a lot of times I will go back to email and look up what they said. If it's not pressing, they will send an email so they don't take up a bunch of time, and I can answer it when both parties have time."

Then there is Tader Masters of MasterSbilt

Chassis in Crothersville, Indiana, a race car builder that was founded in 1980. Of the respondents PRI contacted, he chose another method of communication as his favorite.

"Messenger, text, and Facebook are definitely the easiest," Masters said. "When you have guys text you, they get to the point, and it doesn't turn into an overgrown phone call. When a customer is at a race track and texting you, they will get right to the point, and you can tell them what you think in a sentence or two instead of giving your logic and theory behind it, but it's way easier."

He believes texting can keep things accurate, because it creates a history of the conversation. "When you send them a text, that's a one-on-one deal. That stays in the phone, so you know exactly what direction you went to make him better or worse, so you have some kind of feel of what he's got or what they are looking for."

Since all customers don't race the car the same, Masters said, "you can put the same setup on 10 of them, and eight of them are going to be better with a different combination. When you text them, you know what you told them. If you price a car over text, that price stays with you.

"Don't get me wrong, nothing is wrong with the phone, but it's not my favorite," he added.

## COMMUNICATION DOWNFALLS

As for the least favorite forms of communication and the challenges they present, contrary to Masters, several of the respondents believe texting creates too much lag time.

Beck does not like texting or messenger services because he finds the process cumbersome. "They can ask a question and I cannot answer the question without asking follow-up questions," he said. "I'm sitting here twiddling my thumbs waiting for the reply. I don't like it for that reason. The lag time between makes it very difficult."

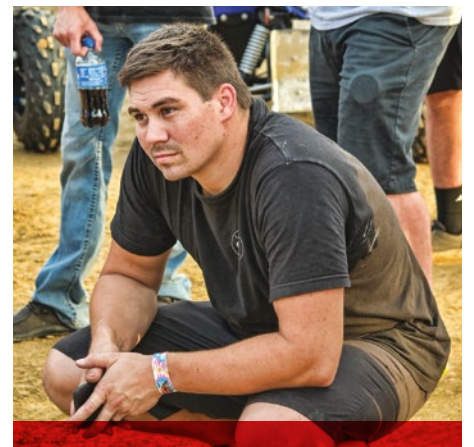
"My least favorite is text," Brown said. "I like texting between friends and family, but dealing with customers it's hard to get emotions across. If I say something truthful or blunt, it may come across as being disrespectful. People can read into it and

***"EMAILS, TEXTS, FACEBOOK MESSENGER ARE AWESOME AFTER WE COVER THE PHONE CONVERSATION FIRST."***

either read it the wrong way or the right way. It's very difficult.

"I find myself taking too much time re-reading a text before I send it. It's quicker to call someone and find out the answer right away than texting back and forth. A texting conversation can go on throughout the whole day, where if I call someone, I'm done in five minutes instead of taking up 45 minutes of my day.

"Email is the least reliable," Brown added. "I have three or five different emails on different platforms, and they all have different spam setups. Email is a good way for businesses to get ads out or a contact, but it's also hard to filter out all the junk and get the right emails from people who are trying to get ahold of you. Unless it's an existing



**Austin Brown of Boss Chassis said he dislikes texting "because it takes longer trying to decipher what they are trying to say, and you can't get emotions through texts. It's the same with email. It's easier to hear someone's voice over the phone."**



Keith Dorton of Automotive Specialists is another fan of the phone as the most accurate way to communicate, as he can provide real-time answers to customers. "We'll try to get an idea of what the customer wants by phone call and confirm it by phone call and email."

client, a lot of new customers don't get through. You can email someone, and you never know if it gets there."

"What's bad about email," confirmed Masters, "is all of the different accounts and spam."

Dorton agreed that email is his least favorite form of communication. "That goes back to my age or my generation," he said. "It's so informal, but we have to use it to protect ourselves and the customer, too."

"It used to be you would mail or fax a written quote. That was very time consuming," but a formal and standard way of communicating at the time.

"We do use Facebook and Instagram to try to promote the business," he added. "Also, one of the biggest things that has helped us the past two or three years has been YouTube. There are a lot of videos out there, and it promotes a ton of interest. A small percentage of it earns you income, but it's income you wouldn't have without that."

## TIPS OF THE TRADE

Creating loyalty among customers is built on trust and providing a great product. But communication helps to spread the word about that product.

Here is some key advice when it comes to improving customer communication.

