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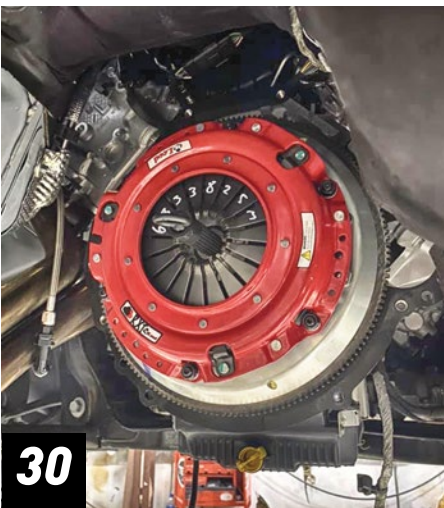
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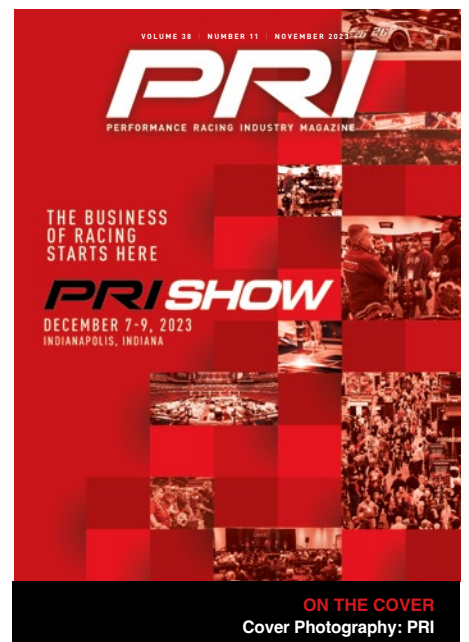
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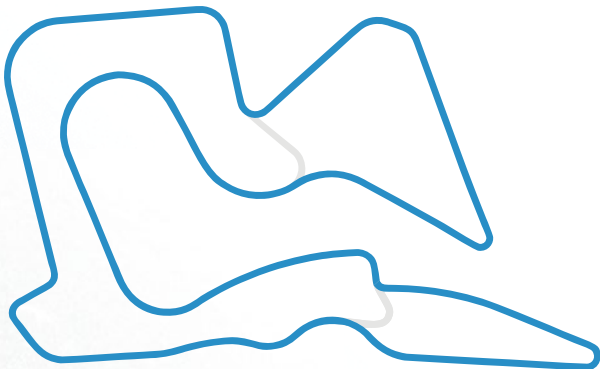
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As chief experience officer, Jessica Fickenscher's role is to see the sport through the fans' eyes. So she makes sure that everyone has a good time at Speedway Motorsports' facilities, and that's good business.





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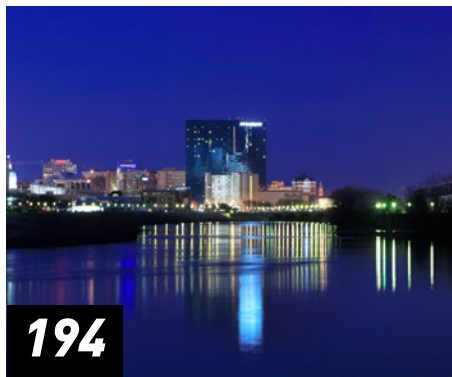
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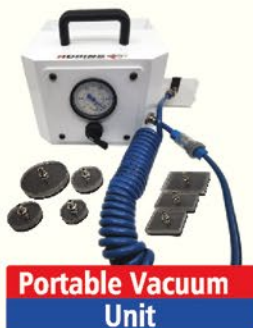


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RUBI SURF 1.9 SMART Automatic

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SCAN TO WATCH RUBI SURF 1.6M cnc Video

FROM THE EXECUTIVE EDITOR

"It's the most wonderful time of the year" may bring visions of the upcoming holidays or parents gleefully skipping through an office supply store pushing a basket full of school items while children are sulking behind as they prepare for the upcoming school season.

To me, December is definitely "the most wonderful time of the year," as the racing industry gathers in Indianapolis for the PRI Show, December 7-9. While the race season winds down, the racing business opportunities ramp up in Indianapolis. Orders for new product lines or equipment are placed, cutting-edge technology is unveiled, networking opportunities abound, all while relationships with friends who we may only see once a year are renewed.

With more than 1,000 exhibitors packing the Indiana Convention Center and Lucas Oil Stadium, thousands of products to preview, 40-plus education and exhibitor seminars, ancillary events such as RTBC and others, how will you fit everything into those three days?

This November edition of PRI Magazine was carefully crafted to act as your official Guide to the PRI Show! Included you will find a schedule of events, a list of both the PRI Education and exhibitor-sponsored seminars, plus details about new events that we are pleased to bring you.

We don't hold back on fresh events and activations at this year's event. Before the PRI Show even starts, engine builders will be interested in attending the AERA - Engine Professional Industry Conference, presented by Motor State on Wednesday, December 6. Once the Show opens on Thursday, head over to Lucas Oil Stadium for the Ekarting Classic, presented by Top Kart USA, and the Esports Arena, presented by SRO Motorsports Group. Plus, don't miss the PRI Paddock & Podcast Studio in the Yellow Hall Lobby in the Capitol Cube.

Let's not overlook all the features that make the PRI Show so special. Kicking off



MEREDITH KAPLAN BURNS
meredithb@performanceracing.com

this year's Grand Opening Breakfast is Indy 500 winner Tony Kanaan, who will be joined onstage with Speed Sport's Ralph Sheheen. Doors open to the Sagamore Ballroom in the Indiana Convention Center at 7 a.m. on Thursday, December 7. Tony will be hanging out at PRI for the day as he will join fellow racer Daniel Morad and Advanced SimRacing's Marc-André Ladouceur to discuss "Racing Simulation as a Training Tool for Motorsports" on Thursday at 11 a.m. on the SRO Stage in the Esports Arena of the Lucas Oil Stadium.

When you are walking the Show floor, stay updated with all the latest information about the PRI Show by logging in to your Show Planner either at pri2023.mapyourshow.com or by using the PRI App. You can quickly search for products or exhibitors, see all the Show events and the floor plan. If you want to know if Tom Shay, Alex Striler, or Jennifer Cario will be back this year to share their expertise (good news: they will!), you can view the names of all the seminar speakers. You can locate different Show activations, such as Hot Rodders of Tomorrow, Featured Products Showcase (in its new location at the ICC Capitol Connector), or even where the Street Outlaws will be corralled (or attempt to be) this year, all by using the App.

So, let's make the most of our time at the PRI Show. I'm looking forward to seeing you there! **PRI**

PRI

M A G A Z I N E

GENERAL MANAGER
Jim Liaw

EDITORIAL

EDITORIAL DIRECTOR
Jason Mulrone

EXECUTIVE EDITOR
Meredith Kaplan Burns

**SENIOR EDITOR /
SOCIAL MEDIA MANAGER**
Christen D'Alessandro

CONTENT EDITOR - DIGITAL
Laura Pitts

COORDINATING EDITOR
Jack Haworth

CONTRIBUTORS
David Bellm, David Cardley, Dana Ford, Drew Hardin,
Bradley Iger, John F. Katz, Jim Koscs, Mike Magda,
Jason Sands, Steve Statham, Jeff Zurschmeide

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Janet Lee

ART

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GRAPHIC DESIGNERS
John Cabral
Jeffrey Chhan

PHOTOGRAPHERS

Michael Allio, Jerry Andre/LAT Images, James J. Black,
Meredith Kaplan Burns, Mike Campbell,
Christen D'Alessandro, Gdawg803 Automotive Media,
Harold Hinson, Chris Jones, John Lee,
Los Violentos Racing Photography, Motorsport Images,
Karl Zemlin

ACCOUNTING

PAYABLES
Lily Huang

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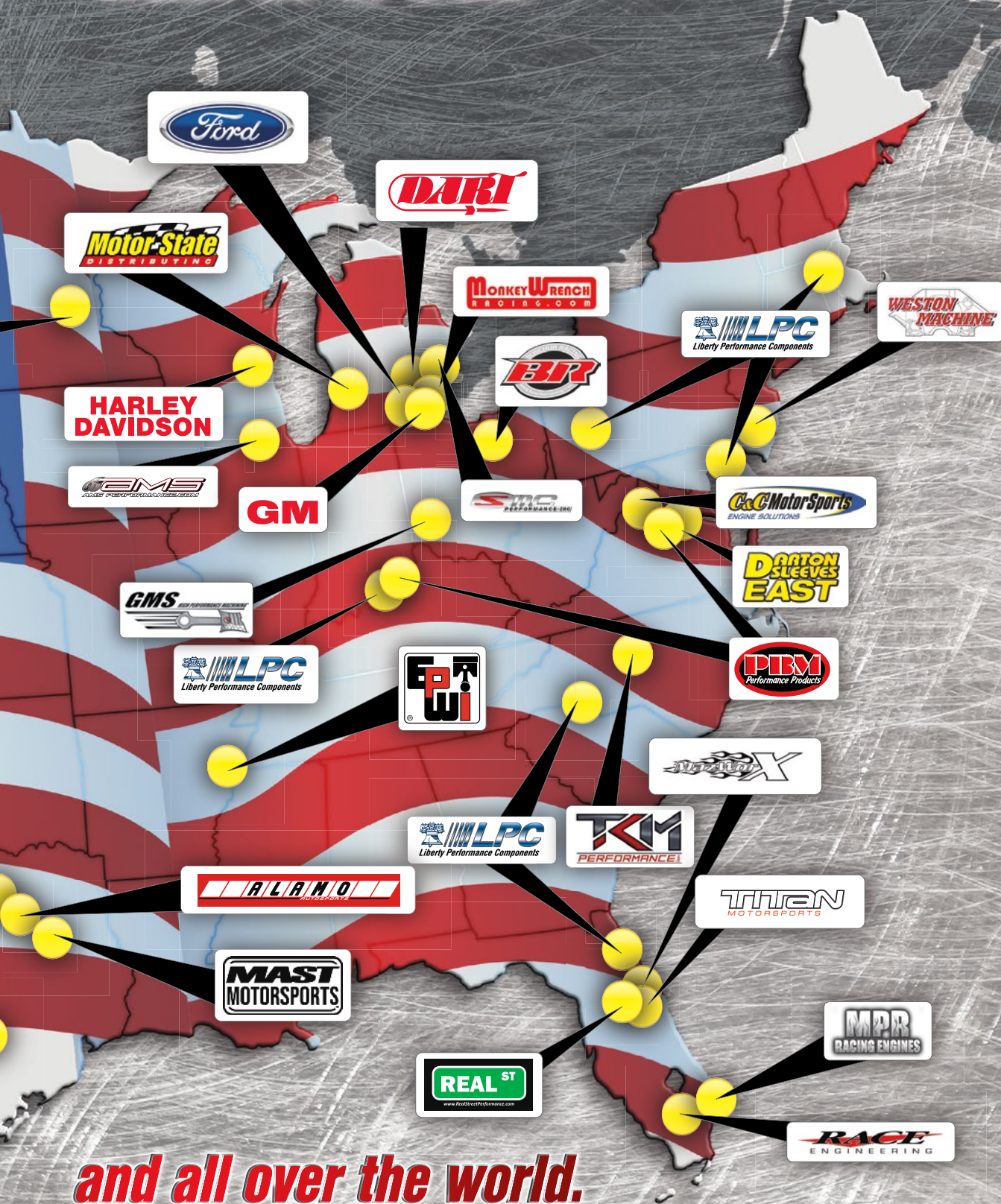
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• **Stage 1 NSR/NTR (405-201-17)** — This cam utilizes the full phaser sweep for excellent mileage and optimized performance, without compromising durability. It requires no adjustment to the factory cam phasing or ignition timing without the need for a limiter. However, minimal ECU tuning may be required to meet the maximum potential. Testing with an optimized tune resulted in over 60 HP and 15 LB-FT over stock.

• **Stage 2 NSR (405-203-17)** — This cam was developed in conjunction with the Edelbrock XTS sheet metal intake manifold to offer maximum torque in the low- to mid-range for heavy vehicles and towing. It requires a phaser limiter (# 5473). Testing with the 5473 Phaser Limiter Kit resulted in 75-plus HP over stock.

• **Stage 3 (405-205-17)** — For the best all-around performance, this camshaft is designed for crate engines and engine swaps into lighter cars or trucks. Awesome power can be expected from 3,000 to 6,500 RPM with the valve spring kit (#7230GCS-KIT) and a phaser limiter or lock (#5474, #5475). Testing with the 5473 Phaser Limiter kit resulted in approximately 100 HP and 25 LB-FT over stock.



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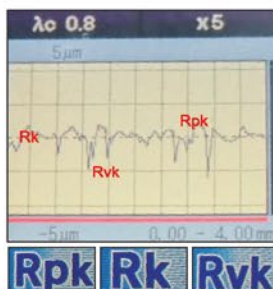
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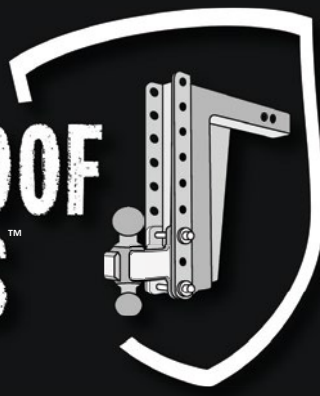
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ASK THE EXPERTS

WARRANTY CLAIMS AND RETURNS

There's the fine print. And then there's reality.

By Drew Hardin

Most product warranties in the performance automotive space are pretty clear when it comes to racing. According to the fine print (these days often found on a company's website), parts may be warrantied against defects in material and workmanship for anywhere from 90 days to as long as the purchaser owns the vehicle. That warranty will disappear, however, if the product is installed on what companies refer to as "vehicles used for racing or competition purposes."

The reality, though, can actually be more forgiving.

"Our standard warranty is one year," said Mike Buca of Design Engineering, Inc. (DEI), Avon Lake, Ohio. "We just took it to two years on our new Gen 3 Titanium & Onyx Turbo Shields. However, we like to work with our customers. We don't try to be hard-nosed about the warranty. It's on a one-on-one, case-by-case basis, but we stand behind the stuff." He pointed out that the thermal protection products DEI makes "are a consumable and only last for so long. So one of the things we'll look at is how long the customer had it. If a guy calls us and has had a thermal shield on his car for four years, and it's starting to show its age, that's not a warranty issue, that's more a lifespan issue."

"We always want to help people out. We don't usually just turn our backs on people," explained Frank Thibodeau of Moroso Performance Products, Guilford, Connecticut. "Even if it's an old part, we usually will try to help you out, whether we



repair it for a small amount of money or sell you a new one at a lower price."

"With a race car part or a high-performance part, things happen," said JC Beattie Jr. of ATI Performance Products, Baltimore, Maryland. "We're willing to work with people because we have these projects, and we race, too. We are also a family-owned business. We make it all here, and it's good stuff. Very seldom do you get a flat-out 'No, too bad' from us."

"And sometimes we have an answer for you," Beattie added. "Maybe we've heard about this problem before. We know what caused it. So some people are chasing a problem that's not ours, and we send them in the right direction."

Reggie Wynn, sales and marketing manager for both Precision Turbo & Engine and Turbonetics, in Crown Point, Indiana, noted that his companies' products "are engineered and designed for racing. There are even turbos that are made to spec for various drag racing classes. So the beauty of our warranty is, racing doesn't void it. It's a one-year, no-fault, no-hassle, one-time, get-out-of-jail-free card."

"We don't turn our backs on people" when it comes to warranty returns, said Moroso's Frank Thibodeau. Even in a case like this, where a customer sent back a part that had been damaged during racing, "we will try to help, whether we repair it for a small amount of money or sell you a new one at a lower price."

As lenient as these companies can be, there are circumstances where customers do void the product warranties. ATI, for example, will void the warranty on a transmission if the wrong fluid is used or if the customer broke the lead seal on the pump bolts and opened the transmission.

All he asks is that "when you call in, be honest. That goes a long way. There have been times I've bent over backwards to help out guys who were completely honest with me and said, 'Hey, I messed this up. Is there anything you can do?'"

Beattie agreed. "Don't start the process with any manufacturer by saying, 'Hey, you guys screwed up.' Being quick with a snap judgment starts everything off on the wrong foot. We're all human. We all make mistakes, but we try to limit that as best we can."

VOIDING THE WARRANTY

As lenient as these companies can be, there are circumstances where customers do void the product warranties. For example, ATI clearly states on its website that the use of hydraulic fluid instead of red ATF will void the transmission's warranty. "Hydraulic fluid is not made to get sheared in a torque converter or run at the pressures or the rpm it does," Beattie said. ATI



also uses a lead seal on two pump bolts in its transmissions, "so if the pump bolts were taken out and the transmission came apart, the warranty is voided."

"Most of the time, when you try to fix it yourself first, that'll void the warranty," confirmed Thibodeau. "Contact the manufacturer, or contact the person you bought it from, and get the process started to get the product back."

"Typically, the issues we run into are when something's been abused, like a turbo shield that's been modified or cut," said Buca. "We occasionally get calls where a guy says, 'This turbo shield caught fire.' They'll send us pictures, and we can see it's just totally soaked in oil, like there's a leaking valve cover or oil line. The shield is made of materials that absolutely won't burn, but if you get fluid on it, that fluid will burn. We can't control that."