"Be up front with them, especially dealing with racing," Brown said. "It's tough because

depending on what type of racing you are doing or the industry, they are looking for technical support 24/7, but from an owner's aspect, they can also wear you out and wear you down.

"I would be upfront with them. The owners do have a life outside of business, so let them know the hours you will answer. The

***"ONE OF THE BIGGEST THINGS THAT HAS HELPED US THE PAST TWO OR THREE YEARS HAS BEEN YOUTUBE."***

late-night calls and texts you can eliminate by not giving your phone number out, but be upfront with the customers.

"You need to be upfront because during COVID-19 and after COVID-19, the parts and materials are harder to get," Brown clarified. "It takes longer, so relay the message and be up front. Don't give them a false date."

Robertson encourages customers to ask questions to determine a solution. "Don't be shy about asking questions because there are no stupid questions," he said. "No. 1, try to be as verbal and have as much knowledge when you do call, so whoever

you are talking to understands what you are talking about. We do get a lot of customers who call, and they don't know what they are looking for, and you are trying to find a needle in a haystack."

Beck believes an answer should always be a phone call away. "Be available," he said. "I've been in business 36 years, been doing it for 41. When I call up a supplier, I'm moving product. I have a lot going on here. I need answers. I understand if they are tied up, fine, just call me back. I have a business to run here."

Dorton cited honesty and integrity as key attributes to any successful relationship. "My best advice is to be truthful and honest about it," Dorton said. "Don't make promises that you have any doubt you can honor, like cost, delivery, horsepower. Don't make claims you can't back up. The customer won't appreciate it if you do."

"I've always judged our success by repeat customers, not one-time," Dorton added. "If you piss somebody off one time, they are going to go somewhere else." **PRI**

## SOURCES

**Automotive Specialists**  
automotivespecialists.com

**Beck Racing Engines**  
facebook.com/Beckracingengines/

**Boss Chassis**  
bosschassis.com

**BR Motorsports**  
brmotorsports.com

**MasterSbilt Chassis**  
mastersbilt.com



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## READING THE UNSPOKEN LANGUAGE OF BROKEN PARTS

Engine builders often need to hone their “detective” skills to properly determine the cause of failures.

By Chuck Lynch

I was a group leader of teams doing engine failure analysis at a time when forensic criminology shows were very popular. I used to tell members that the difference between an engine builder and the police force is that police usually have a crime scene. We, as engine builders, usually get a broken engine that has been trucked back to us. Because of that, we typically have no opportunity to investigate the crime scene to evaluate the cooling system, the ignition system, the tune, the chassis, what have you.

That means being successful at failure analysis requires an exercise of prudence and wisdom. The qualities of having experience, knowledge, and sound judgment are paramount. The skills learned in failure analysis will impact how you look at everything in an engine from beginning to end. Although, we often perform failure analysis without realizing that we are practicing analytics. For example, engine builders know to observe the environment and hazards before pulling that wrench to

loosen a bolt, probably because we have smashed a finger by doing that in the past. This is a learned behavior because we had a failure that taught us that environmental hazards plus pulling a wrench resulted in a smashed finger, so we adjust our process going forward.

We at the AERA Engine Builders Association (AERA), are often asked to evaluate failures of engines, parts, and pieces during a phone call. Today, we can get images thanks to cell phones, but that is a pretty recent change. Before, it was often deducing what someone was trying to convey by drawing a mental image based on failures that we had been exposed to at some point. For that reason, and because you can't always get “the whole picture” in photos alone, AERA created the Engine Component Failure Analysis Manual for association members. The manual is a combined effort of many expert engine machinists, engine parts manufacturers, and technical advisors in the engine repair industry.

### LET'S TALK ABOUT PISTONS

The most common part that AERA receives questions about is pistons. It's no secret that the piston shares a great deal of information about the engine's health. However, the ability to read its signs is key to resolving problems and protecting your shop and the end user from future failures. Sometimes the changes are out of your control, but if you can educate the end user, you might influence changes that alleviate the failure.

The two most common piston failures in a newly installed engine are four corner scuffing or skirt seizure due to overheating. In either case, the engine rebuilder usually gets a complaint that they did not provide



Another common piston failure is skirt seizure due to overheating, as shown here. Engine rebuilders usually receive complaints that there wasn't enough piston-to-wall clearance in these instances, but that might not always be accurate.

enough piston-to-wall clearance, but that's not always correct, as shown by the following points.