And then there are the "catastrophic failures that weren't caused by the product

that you're having the warranty issue with," noted Thibodeau. "We do get this occasionally where a customer has an engine explosion, and a pan or a dry sump pump will get damaged. That wouldn't be a warranty situation, even if it was within 90 days of purchase. You're not going to send the oil pan back and say, 'A rod went through the side of the pan.' We didn't build the motor, so it doesn't really have anything to do with that side of it."

Ultimately, no matter the circumstances, honest conversation with the manufacturer is the best way to resolve warranty issues.

"Sometimes, if we're holding steady that it's not under warranty, the customer will open up and start to explain what happened, and then life gets a lot easier for everybody," Beattie said. "Everybody can get educated, and you're not just pointing the finger. Everybody has to have a little responsibility in this deal. It's not easy for the manufacturer. We're not here just collecting

money. We're in the shop making parts, putting things together, sweating over them. We're out racing with our race cars and guys who we sponsor and work with. We're never trying to screw somebody. There's a two-way street on a lot of this." **PRI**

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atiracing.com

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designengineering.com

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precisionturbo.net

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STOP DOING THAT...DO THIS INSTEAD

SAFETY EQUIPMENT MAINTENANCE

Industry experts offer some best practices that will keep racers' safety gear up to snuff.

By Bradley Iger

The annual lull between race seasons is a prime opportunity to look over safety gear, give it a sprucing up if needed, and get it tucked away properly. While cleaning, inspecting, and storing the car is a fairly straightforward proposition, safety equipment can require a more nuanced approach.

"One of the biggest issues we run into—particularly when it comes to Nomex-related safety gear—is damage created by improper care," said Ben O'Connor of Impact Racing, Indianapolis, Indiana. "You have to be really careful with that type of equipment for a number of different reasons, but at the end of the day, it's about ensuring that it will still do its job if it is needed."

HELMETS

Regularly cleaning the outside

shell of a helmet is important maintenance not only for aesthetics, but because it allows the opportunity to inspect the shell for any signs of cracking or deep scratches that might compromise its effectiveness in the event of a crash. Since the shell is painted, typical non-abrasive automotive cleaning agents or just a damp cloth with mild soap will get the job done, but the shield may be a different story.

"You don't want to use anything like glass cleaner, or anything with ammonia, on the shield," said O'Connor. "If the shield has a tint or other treatments, those could ruin the finish. There are cleaners available on the market that are designed specifically for cleaning shields like those."

Meanwhile JR Twedt of K1 Race Gear in Carlsbad, California, offered some suggestions on how

"ONE OF THE BIGGEST ISSUES WE RUN INTO—PARTICULARLY WHEN IT COMES TO NOMEX-RELATED SAFETY GEAR—IS DAMAGE CREATED BY IMPROPER CARE."

to keep the inside of the helmet in good shape. "The interior padding is critical for comfort and fit, and it can also affect the helmet's safety performance. Depending on the helmet's design, some padding may be removable and washable, which makes it easier to keep it clean and fresh. However, for helmets that have seen a lot of track time and have worn-out padding, some helmet manufacturers offer interior padding replacement for a nominal charge. This is a great budget-minded option to ensure that the helmet maintains its original level of comfort and fit, as well as continued protection for the racer on the track."

Twedt added that bad habits can lead to the premature degradation of a helmet, so it's important to be mindful of where it is stored. "Leaving a helmet in direct sunlight

Leaving a helmet in direct sunlight or near a hot engine can be harmful to the helmet, particularly its structure and overall performance, reported a safety equipment source. To protect the helmet, keep it secure in a cool location when not in use, especially during the hot summer months.





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or near a hot race car engine can have detrimental effects on the helmet's structure and overall performance. To prevent damage, always store the helmet in a cool, dry place, away from direct sunlight and extreme heat sources. And avoid leaving it in the car or trailer—especially on hot days.”

FIRE SUITS

O'Connor pointed out that regularly inspecting a fire suit should be a part of any racer's routine. “Inspect the zipper to make sure it's functioning correctly, and if you find any tears or rips, obviously those will need to be addressed. Depending on the manufacturer, they may offer a repair service. It's not something you want to take to a general tailor to have fixed because the threads are going to be specialized for a fire-rated suit. You also want to look for contamination—if something flammable got on the suit, it might need to be replaced, but it's possible that the issue could be resolved with a thorough cleaning.”

“REGULARLY INSPECTING THE HARNESS TO ENSURE IT REMAINS IN OPTIMAL CONDITION IS PARAMOUNT.”

Twedt advised that racers avoid wearing their fire suits while working on the car, and regularly washing them in a typical household washing machine is a good idea. “When washing the suit, choose a delicate or hand wash cycle in cold or warm water, making sure not to exceed 30 degrees Celsius (86 degrees Fahrenheit). This gentle cycle ensures your suit gets clean without causing any harm to the fabric. Before tossing it in the washing machine, make sure to fasten all zippers, buttons, and hook-and-loop closures, then turn the garment inside out to ensure the fabric and embroidery are not shredded by the hook side of the hook-and-loop closures.” After washing, the suit should be tumble dried on a low setting for a few minutes to remove any excess moisture,



then hung up to air dry.

O'Connor also recommends hanging the suit up afterward rather than cramming it into an equipment bag. “Treat it like a nice jacket or suit that you would wear in your everyday life. Store it in a climate-controlled environment. Using a garment bag isn't a bad idea, either.”

RACING HARNESES

Although a helmet may be the single most important product a driver wears, Twedt noted that racing harnesses are arguably the single most important race car safety item. “The helmet, the frontal-head restraint, and the racing harnesses work in unison to protect drivers during a crash. So regularly inspecting the harness to ensure it remains in optimal condition is paramount.”

During the inspection, racers should carefully examine the entire harness for any signs of wear, fraying, or damage. “Pay close attention to the webbing, buckles, and mounting points,” he said. “Look for any cuts, tears, or abrasions on the webbing, as well as any loose threads or stitching. Check the buckles for any signs of cracking or stress marks. Inspect the mounting points to ensure they are securely fastened and not showing any signs of deformation or damage.”

Latches and camlocks should also be checked for solid engagement and disengagement, along with any signs of damage. “Corrosion isn't really an issue with newer harnesses because of the coatings

that are used by most manufacturers, but dirt and other debris can get into camlock mechanisms and cause problems,” O'Connor explained. “That can usually be handled with a brush, or something along those lines.”

Don't use a product like glass cleaner, “or anything with ammonia, on the shield,” said Impact Racing's Ben O'Connor. “There are cleaners available on the market that are designed specifically for cleaning shields like those.”

If the harnesses need to be cleaned, O'Connor advised using a typical garden hose with a spray attachment, but he cautioned against leaving harnesses baking in the sun for extended periods of time. “When they're installed in the car, you want to keep the car in the garage or in the trailer rather than outside, if you can,” he said. “And if it has to be stored on an open-air trailer, at the very least you should put some covers or other protection on the seat to keep the sun off of them.” **PRI**

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impactraceproducts.com

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VISIT OUR BOOTH AT **PRI** #809

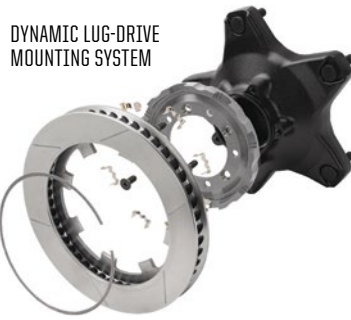


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EDITORS' CHOICE

This month's special edition highlights new motorsports-related products that will be on display in the PRI Show's Featured Products Showcase in its new Capitol Connector location, at the Georgia Street entrance to the Indiana Convention Center.

By Mike Magda

RAZOR MOTOSWEEP MOTORSPORT SWEEPING SYSTEM

FOD CONTROL CORP.

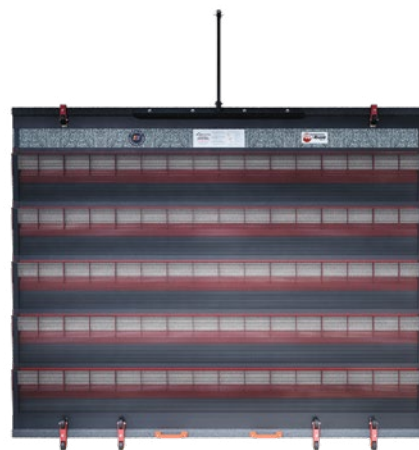
fodcontrol.com

Having provided sweeping solutions to military and civilian airports for more than 40 years, the FOD Control Corp. in Garland, Texas, is leveraging that technology to help keep racing surfaces free of debris. The FOD-Razor MotoSweep system is a fast, affordable method of eliminating debris from paved surfaces.

"When you tow a FOD-Razor friction sweeper across paved surfaces, a series of custom engineered narrow panels, covered with nylon bristles, latches onto debris, and pulls the debris underneath the panels with the sweeper as it moves," explained Pete MacGregor, adding that the debris is deflected up into a series of thermoplastic scoops where it can later be disposed.