### REASONS BEHIND FOUR CORNER SCUFFING

Indications of very high operating temperatures can include:

- Heavy loading of the engine before reaching normal operating temperatures
- Coolant system defects cause a stuck thermostat
- Adding coolant to a hot engine, mainly upon initial start-up
- Non-lubricated wrist pin upon initial assembly
- Engine overheating from abnormal combustion
- Insufficient wrist pin clearance
- Improper air bleeding of the cooling system—use vacuum coolant fill methods

### EVIDENCE OF SKIRT SEIZURE DUE TO OVERHEATING

- Severe scuffing on the piston skirt

The most common piston failure in a newly installed engine is typically defined as four corner scuffing, which is seen here.



- Deep gouges on the skirts where the material is pulled out and transferred to the cylinder walls
- As damage progresses, scuffing can be transferred up into the ring lands
- Contact may be heaviest over the skirt struts due to uneven expansion of the piston

Some root causes of skirt seizure due to overheating include an excessively high engine operating temperature for an extended period of time; a cooling system failure because the system was not completely filled; or there was a thermostat malfunction, faulty water pump, cooling fan malfunction, belt slip or break, or related failures; or an oil film breakdown due to high engine cooling temperatures.

## WHAT IS LOW SPEED PRE-IGNITION?

A more recent phenomenon in the world of engine failures is the return of pre-ignition failures. Pre-ignition failures were not completely gone, but the engine management systems have drastically reduced the frequency and breadth of failures. Now that we have many manufacturers building Gas Direct Injected (GDI) engines, there has been an uptick in the failures defined as pre-ignition.

Low Speed Pre-Ignition (LSPI) will take place when the temperature triggers an ignition of volatile chemicals within the combustion chamber. The most likely cause for an LSPI failure is using an incorrect additive blend for the engine type. In these instances, it is advised that the builder reviews the certification label on the bottle of oil or consults the dealer service.

As stated earlier, AERA has a Failure Analysis Manual with 240 pages of engine component failure examples focused on the



Low Speed Pre-Ignition (LSPI) is a relatively new phenomenon in gasoline/petrol piston failures. Seen here are the results of an LSPI failure in a 3.5 liter Ecoboost.

cause-and-effect relationships. In addition, there are pictures, definitions, technical data, the nomenclature of components, and a list of contributors.

If you keep having engine components fail, or if you find the topic interesting and want to ensure your shop's reputation, take advantage of the Failure Analysis seminar at the 2022 Performance Racing Industry (PRI) Trade Show. There will be a panel of experts representing piston design, bearing design, valvetrain, balancing, and more. You can even bring some parts that you have in question, and we can all learn and share together. See you there! **PRI**

*Chuck Lynch is the Director of Technical Services for the AERA Engine Builders Association based in Cary, Illinois. Lynch is well known in the engine rebuilding community and holds vast knowledge of the industry and the rebuilding process, having prior experience with Jasper Engines & Transmissions, Rottler Manufacturing, MAHLE, and the US Marine Corps.*

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Visit PRI Booth 5761

# ADVOCACY CORNER

Tracking legal, legislative, and regulatory developments impacting the racing and performance industry.

Edited by Laura Pitts

PRI's advocacy team work continuously to protect and boost tracks, sanctioning bodies, and motorsports businesses around the nation. This month, we are tracking several initiatives, including NHRA's Antron Brown support for the Recognizing the Protection of Motorsports (RPM) Act, a "win" for race teams in Pennsylvania, the REPAIR Act, and more.

## NHRA CHAMPION ANTRON BROWN WARNS CONGRESS THAT MOTORSPORTS IS AT RISK

Just days after winning the prestigious NHRA US Nationals in Indianapolis, Indiana, Antron Brown was in Washington, DC, to urge Congress to pass the PRI-supported RPM Act. The three-time Top Fuel world champion, who began his racing career building cars with his family nearly 40 years ago, shared stories about the need to protect grassroots racing and tens of thousands of jobs in the industry.

"Racing is much more than just a pastime for me," said Brown. "I have countless fond childhood memories and have learned many life lessons at the race track. I have built a life on the track and am building a business through AB Motorsports. I feel strongly that we must keep the path to entry into motorsports accessible to future racers."

Brown explained that for amateur racers, modifying production vehicles is the only cost-effective way to get into racing. He testified that the converted motorcycle that he began racing cost about \$5,000; a purpose-built vehicle would have been 10 times that amount.



Antron Brown

"Americans all over the country enjoy the hobby of modifying vehicles into race cars," said US Senator Shelley Moore Capito (R-WV), Ranking Member of the Senate Committee on Environment and Public Works. "The bipartisan RPM Act would clarify that vehicles to be used

solely for competition are not to be treated like the cars that drive on our nation's roads. This legislation would ensure small businesses that help hobbyists who transition vehicles into race cars, which are not driven on the roads, are not unfairly punished or targeted through EPA enforcement."

Ranking Member Capito is among the 31 bipartisan co-sponsors of the RPM Act. First introduced in 2016, the bill would enshrine in Federal law that it is legal to modify street vehicles into dedicated race cars.

This practice had gone unquestioned until 2015 when the Environmental Protection Agency (EPA) issued a draft ruling stating that it is not legal to convert production vehicles into dedicated race vehicles. Although the ruling was never finalized, the EPA maintains its position that such conversions are not legal and continues to enforce against the production and sale of high-performance parts.

Brown emphasized that the RPM Act is focused solely on dedicated race vehicles trailered to and from the race track. Opponents to the RPM Act acknowledged during the Senate hearing that such vehicles do not have a meaningful impact on the environment.

SaveOurRacecars.com has resources to help identify and contact the appropriate policymakers about the RPM Act.

## PENNSYLVANIA SIGNS INTO LAW BILL TO CREATE EXEMPTION FOR MOTORSPORTS TRAILERS

Pennsylvania Governor Tom Wolf has signed into law PRI-supported legislation (S.B. 1171) to create an exemption for motor vehicles (or a motor vehicle combination) from perceived "commercial" activity provided that it is being used to transport another vehicle to or from an amateur competitive or racing event, whether or not the owner displays sponsorship markings.

Additional provisions include ensuring the vehicle must not exceed 26,001 pounds, cannot be carrying hazardous materials, and must not be designed to transport 16 or more people.

Congratulations and thank you to those who supported this effort!

## ASK YOUR US REP. TO SUPPORT THE REPAIR ACT, PROTECT YOUR RIGHT TO MODIFY

PRI needs your help to pass the Right to Equitable and Professional Auto Industry Repair (REPAIR) Act, H.R. 6570, a bipartisan bill in the US House of Representatives that would ensure automotive and motorsports professionals have access to vital

information, such as tools, equipment, schematics, software, and more needed to repair and maintain vehicles.

The REPAIR Act is designed to:

- Protect consumer access to independent repair and maintenance by allowing vehicle owners to securely share their vehicle's repair and maintenance data.
- Enshrine into law enthusiasts' ability to modify their vehicles by prohibiting manufacturers from imposing technological or legal barriers that block aftermarket parts manufacturers from accessing critical information and tools necessary to develop products that are interoperable with emerging vehicle technology.
- Establish the right for aftermarket businesses and independent repair shops to access critical information, tools, and equipment needed to maintain and improve the performance of vehicles.
- Require companies producing vehicles equipped with telematics (wireless transmission of data) to make available to aftermarket manufacturers and repair facilities any critical repair information and tools at a fair and reasonable cost.

Don't wait—contact lawmakers in just a few clicks by visiting [p2a.co/GVF2GbH](http://p2a.co/GVF2GbH).

**CALIFORNIA GOVERNOR VETOES MANUFACTURING EQUIPMENT SALES TAX EXEMPTION BILL**

California Governor Gavin Newsom has vetoed a PRI- and SEMA-supported bill (AB 1951) that would have provided a full sales and use tax exemption for the purchase of manufacturing and research and development (R&D) equipment not exceeding \$200 million.

The vetoed exemption would have changed the current, narrowly applied exemption, and would have helped on improving cost competitiveness to spur investment in California. Accounting for both local and state taxes, California's ranks among the highest tax rates in the country.

California manufacturers are encouraged to reach out to state lawmakers to reintroduce the bill in 2023. Visit [p2a.co/lz0l1ki](http://p2a.co/lz0l1ki) to look up your local reps or contact Christian Robinson at [christianr@sema.org](mailto:christianr@sema.org). **PRI**

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# INDUSTRY NEWS

## TONY STEWART TO HEADLINE 2022 PRI TRADE SHOW'S GRAND OPENING BREAKFAST

Three-time NASCAR Cup Series champion and multi-team owner Tony Stewart will kick off the three biggest business days in motorsports as the headline guest at Performance Racing Industry's (PRI) annual Grand Opening Breakfast, Thursday, December 8, 2022, in Indianapolis, Indiana.