MacGregor reported that there is a 95–98% capture rate in a single pass with the Razor. It's efficient with small debris, such as sand, the smallest washers, screws, and safety wire. It also works well on pit road to clean up lug nuts and other such hardware. However, it is not designed for "bouncing" objects, such as soda cans.

Up to three Razors can be pulled behind a single truck to increase the sweeping capacity. A single Razor can cover just over a million square feet an hour when towed at 25 mph. A Razor weighs around 60 pounds and can be rolled up for easy storage.



XS INTAKE MANIFOLD FOR LS3 ENGINES

PERFORMANCE DESIGN

performancedesign.com

AGM LS3 intake manifold is already designed for significant power, and to improve that design means changing the plenum size and runner lengths. However, room in the engine bay is very limited. That challenge sent the engineers at Performance Design (PD) in Auburn Hills, Michigan, to the drawing board to develop a fresh approach.

"We needed to build a manifold that fit within the constraints of a factory hood," Jason Harding pointed out. "The factory LS3 is hard to beat, so we moved the fuel rails into the plenum to package the runners we wanted."

Basically, PD designed three staggered runner lengths and positioned the runners exactly where it wanted to maximize power and torque. However, the plenum walls were in the way. So, PD simply moved the walls outward and pulled the billet fuel rails inside the plenum. Custom seals were engineered to accommodate all the connections, including allowing the electrical wires inside.

The intake is constructed from molded glass-reinforced nylon and burst tested to 86 psi.

"We picked up 8–10 horsepower in certain ranges over a stock LS," added Harding, noting that the intake will allow more aggressive cam and exhaust changes to boost power even more.



EQ HYBRID PERFORMANCE CNC-MACHINED CYLINDER HEAD FOR LS3

ENGINEQUEST

enginequest.com

Designed for LS3, L92, and LQ4 engines, the EQ Hybrid aluminum cylinder head from EngineQuest in North Las Vegas, Nevada, boasts LS7-style intake ports for those seeking performance without busting their wallets.

"The goal was to help budget builders produce a hot-rod engine that could be competitive in the mid-level brackets or just be a nice street-car upgrade," said Joe Cabral. "We started with the LS3 and introduced large LS7-type rectangular ports to that head."

These CNC-machined alloy heads can be used on six-bolt blocks and will accept standard LS3 valvetrain components. The heads feature a 15-degree valve angle, have 72cc combustion chambers, and sport 2.165/1.600 valve sizes. Intake runner volume is 269cc, and the exhaust runner volume is 100cc.

To accommodate the rectangular ports, changes had to be made to the rocker-arm support structure. The heads now have integrated rocker support towers that require LS7 rocker bolts; however, the heads accept standard LS3 1.7:1 rocker arms.

The heads are targeted for larger displacement blocks (6.0L, 6.2L, 7.0L, and 7.2L) with bore diameters of 4.000 inches or larger. Most intakes designed for LS7 applications will work with the EQ heads, including EFI and carbureted models from Chevy Performance, FiTech, Holley, and FAST.



MANGO II SET M

SHAVIV USA

shavivusa.com

Shaviv USA in Bolingbrook, Illinois, has been showing off its extensive line of deburring tools to NASCAR teams recently, and the response has been pretty much uniform.

"A lot of automotive guys don't know about them," said Nicholas Prohl. "They knew some of these tools existed, but not in the formats that Shaviv is making them. Everyone has seen a deburring tool, but there are a lot of different formats that we make."

Consider the Mango II M two-in-one set from Shaviv USA that deburrs holes, slots, and edges. PN 90094 features the popular Mango II handle along with the versatile M holder that supports both B and E blades. Multiple blades are included in the kit: B10, B20, B30, E100, E111, and E200. This kit can also be used with the classic handle that many veteran machinists prefer.

"It's the catch-all kit since it can hold both series of blades," added Prohl. "Anyone who picks up the M set basically future proofs themselves for any deburring tool that is developed."

The Mango II handle is well respected for its ergonomic design and comfort that affords the user excellent control and reduces fatigue. Both the B and E blades are made from high-speed steel to work with a broad range of materials.



MODEL 82-B DRILL SHARPENER

SERVICE PRECISION GRINDING

drill-grinder.com

The Model 82-B drill grinder from Service Precision Grinding is designed to sharpen right-hand drills from 1/16 to 1 1/2 inch, and the left-hand option will work with drill sizes 1/16 to 1/2 inch.

"With additional equipment, there are options to sharpen taps and reamers," explained Jess Lamphere, whose grandfather and uncle started the small Port Byron, New York, company in 1968. "It will also sharpen the end faces of end mills."

The Model 82-B is constructed from cast iron, aluminum, and steel. It weighs 50 pounds and sits on a footprint of 10x16 inches. The fully enclosed Baldor motor runs on 110 or 230 volts. It's designed to sharpen high-speed steel or carbide tooling. Racers will appreciate its precision and versatility.

"If you really want a drill to run on center, and if you want to drill the correct size instead of going oversize, then you need this product," said Lamphere. "Also, say it's Friday night and the car has to be ready to go on the trailer. You just burned up the last 1/4-inch drill bit. With the drill sharpener, it'll take only a minute or two to get back to work."

Engine builders also know that crankshafts are hard on drills. "With this grinder, you can customize the geometry of the drill point so that it will handle tough drilling much better," added Lamphere.



STRAIGHT-CUT DOG ENGAGEMENT GEARSET FOR TREMEC 6-SPEEDS

SPEEDTEK TRANSMISSION COMPONENTS

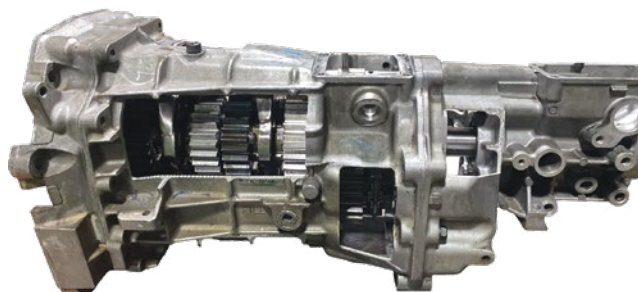
speedtekautoracing.com

This straight-cut gearset from Speedtek Transmission Components in Melbourne, Victoria, Australia, is designed for Tremec T56, TR6060, and Magnum six-speed transmissions, and is capable of supporting 1,000 horsepower. These transmissions were factory equipment in many Ford, Holden, and GM performance vehicles over the years.

"We were constantly breaking the T56 and TR6060 transmission in drifting, so we had to do something about it," said Aleksandar Kantarovski. "This kit is a low-cost alternative in comparison to other gearbox options available on the market and which typically require excessive amounts of customization. This is intended to be plug and play."

All the parts are straight-cut dog engagement, including reverse. First- through sixth-speed ratios will be 2.416, 1.647, 1.250, 1.000, 0.869, and 0.703. All forks are machined from billet 4140 chromoly. This gearset is intended for rapid shifts and is quite different from the factory synchronized version. Speedtek recommends using its Race Spec lockout shifter to prevent the user from accidentally entering first gear.

"All the racers we have spoken to are really looking forward to using our T56, TR6060, and Magnum Dog Engagement Gearset," said Kantarovski. "We are targeting drag racing, drifting, circuit, and street cars that are built to go fast."



MANGO II RATCHETING COUNTERSINK DEBURRING TOOL

SHAVIV USA

shavivusa.com



One of the popular deburring sets offered by Shaviv USA in Bolingbrook, Illinois, is PN 90072, which features the Mango II ratchet and the F20-style countersink blade. It's a popular tool for heavy-duty chamfering and countersinking hole edges. The kit includes the ergonomically designed Mango II handle, the FR ratchet holder, and the F20 20-mm countersink blades. The tool is designed to clean out the hole with one turn, which saves time and reduces user fatigue.

LS HEAD-STUD KITS

ENGINEQUEST

enginequest.com

Head-stud kits for both early and late LS engine platforms are now available from EngineQuest in North Las Vegas, Nevada. These fasteners are constructed from SCM345 chromoly material, feature a silver Dacromet coating for rust prevention, and are rated up to 180,000 psi tensile strength. The kits are complete with studs, washers, 12-point flange nuts, and torque lube. One kit (HS294NA) is designed for 1997–2003 engines, while the other (HS294NB) is for 2004 and later LS applications.



MANGO II SET L

SHAVIV USA

shavivusa.com



Designed as an outer edge deburring tool kit, the Mango II L from Shaviv USA includes 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.

FAST MOVERS

A look at some of the country's in-demand motorsports products and services by region and racing segment.

By Dana Ford

Motorsports retailers and service providers are constantly tracking the latest parts and trends to give their customers a competitive edge. For the latest on which products and services are moving the retail needle, we present the following sales snapshot from shops across the US.

TURN 4 AUTOMOTIVE AND PERFORMANCE

South Paris, Maine

Turn 4 Automotive and Performance not only sells speed parts, but it also sells speed by renting out race cars. Approximately 75–100% of its customers are racers, primarily in the New England region. Most of them race four cylinders and street-stock, entry-level circle track cars at its home track, Oxford Plains Speedway in Oxford, Maine. Its services for non-racers include exhaust systems and coilover suspension work.

With such a large percentage of racing customers, Turn 4's best "fast movers"



are single-layer firesuits and carbon-fiber helmets from Zamp Racing. Other fast-moving parts are switches from Allstar Performance and tire gauges from Joes Racing Products.

Owner Bob Guptill said customers like these products because they get quality for the price without breaking the bank. This is important because, according to Guptill, "our guys are entry-level people, not high-dollar people. These are guys who are building stuff in their basement or in their own garage. They get these parts and are able to perform the function they're meant to do."

APOCALYPSE PERFORMANCE

Mason, Ohio

The primary business of Apocalypse

Performance is providing engines, engine parts, and driveline components for Mustangs, mostly of the modular and Coyote-powered variety. Its customers come from all over the US, as well as Australia, Kuwait, England, Canada, and Mexico. About 20% of its customers come from racing, with one-fourth of those being NMRA competitors.

Fast-moving sellers are Supertech



valvetrain products, Diamond pistons, Molnar Technologies connecting rods, and custom camshafts. These products' high sales rates can be attributed to giving customers the most bang-for-the-buck, said Todd Warren of Apocalypse Performance. That's especially true of the cams, as they have proven to be quality performers. Currently those cams are used in the record-holding quickest NMRA Factory Stock two-valve engine and the quickest naturally aspirated 4.6 four valve in Modular Muscle. Other customers are consistently at the top of their class, Warren added.

Marketing for its products is mainly done by word-of-mouth and online via its Facebook page and numerous Mustang technical groups.

"The stocking/availability of parts has been an issue for about three years, especially when it comes to camshafts," reported Warren. "We do a significant amount of them, and this puts a strain on the core supply."

TAOS PERFORMANCE

Raymore, Missouri

TAOS Performance is a shop that sells a wide variety of components and provides installation and build services for domestic

drag racing vehicles, including Mustangs, Camaros, and trucks. Jared Johnston estimates about 90% of his company's customers are racers, most of whom are local, but they also have many regional customers as well.

The fast-moving products sold by TAOS are oil pumps and gears for Coyote engines from Boundary Racing Pumps, ProCharger supercharger kits, Texas Speed and



Performance camshaft kits, Turn 14 stainless headers, Hellion Turbo turbocharger kits, and McLeod clutches. These have been mainstays since the company began nearly eight years ago.

Customers like these products because of the commitment to each customer's needs provided by Johnston and Brandon Webster, who run the business. "We always seek out first to make sure the customer is taken care of," Johnston said. "What that means is that if they have an idea of something they want to do, but their expectations are 'X,' we try to make sure we provide the best possible products for that build. A lot of that recommendation comes from our advice and being the professionals we are, making sure they get exactly what they need. Or if they don't know what they need, we recommend [what they need] for them to make sure they don't have any problems."

Webster added, "We want to make sure the car makes 900 horsepower for years, not months. That's why we use the companies we use—for reliability."

TAOS markets its parts through advertisements and posts on social media, but most of its sales come from the builds based on employees' recommendations. Johnston explained the approach: "At the end of the day for us, it's not just about selling parts. It's to make sure the customer is taken care of and leaves with a smile on their face." **PRI**



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The MBQJ-48CRGB and MBQJ-48C Jeep Rear Overhead Soundbars feature four 8-inch Coaxial speakers with an enclosure (like the MBQJ-48HRGB), but the MBQJ-48CRGB also includes RGB LEDs.

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Sound Quality Coaxial Speakers

MBQJ-48CRGB | MBQJ-48C



NEWLY APPOINTED

MICHAEL PRINTUP

Less than a month after retiring from NASCAR, the former president of Watkins Glen International joined Parella Motorsports Holdings as the new president of SVRA.

By Jim Koscs

Just before summer 2023, Michael Printup retired from nearly three decades with NASCAR, most recently in the role of president of Watkins Glen International. He and his wife were ready to leave their New York State home for one in South Carolina. Then Tony Parella, founder and head of Parella Motorsports Holdings (PMH), called and asked him to join his Sportscar Vintage Racing Association (SVRA) as president.

Printup told PRI the opportunity and the plans Parella outlined were too good to pass up. He joined the organization on July 17.

PMH owns five major road racing series: SVRA, the Trans-Am Series presented by Pirelli, Formula Regional Americas Powered by Honda (FR Americas), Formula 4 United States Championship Powered by Honda (F4 US), and Prototype Sprint Series Association. The company hosts racing festivals across the United States under the SpeedTour brand. The SpeedTour events combine racing, car shows, concerts, and other activities. The events often draw more than 25,000 spectators at major tracks.

PMH is primarily headquartered at Parella's Romulus, New York, home but essentially operates virtually from its executives' homes around the country. Printup had numerous interactions with PMH through his role at Watkins Glen. He recently shared his goals and thoughts with PRI on SVRA's growth potential.

PRI: When you retired from NASCAR at Watkins Glen International, were you planning a full retirement, and if so, what was it about this opportunity that changed your mind?

Printup: I retired for a whopping three weeks. My wife and I had bought a house in South Carolina, and we were ready to go when [SVRA owner] Tony Parella offered me the job as president of SVRA. I've known Tony for years, so I accepted and knew it would be a fun adventure.

PRI: What are your immediate plans at SVRA?

Printup: The immediate goal is to understand the company financially, from a human resources and operations point of view. The team works remotely, so getting to know the staff has been critical for me. I'm also working on the budgets for next year. The long-term goals are to create and define better efficiencies in revenue and expenses.

PRI: SVRA has been in a growth mode since PMH acquired the organization. Where do you see continued growth coming from?

Printup: We want to grow this company exponentially, hopefully twice as big as we are today for later next year and going into 2025. We're growing quickly. We are potentially looking at 27 events next year. That's going to be the growth by additional events and capitalizing on what makes up our big events. Corporate sponsorship is one of the "big buckets" Kim McCullough and I are attacking already. [Kim McCullough,



MICHAEL PRINTUP

TITLE:
President

ORGANIZATION:
SVRA

HOMETOWN:
Horseheads, New York

FAST FACT:
Michael Printup proudly points to his Seneca Nation roots: "That's something I don't know enough about. My father grew up two hours from here in Salamanca, New York. We were never taught the language. At one point, I was the only minority track president in the country."

a vintage sports car collector and racer and formerly vice president of Marketing for Jaguar Land Rover North America, joined PMH as chief marketing officer last summer.]

PRI: Is there growing interest in vintage sports car racing among younger participants? How do you reach them?

Printup: When I came to Watkins Glen 15 years ago, many people thought that SVRA people were fading away and retiring. But that's not true. You take that younger demographic, and then you start moving up into what has been traditionally 40s, 50s, and 60s age groups with SVRA. What we're seeing now, and what Tony has developed with the complementary brands, has driven more interest because now we are live-streaming [on the SpeedTour TV's YouTube channel], and then dubbing and delay-taping a lot of our races.

PRI: How does that media coverage help drive growth?

Printup: We're the biggest in the country for promoting vintage racing. When we start thinking about corporate sponsorships, we've got a big base of demographics we can turn to. SVRA people are watching themselves on TV. That wasn't happening five years ago. Corporate sponsors can see themselves on TV. We've got some big partners, including corporate jet and vodka companies. Why not have an official wine of SVRA? We need to match partners with our demographics and create more categories.

PRI: Are there any stand-alone SVRA events, or are they all part of SpeedTour events?

Printup: We have a few venues focusing on the vintage racing series. It depends on schedule and track, and on the financial models that we create as partners with race tracks across the country. We must be mindful of making sure SVRA's entries and fans are taken care of, and I think Tony does a good job of that.

PRI: Can you name one recent mistake you've learned from in your professional career?

Printup: Early in my career, when I started learning the ropes of management, I was always trying to define the team. But I've learned that you've got to let the team develop you. That's a better approach, and it's been mine for the last 20 years.

PRI: Who has been most influential to you in your professional career?

Printup: I'll choose two: Roger Penske, and the France family, which owns NASCAR. The lessons you learn in working with Roger's organization are immeasurable! Structure, discipline, customer service, detail orientation, and doing things the right way. He personally taught me these principles and they have guided me my entire career.

The France family in working with ISC taught me more about strategic planning and financial acuity.

It's strange how two billionaire families have a different guiding light but at the end the goals were the same.

PRI: Is there one piece of advice you have received, whether personally or professionally, that has greatly impacted your life?