The Breakfast is an annual tradition for thousands of motorsports professionals from all over the world. Taking place the morning of the first day of the PRI Trade Show, it symbolizes the official opening of the event.

With SPEED SPORT's Ralph Sheheen joining Stewart on stage, the two will engage in a casual, talk-show style interview that is sure to entertain and inspire.

"Tony Stewart's passion and drive is going to add a great deal of energy to an already iconic event," said Dr. Jamie Meyer, PRI president. "With Ralph Sheheen conducting the interview, we know the conversation is going to be top-class."

From racing karts at an early age to being the first to win all three USAC titles (Silver Crown, sprint car, and midget) in the same season in 1995, to earning the IndyCar Series title in 1997, and clinching three NASCAR Cup driver championships, plus being named to the IMS Hall of Fame, Stewart is among the industry's most celebrated competitors.

Doors to the Grand Opening Breakfast open at 7:00 a.m., and the program begins at 8:00 a.m. All PRI attendees are invited to the Breakfast free of charge, but guests are advised to arrive early, as seating is available on a first-come, first-served basis.



Tony Stewart



Ralph Sheheen

positions in the racing industry, including as a senior account executive, ticket consultant for NASCAR, and an account executive for Phoenix Raceway. She also held positions with ClubCorp's Skyline Club Indianapolis, Pacers Sports & Entertainment, Tampa Bay Rowdies, and more.

"Jillian's experience with NASCAR, Phoenix Raceway, and in the sports and entertainment field makes her a great addition for PRI, its exhibitors, and its members," said Dr. Meyer.



Jillian Hoy

## ORGANIZERS LAUNCH ALL-NEW WORLD DRAG RACING ALLIANCE

Businessman Don Scott—the former partner at Central Illinois Dragway in Havana, Illinois—has announced the new World Drag Racing Alliance (WDRA) sanctioning body for drag racing.

Scott Gardner, the multi-track owner and former president of the International Hot Rod Association (IHRA) from 2013 to 2016, will serve as a consultant. A Track Advisory Council has also been formed to assist in the support of this grassroots sanctioning body.

The WDRA will host the Sportsman Drag Racing Series for bracket racers competing at WDRA member tracks in 2023.

## USAC, NASCAR ANNOUNCE NEW PARTNERSHIP IN YOUTH RACING

USAC and NASCAR have teamed up to form the NASCAR Youth Series, which will debut as the quarter midget series brand starting in 2023. This new series will be recognized as a NASCAR Regional Series and will utilize single cylinder engines manufactured by Honda and Briggs & Stratton.

The NASCAR Youth Series' nine-race national championship schedule will be

## PRI ANNOUNCES PROMOTION, ADDS EXECUTIVE ASSISTANT

Performance Racing Industry (PRI) has announced the promotion of Erika Stafford from executive assistant to trade show and events specialist.

In her new position, Stafford will focus on supervising and coordinating events and activations for the PRI Trade Show in downtown Indianapolis, Indiana. She will also help manage special events at the PRI Membership headquarters in Speedway near Indianapolis.

"Erika's appointment is a massive benefit to the PRI Show—not to mention its exhibitors and tens of thousands of attendees. As our specialist based out of our Indy office, she will have immediate



Erika Stafford

access to our Show vendors and nearby members," said PRI Trade Show Director Karin Davidson. "Erika has a wealth of events knowledge, and I know she will help elevate this year's PRI Trade Show to be the best one yet."

Stafford had previously served as the executive assistant to PRI President Dr. Jamie Meyer since October 2021. Prior to her time with PRI, Stafford worked as a team coordinator for ERA Motorsport/IMSA; a driver assistant for CK Motorsports; an executive assistant for Harding Steinbrenner Racing; a Health and Physical Education teacher for Perry Township Schools; a customer service representative for Indianapolis Motor Speedway; and as a director of development for the Special Olympics.

Jillian Hoy, meantime, has been named PRI's new executive assistant. In this role, Hoy will help Dr. Meyer oversee the PRI Trade Show, PRI Membership, and PRI's advocacy arm.

Before joining PRI, Hoy held various

comprised of seven pavement and two dirt races at temporarily constructed race tracks. It will open at Auto Club Speedway in Fontana, California, and close at Charlotte Motor Speedway in Charlotte, North Carolina.