Printup: Yes, 'Do the right thing, and do it all the time.' I love that statement. It's an easy mantra, but you've got to do it all day long.

PRI: Excluding your cellphone/tablet/computer, what's one thing you can't live without?

Printup: My family. They drive me every day. I could write a book about what my wife and two boys in their 20s have taught me.

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A black and white portrait of Jessica Fickenscher, a woman with long dark hair, wearing a white collared shirt and a dark blazer. She is smiling slightly and looking towards the camera. The background is a plain, light color.

INDUSTRY INSIGHTS

JESSICA FICKENSCHER

As chief experience officer, Jessica Fickenscher's role is to see the sport through the fans' eyes. So she makes sure that everyone has a good time at Speedway Motorsports facilities, and that's good business.

By Jeff Zurschmeide

When someone goes to a racing event—or any event—the totality of the experience is the single biggest factor in determining whether or not that person comes back. Sometimes just one thing can ruin an otherwise entirely positive day, and that can influence an overall impression. That's why it's smart business to have someone whose job is to ensure that the customer experience is as good as it can be, from the parking lot to the social media reach.

Jessica Fickenscher has the unique job title of chief experience officer at Speedway Motorsports. The company, founded by Bruton Smith, owns and operates 11 notable tracks such as Charlotte Motor Speedway, Sonoma Raceway, Texas Motor Speedway, Las Vegas Motor Speedway, and Dover Motor Speedway, among others. Her job is to, as she puts it, "oversee anything that the fan would touch."

“WE TAKE A TON OF SURVEYS WITH OUR FANS, AND I PERSONALLY GO THROUGH EVERY SINGLE ONE WE HAVE.”

In practice, Fickenscher helps deliver the company's best-in-class fan experiences by keeping her eyes and ears on every track, every initiative, and every big event. She crosses all boundaries and represents the customer within the company. As if all that wasn't enough, Fickenscher is the managing director of the non-profit Speedway Children's Charities. She graduated from Belmont Abbey College in 1998 with a degree in Sports Management and Business Administration. We caught up to ask her how she makes Speedway Motorsports events special.

PRI: As simply as you can put it, what does a chief experience officer actually do?

Fickenscher: I oversee anything that the fan would touch when they get on our property. That can be from the time they're in the parking lots to enter up to the time they leave the parking lots, and everything in between. The ticket buying experience, the getting here experience, what to know before they get here, and what to do once they're here. Food and beverage is a big part of that as well. Pretty much anything the fan touches, I've got my hands in somehow.

PRI: That has to be a challenge with all the different kinds of speedways all over the country and then Sonoma Raceway. The experience at these different places is going to be very different.

Fickenscher: Absolutely. It is definitely a different experience at each track. Each track is obviously unique to their area, and they've all got something special. For example, New Hampshire has a lot of race fans, and that's one of our biggest areas in terms of camping. So the camping experience has to be spot-on. At New Hampshire, you're in a little bit more remote area as opposed to Las Vegas, Atlanta, Dallas, where you're in more urban city areas where there are things to do at night. So there's a lot of programming that will go on at New Hampshire Motor Speedway for example, and the campers love all the stuff that we do for them. Once the racing's over, we do a lot of fun things.

PRI: How do you create an experience that really resonates with different generations, or is there any difference at all between older and younger fans?

Fickenscher: There's definitely a difference, and we definitely see a lot of things where

people are coming with their grandparents and their parents because they came with their parents a generation ago. So we do have something for everybody. We try to activate a great kid zone for people who have younger kids. The music that we do, we try to entice the 40- to 60-year-olds, so there's definitely something for everybody. A lot of our tracks have more social areas where college kids want to go and hang out and have fun.

We try to appeal to all the ages, and we try to keep the traditional things traditional for our longtime fans. They like their same seats; they like to sit next to the same people they've been sitting next to for 30 years. That might be the only time they get to see those people, so we definitely want to make sure there's something for everybody.

PRI: Diversity is a huge topic whenever I'm talking to track managers or promoters. Is there a way that promoters or racing series or the tracks themselves can craft a welcoming experience where everybody feels like they have a place at a track?

Fickenscher: Yeah, absolutely. We definitely welcome all race fans. We want everybody to come and experience what we have to offer. We want people from all walks of life to experience the race, and we work really hard with NASCAR on that. They've got a dedicated diversity and inclusion group, so we partner with them to make sure we're in lockstep and they get the same great experience at all the NASCAR tracks and not

Jessica Fickenscher with race winner Kyle Larson and Marcus Smith, CEO of Speedway Motorsports, at the 2023 NASCAR All-Star Race at North Wilkesboro Speedway. At Smith's request, Fickenscher spearheaded the project of holding the event at the formerly dormant track.



just one versus another. It's really important for us to walk hand-in-hand with NASCAR in that area.

PRI: How do you measure your success? Can you put that into numbers?

Fickenscher: Success for us is people in the grandstands, and we had a good stretch where we had six sellouts in a row. Success for us is people renewing their tickets, and our renewals have been the highest that they've been since even before COVID-19. We work really hard on that, and if we can renew somebody, that is definitely how we benchmark success.

PRI: Speaking of putting people in seats, how did North Wilkesboro Speedway become the location for the 2023 NASCAR All-Star race?

Fickenscher: About a year ago we had Dale Earnhardt Jr. come out and race in this series that he now owns, called the CARS Tour series. The track had been dormant for a long time. It was absolutely amazing that we had people in that place, and I think NASCAR and Speedway Motorsports and my boss Marcus Smith thought we might have something here. We came to the decision pretty quickly. It seems like there's something about nostalgia. People like everything that's old right now, and NASCAR's 75th anniversary is this year. We said, 'Look, if we can get this track back up and operating and safe for the drivers, would you guys consider us having the All-Star race here?' Without a doubt on NASCAR's side, they said, 'Absolutely.' So we had about eight months to get ready, and that's

how it came about. It was pretty wild.

PRI: Do you have plans for North Wilkesboro in the future?

Fickenscher: We have a modified race coming up on September 30th. [Editor's note: This interview occurred in late August.] We've got a car show coming up on October 21st, and then we have to do a repave. The track hasn't been touched since the 1980s, and it's definitely time for a repave. We're going to do that in the early months. Hopefully, the weather will cooperate with us in the mountains, and then we are going to have a NASCAR race there next year. I don't know the exact dates yet because we're still working on the 2024 schedule, but that should be coming out soon. But North Wilkesboro is back and operating. We put a

*"PRETTY MUCH ANYTHING
THE FAN TOUCHES, I'VE
GOT MY HANDS IN
SOMEHOW."*

lot into it, and we're ready to debut it to the world again.

PRI: In your career, you have spoken about

the importance of asking for help to achieve a goal. Why do you think people may be reluctant to ask for assistance?

Fickenscher: I certainly am not reluctant to ask for help. Once we found out that we were having the NASCAR All-Star race, for example, our CEO came to me and said, 'Hey, why don't you head up this project?' I felt like I had the first-round draft pick, and I just picked all the best people out of the company and said, 'I need you on my team.' I surrounded myself with the best in the business, and it was a success. It worked. I think people might be afraid to ask for help because they don't want to seem like they can't accomplish a job themselves and maybe it diminishes their value. I think that's a silly way to look at it, but that's probably one of the reasons why someone might not ask for help.

PRI: When you ask for help, there's always the possibility that someone will say no. Is there a way to ask that produces results when you go and ask someone for help?

Fickenscher: We have a race that we do at COTA, and with the All-Star race, we take outside teams and we put them in to help execute the event. You need to make sure that they've got the bandwidth to do that. You don't want to overwork somebody or stress them out. You have to work with their

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supervisors to make sure that they can do it, because they're moving away from home for a few weeks or sometimes a month. So just making sure they've got that good work-life balance and making sure that they're being taken care of while they're working on these projects is a big thing.

PRI: You've talked about viewing the event through the fan's eyes. How do you do that? How do you put yourself in the fan's position?

Fickenschner: We take a ton of surveys with our fans, and I personally go through every single one we have. I mean, we have some that will have thousands of comments back, and we really go through them, and we listen to them, and we really do implement the changes that need to be made. So I personally feel like getting the fan feedback and acting on that feedback is the best way to go about it.

PRI: Do you ever get negative pushback from things like diversity, equity, and

"I SURROUNDED MYSELF WITH THE BEST IN THE BUSINESS, AND IT WAS A SUCCESS."

inclusion?

Fickenschner: No, not really. The biggest thing people complain about is traffic. Maybe food prices are a little high, and at Las Vegas they can't bring in their coolers.

I think generally, no matter where you go, you're going to hear complaints about food prices nowadays.

But like I said, the biggest thing is traffic. People want to get in and out a little bit

easier. You also want to listen to what's going really well, and what people like because you don't want to take that away. For example, we know pre-race activities are super important. Having concerts is super important, so we want to make sure we keep enhancing those things.

PRI: Many promoters are bringing in music acts and other entertainment on top of racing, or even calling a race weekend a festival. What do you think is happening there? Is it that racing isn't enough, or is it just that we're so used to having these all-inclusive experiences that we just expect that now?

Fickenschner: I think going to a race is so much more than a stick-and-ball event as an experience. There are multiple days. You've

Jessica Fickenschner had just eight months to prepare North Wilkesboro for the NASCAR All-Star event. She "picked all the best people out of the company and said, 'I need you on our team.' I am certainly not reluctant to ask for help," she admitted.



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In addition to her work as chief experience officer for Speedway Motorsports, Jessica Fickenscher (third from left) is the managing director of the non-profit Speedway Children's Charities, which provides funding for hundreds of non-profit organizations that meet the needs of children. The organization has distributed more than \$65 million since 1982.

got qualifying and practice and the Xfinity Series and Truck race and the Cup race, so there's not a lot of downtime. I've been doing this for over 25 years, and there's always been concerts. I think it's just part of the whole experience. It's definitely not something new. I think during COVID, we obviously didn't do it so much and people missed it, but it's definitely something that's always been expected.

PRI: Did you have any mentors as you were coming up and learning to do this job? Or did you invent the whole chief experience officer thing from scratch?

Fickenscher: I definitely had a lot of good mentors along the way, but our CEO, Marcus Smith, saw some of the things that I was interested in and the things that I would gravitate toward, and some of the things I was already doing while I was vice president of special projects. I don't know that he created it because I have seen the title in other places, but he decided to give me that title.

*"SUCCESS FOR US
IS PEOPLE IN THE
GRANDSTANDS."*

PRI: Can you point to a mistake that you made at any point in your career where you learned from it and eventually benefited and got some wisdom out of it?

Fickenscher: Every day. We always learn from our mistakes, but honestly a big one was thinking I could do things without asking

for help. I can't name one specific area, but I know there have been a couple times where I probably could have done a lot better job if I would've asked for help along the way. I think back in my earlier days, just not having good work-home-life balance, that definitely was a learning lesson for me, and I definitely have achieved that now.

PRI: Where do you think motorsports is going in the future?

Fickenscher: I think we're in a really great spot. Our ratings have been fantastic. I know both the NASCAR tracks and Speedway Motorsports tracks are having great events. Most of them this year have been sellouts. I think the racing has been great. I'm excited about the future. I think the new car has been awesome. Then there are the different forms of racing. You've got the Supercross coming up here at Charlotte Motor Speedway, for example. We sold that out in a matter of minutes, so people are hungry for it, and it's definitely not going away anytime soon.

PRI: What do you think will be different in 10 years, if anything?

Fickenscher: I think maybe video streaming and how you access racing could be different. I feel like the fan experience will be somewhat similar, probably with some new fancy ways to order food on your phone or do different things like that. But I think the biggest thing we're going to see is the broadcasting and network side of it and the different streaming platforms where you'll be able to view racing.

PRI: With Formula E we're seeing FIA get into electric racing. Do you think that has a future in circle track racing?

Fickenscher: Yeah, I do. That's very, very popular. Even some of the young drivers, that's how they're cutting their teeth, being in a simulator, and eSports is huge right now. I know that there have been rumblings about [stock cars going electric], and I have definitely learned to never say never. Honestly, I wouldn't be surprised; NASCAR's pretty forward-thinking.

PRI: What message would you want to leave with our readers?

Fickenscher: I think our sport's great. I think it's healthy. I think we've got the most talented people in the world working in it. That's probably about it. **PRI**

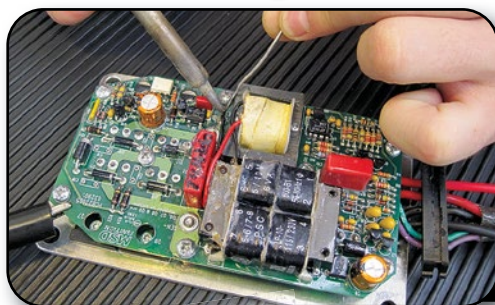


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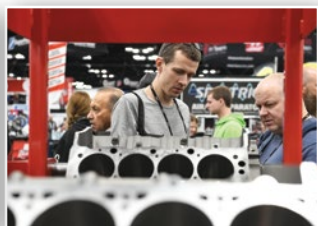
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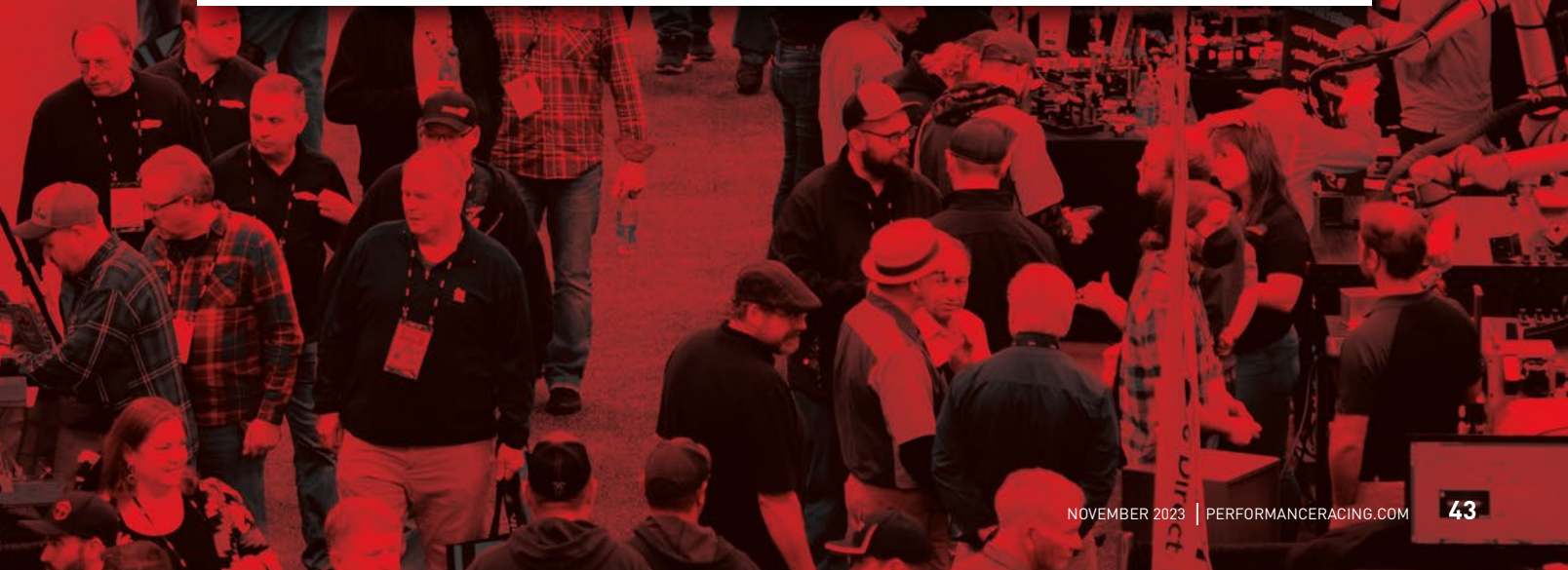
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PRI SHOW



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PRI SHOW

PRI SHOW GUIDE: BEYOND THE CHECKERED FLAG

ATTENDEES FROM AROUND THE WORLD FIND NUMEROUS BENEFITS TO ENGAGING WITH COMPANIES AND EXPERTS AT THE PRI SHOW, SUCH AS EXTENSIVE NETWORKING, DISCOVERING THE HOTTEST POWER PARTS, AND LEARNING NEW RACING TRICKS AT THE SEMINARS.

By Mike Magda

As the owner of a one-man engine shop, Paul Tester knows how to maximize available resources. So when he attends the PRI Show this December 7–9, in Indianapolis, Indiana, he'll plan a full schedule and meet with his favorite suppliers, attend a couple of tech seminars, check out the newest speed parts, and maybe even close a deal on Machinery Row.

Tester operates Tester Motorsports out of Oak Ridge, New Jersey, where he has all the necessary equipment in-house. He doesn't farm out any work. Over the years he has attended numerous PRI shows and always has a list of go-to industry contacts with whom he has developed long-term relationships. Like most of the other thousands of Show attendees, his objective is to see the newest parts and learn the latest racing advancements that will help his operation.

"I'll see Tom Molnar at Molnar Technologies," said Tester. "I do a lot of business with him. He's very knowledgeable about crankshafts and connecting-rod design. I also look up Chris Straub [of Straub Technologies], as he often helps me out with cylinder heads. And CP-Carrillo is another company I always see. Probably 95% of my engines have CP pistons."

While networking takes up a good part of his time, Tester always reviews the seminar schedule to catch up on the latest technologies and business practices. "My favorite was one that CWT Industries put on for engine balancing," said Tester. "That was very informative."