**FIA APPOINTS FIRST-EVER CEO**

The Fédération Internationale de l'Automobile (FIA)—the international motorsports association based in Paris, France—has appointed US-born Natalie Robyn as its first-ever CEO. She will be responsible for “the successful operation and financial performance of an integrated and aligned FIA administration, as well as driving the overall strategy to deliver the leadership’s vision of reform the Federation,” officials from the FIA stated in a release.

Robyn, an international executive, has over 15 years of experience in both the automotive and financial sectors. Prior, Robyn held a variety of senior management positions at Volvo, Nissan, and Mercedes-Benz Group AG, formerly named DaimlerChrysler.

**NEW PROPERTY OWNER FOR SOUTHERN CALIFORNIA'S IRWINDALE SPEEDWAY**

The 63-acre property that houses Southern California’s Irwindale Speedway & Events Center (IS&EC) has been purchased by the IDS Real Estate Group.

Home to both Irwindale Speedway and Irwindale Dragstrip, the property at 500 Speedway Drive has been leased by IS&EC since 2018, according to Speedway President Tim Huddleston.

“The feedback and support we have received from [IDS] throughout the process has been great,” Huddleston said, “and we look forward to our continued operation of the Irwindale Speedway and Irwindale Dragstrip for years to come.”

**MEYER DISTRIBUTING ACQUIRES P&E DISTRIBUTORS**

Meyer Distributing—the automotive specialty products marketing and distribution

provider based in Jasper, Indiana—has acquired Performance & Electronics (P&E) Distributors headquartered in Goodlettsville, Tennessee.

P&E, a family-owned and operated business for over 55 years, is the distributor of wholesale automotive aftermarket accessories and a two-time SEMA Warehouse Distributor of the Year.

In addition, Meyer Distributing has also announced a new Albany, New York, location. The cross-dock will have a direct, next-day feed from Meyer’s East Hanover, New Jersey, distribution hub.

**MAHLE SUPERVISORY BOARD APPOINTS NEW CEO, CFO**

The MAHLE Supervisory Board has announced two new positions for the Group Management Board.

Arnd Franz will become CEO and chairman of the management board of the MAHLE Group. Franz, who holds a degree in business administration, has been the CEO of LKQ Europe GmbH, Zug (Switzerland) since 2019, and is now returning to MAHLE, where he had previously worked for 18 years. Franz will take up his position as CEO on November 1.

Michael Frick, a long-standing member of the Group Management Board responsible for Finance (CFO), is leaving the company on his own accord and resigning on November 1. His successor is Markus Kapaun, who has worked for the Group for almost 20 years, most recently as VP of Finance and Accounting Europe.

**LKQ CORPORATION ANNOUNCES NEW LEADERSHIP APPOINTMENTS**

LKQ Corporation—the Chicago, Illinois-based provider of specialty automotive parts and the parent company of Keystone Automotive—has announced new leadership appointments.

Varun Laroyia, formerly executive vice president and chief financial officer, has been appointed as CEO and managing director of LKQ Europe. He succeeds Arnd Franz, who has joined MAHLE as CEO.

In addition, Rick Galloway has been appointed as LKQ’s senior vice president and CFO. He was formerly the CFO for LKQ’s Wholesale division, first joining in 2019.

**DALE EARNHARDT JR. ANNOUNCES SENIOR EXECUTIVE CHANGES**

Mooresville, North Carolina-based Dale Earnhardt Jr. has announced a series of executive-level promotions, the most significant being Kelley Earnhardt Miller’s appointment as CEO. Earnhardt Miller will oversee all Dale Jr. companies, including the Dale Jr. brand, JR Motorsports, Dirty Mo Media, DEJ Management, and The Dale Jr. Foundation.



Kelley Earnhardt Miller

In addition, the following appointments were announced:

Mike Davis has been named president and executive producer of Dirty Mo Media; Tony Mayhoff will expand his responsibilities to lead management of the Dale Jr. brand as vice president, Strategy and Development for DEJ Management; longtime motorsports licensor and marketer Joe Mattes has been promoted to senior vice president, Business and Strategy, for JR Motorsports; and LW Miller has been named senior vice president of Motorsports. He will continue to direct JRM’s competition department, as he has done since 2011.

**VP RACING FUELS NAMES KEVIN TEMPLE VICE PRESIDENT, BRANDED RETAIL**

VP Racing Fuels—the provider of racing, performance fuel products, and branded retail based in San Antonio, Texas—has announced Kevin Temple as its vice president, Branded Retail.

Most recently, Temple was the director of Business Development at Phillips.

Assuming the role of vice president of

Product Management is Ben Dolan. Dolan was most recently VP's vice president of Branded Retail.

### SHOPMONKEY NAMES NEW SENIOR VP OF MARKETING

Shopmonkey—the provider of cloud-based auto shop management software based in San Jose, California—has appointed Travis Bickham as its new senior vice president of Marketing.

Bickham's experience includes stints with The Economist, Fisher Investments, Tradeshift, Concord Worldwide, BirdEye, and, most recently, Latch. There, he served as the vice president of Marketing & Growth, where he oversaw demand generation, sales development, product marketing, and more.

### IHRA NAMES NEW DIRECTOR OF TRACK & RACER RELATIONS

The International Hot Rod Association (IHRA) in House Springs, Missouri, has named Paige Hamlin the IHRA director of Track & Racer Relations.

Hamlin, a graduate of the University of Texas-Arlington with a focus on marketing, has worked with several prominent promoters in the industry. She also serves as social media manager for Xtreme Raceway Park. She previously held a similar role with Drag Champ to help spotlight the sportsman racer.

### ATTICA RACEWAY PARK (OH) ANNOUNCES NEW DIRECTOR OF OPERATIONS

Attica Raceway Park—the 1/3-mile banked clay oval located on fairgrounds in Attica, Ohio—has announced Andrew Morfier as its new director of Operations. He replaces Rex LeJeune, who retires after 40 years in the racing industry.

Morfier began his time at Attica in 2006, working in the front office before being promoted to assistant flagman in 2009, and later to head flagman in 2014.

Brandon Bliss will take over flag duties for the remainder of the 2022 season.

### BRAD WHITFIELD NAMED PROMOTER AT CENTRAL ARIZONA RACEWAY

Officials from Central Arizona Raceway—the 3/8-mile dirt track based in Casa Grande, Arizona, formerly known as Central Arizona Speedway—have announced Brad Whitfield as its new promoter. The facility, which sits on the Pinal County Fairgrounds, regularly hosts IMCA Modifieds/Sport Mods, IMCA Stocks, ASCS, and more.

Whitfield has signed a five-year lease to run the facility after the previous promoter decided not to renew the contract. He is also the current promoter at Cocopah Speedway in Yuma, Arizona.

### PROFFITT FAMILY TO PROMOTE VOLUNTEER SPEEDWAY (KY) IN 2023

Barry Proffitt of Isom, Kentucky, his son Josh, and the Proffitt family will promote weekly racing in 2023 at Volunteer Speedway, the 4/10-mile dirt track located in Bulls Gap, Tennessee.

Barry has previously served as the promoter of Thunder Ridge Raceway in Prestonsburg, Kentucky. Following a decade at Thunder Ridge Raceway, Barry took over operations at Mountain Motorsports Park in Isom, where he promoted racing from 2000–2006.

He later built Lucky 7 Raceway in Whitesburg, which opened in 2008. He promoted racing there through 2011. Barry and the Proffitt family then operated Mountain Motorsports Park in Whitesburg from 2020–2022.

### KNOXVILLE RACEWAY (IA) NAMES JASON REED GENERAL MANAGER

Officials from Knoxville Raceway—the 1/2-mile dirt oval in Knoxville, Iowa—have announced that former Marion County Fair Board President Jason Reed has been named general manager. Reed, a lifelong Marion County resident, comes to Knoxville following an 18-year stint with 3M Corporation and has served in multiple capacities on both the Marion County Fair Board and the board's executive committee.

### LINCOLN ELECTRIC ANNOUNCES NEW ROLE FOR PETER M. PLETCHER

Lincoln Electric—the manufacturer of welding components based in Cleveland, Ohio—has announced that Senior Vice President, President International Peter M. Pletcher will now oversee the company's businesses in the Middle East, Africa, and the Asia Pacific regions.

This is in addition to his current responsibility for operations in Europe, Turkey, and the Commonwealth of Independent States (CIS) region.

Pletcher succeeds Steve Hedlund, who was recently promoted to executive vice president, chief operating officer.

### HENNESSEY APPOINTS MICHAEL HARLEY AS VP OF MARKETING AND COMMUNICATIONS

Hennessey Performance, based in Sealy, Texas, has appointed Michael Harley as the company's new vice president of Marketing and Communications. In this role, he will oversee global marketing and communications at Hennessey Special Vehicles, Hennessey Performance (HPE) and Tuner School.

Harley previously held key roles at JD Power and Associates, Autoblog, AutoWeb, Autotrader, and Autobytel. He was most recently the executive editor at Kelley Blue Book.

### T. TAYLOR WARREN NAMED 2023 SQUIER-HALL AWARD RECIPIENT

T. Taylor Warren, whose famous photograph of the 1959 Daytona 500 finish helped determine the winner of the race, has been named the recipient of the 2023 Squier-Hall Award for NASCAR Media Excellence. He is the first photojournalist to win the prestigious award named after Ken Squier and Barney Hall, the first two recipients.

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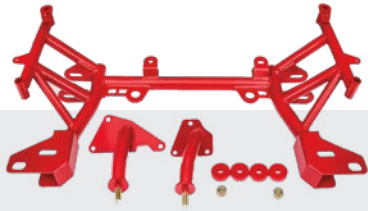


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# SOCIAL STATUS

A closer look at winning social media tips and strategies for PRI Trade Show exhibitors to maximize their presence before, during, and after the event.

As the PRI Trade Show approaches—it will be held December 8–10 in Indianapolis—it's important for exhibiting companies to understand how to promote their business through social marketing prior to, during, and after the Show.

**Tip #1: Promotion weeks prior to the PRI Show is a must!** Advanced marketing allows your followers who are attending the PRI Show to plan ahead and know where you're located and what you will be displaying. Posting to multiple accounts several times in the weeks leading up to the event will create greater awareness of your offerings and ideally draw more visitors to your booth.

Additionally, your entire following doesn't see every single post, so putting the message out multiple times in advance will ideally reach more of your audience.

PRI exhibitor Speedway Motors in Lincoln, Nebraska, which utilizes Instagram, Facebook, YouTube, TikTok, and Twitter platforms, promotes its presence at the PRI Show before, during, and after the event on social media by “creating photo and video

*“WHEN YOU FOLLOW US ON SOCIAL MEDIA, YOU CAN EXPECT TO SEE HAPPENINGS THROUGHOUT THE PRI SHOW, SO THOSE WHO ARE WATCHING AT HOME ARE ABLE TO EXPERIENCE IT FIRSTHAND.”*

content showcasing our new products, such as the LS Mock Up Engine Swap Dummy Block Kit,” explained Samantha Gerken. “Our goal is to capture high-quality content before the Show that best highlights our products and that we can use during the Show and beyond.

“For example, our Premium Lightweight Quick Change Gear Sets won a 2021 Featured Product Award, and we used

content created before and during the Show to continue to promote our award-winning product long term,” she added. “When you follow us on social media, you can expect to see happenings throughout the PRI Show, so those who are watching at home are able to experience it firsthand.”

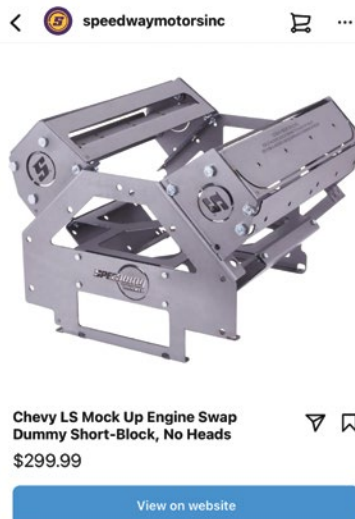
**Tip #2: Get creative!** Currently, video is dominating social media. Various platforms are putting greater emphasis on it, so find imaginative ways to create video content that highlights your presence at the PRI Trade Show, even if it's iPhone footage. It never hurts to throw some still images in the mix as well for a nice combination of video and imagery.

But once again, get creative with your content. For instance, instead of posting a plain product image, snap a shot of that product installed in a race engine. Or capture a video of that product actually being installed. The more exciting the image or video, the more potential engagement you will receive, which could ultimately bring more visitors to your booth to check out the product in person.

“We like to use a combination of both photo and video, using what best fits the type of content we would like to highlight and platform for that post,” Gerken explained. “Every social channel has its own focus, and you can expect to see different types of content on each.”

**Tip #3: Giveaways!** “We like to promote any in-booth giveaways and promotions to drive traffic to our booth when we have them. This year, we plan to have small swag items in our booth #3701,” Gerken told us.

Several other exhibitors conduct giveaways as well as a means to drive traffic to their booths. Promote ahead of time that you will be raffling off products, offering swag, etc. to draw a crowd to your exhibit. When attendees come to grab the freebies, they will also see what products you've got displayed. **PRI**



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