Machinery Row is also a priority for any shop owner, and Tester has been a regular customer. "Last year I purchased a product from Ultrasonic LLC. I was looking for cleaning equipment, and it's helped tremendously. You put the parts in, set a timer and go do something else," said Tester. "I've also talked to the guys at Sunnen about diamond hones. I have a CK10 that I've adapted diamonds to. Robins is another. I bought a valve-guide machine and valve grinder from them."

There's hardly any time for rest during the three days of the PRI Show, given that more than 1,000 exhibitors are expected to fill the entire Indiana Convention Center and the adjacent Lucas Oil Stadium. Tens of thousands of attendees will be onsite, including racers, fabricators,



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More than 1,000 exhibitors will fill the Indiana Convention Center and adjacent Lucas Oil Stadium for this year's PRI Show, December 7-9.

“FOR ME, IT'S BEING ABLE TO PUT A FACE TO THE PEOPLE THAT BRING US THE PRODUCTS WE USE AND SEEING THE NEW PRODUCTS BEING DEVELOPED.”

manufacturers, retailers, distributors, track owners, safety personnel, and many more motorsports buyers.

“For me, it's being able to put a face to the people that bring us the products we use and seeing the new products being developed. At PRI, you can see everything in one area. It helps you to pre-plan your race program for the next year,” explained Jason Ostrem of Ostrem Racing, Cave Creek, Arizona, who said that visiting Precision Turbo & Engine's booth is always a priority. “I race a Honda Civic in Import Face-Off events. They always release their new turbos at PRI, so I get to see them physically for the first time there.”

Attendees new to the Show are especially eager to share in the benefits of PRI, including those visiting from other countries. Shane Elphinstone of Elphinstone Racing in Western Australia has attended the SEMA Show in the past, but 2023 will be his first PRI Show.

“Hopefully we'll find a leading edge with a few products that I can introduce to off-road racing here,” said Elphinstone. “I

know the SEMA Show opened my network to suppliers, so hopefully PRI will open up more.”

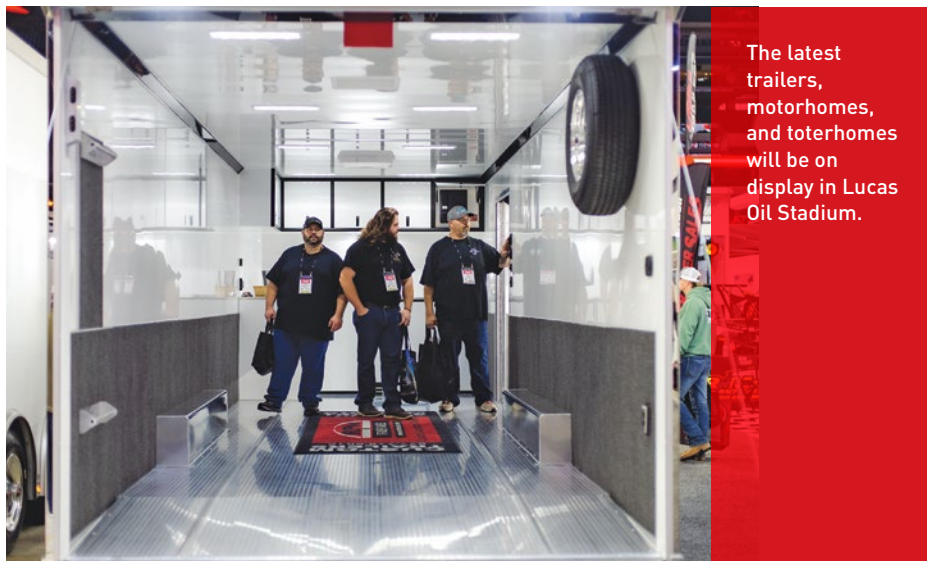
Elphinstone added that he's interested in seeing the latest advances from MoTeC and any new race-grade hardware. “Contacts are the key,” he said. “Australia is a very small market, so it's difficult to have answers at times unless you have a name and email. We will be trying to cover as much as we can with my list of key exhibitors.”

Another first-time attendee is Gary Templeton of Steel2Designs in Weatherford, Texas. His shop offers powder coating, metal fabrication, and laser engraving. While he's a racing enthusiast, his focus at PRI is networking. “We're trying to get our name out there to get more automotive work,” said Templeton. “We're a small operation, and our overhead is very low. I worked in aerospace for 35 years before starting this shop.”

Templeton has worked with numerous motorcycle owners and performed laser engraving on control panels for Victor Racing in nearby Austin. “Race teams are good for us because they don't need



With its opportunities for hands-on experiences, Machinery Row is a priority for any shop owner.



The latest trailers, motorhomes, and toterhomes will be on display in Lucas Oil Stadium.

"I ALWAYS LOOK AT SAFETY EQUIPMENT. FIRE SUPPRESSION WILL BE BIG FOR ME THIS YEAR."

hundreds of thousands of a part. They just need whatever gets them through a season," noted Templeton.

ALL TYPES OF RACING

All types of racing can be found at the Show. Some may think that only dirt-track products or only drag-racing gear are featured, but making power, going fast, and winning are goals that stretch across many competition venues. And safety is a primary concern for all racers.

"Last year I was looking at head-and-neck restraints," recalled Scott Knick, who runs Knick Racing out of Tipp City, Ohio, and drives his Corvette in various Time Attack-style races and Gridlife-sponsored events in addition to helping with autocross competitions for his local Corvette club. "I bet I visited six different manufacturers, talked to them, tried them on, and did end up settling on one based on those visits."

For this year, Knick has different priorities. "I'm building new motors, so I'll be looking for engine components and dry-sump systems," he said. "And I always look at safety equipment. Fire suppression will be big for me this year."

"Seeing and touching the parts really helps, but it's also important to see and meet people there and get their contact information," added Knick. "Many times, I'll have two- or three-minute conversations at the Show and then have follow-ups with the people I met in the next few weeks. For

me, just getting to network and make the contacts is as big as anything. Also, it's a chance to meet friends around town for dinner or go go-karting with them after the Show."

At the Show, big-ticket items always require careful consideration, and having the experts as well as the products in one location is a clear shopping advantage for these buyers.

"We're looking to upgrade to a new SuperFlow dyno," said Gary Schuelke of Sturdy Engines, Milbank, South Dakota, who



Indy 500 champion Tony Kanaan will headline this year's Grand Opening Breakfast. Doors to the Sagamore Ballroom open at 7:00 a.m., and the program begins at 7:45 a.m.

attends the Show about every other year. "We also look to keep up with our suppliers like Crower and Brodix."

Sturdy Engines specializes in dirt-track engines, including the WISSOTA spec platform, but Schuelke will also set aside time to attend engine-related seminars. "Especially those seminars involving cylinder heads," he said. "We also like to visit the Featured Products Showcase section. Last time we even went to look over the EV dragsters. There's always a lot of cool stuff at the Show."

SHOW EVENTS & ACTIVATIONS

The EV market will again be showcased along with vehicles using hydrogen and other alternative fuels that are making inroads in the racing industry in the EV & Alternative Fuels area in Lucas Oil Stadium. This special section will feature innovations in electric-motor designs, new controller technologies, and the latest in batteries. Plus, other advancements in alternative fuels will be showcased, including renewable fuels.

New for this year will be live eKart races in Lucas Oil Stadium. Electric karts from Top Kart USA will be driven by professional drivers from NASCAR, IndyCar, and NHRA on Thursday, complete with practice and qualifying heats, leading to the main event—the Ekarting Classic Presented by Top Kart USA—during the traditional Happy Hour. Attendees will be able to watch the race from Lucas Oil Stadium's seating. Media and influencers will race all day Friday in hot-lap sessions, then youth racers will compete on Saturday.

Many of the events and activities familiar to PRI attendees will return to the 2023 PRI Show, including the can't-miss Grand Opening Breakfast. Headlining this year is 2013 Indy 500 champion Tony Kanaan. He



Thursday night's Happy Hour is a great opportunity for post-Show networking—or just reconnecting with old friends. Head to Lucas Oil Stadium's lobby at 5:00 p.m. for complimentary appetizers and fun.

“SEEING AND TOUCHING THE PARTS REALLY HELPS, BUT IT'S ALSO IMPORTANT TO SEE AND MEET PEOPLE THERE AND GET THEIR CONTACT INFORMATION.”

will be joined onstage with Speed Sport's Ralph Sheheen and will share stories of his illustrious motorsports career, earning him the title of “Ironman.”

Once the Show is open, many attendees will converge on the Featured Products Showcase, which has been relocated from Lucas Oil Stadium to the Capitol Connector in the Convention Center. This spot will be easy to find under the traditional hanging race car that is suspended from the ceiling.

The new location is in a high foot-traffic area and close to the PRI Paddock and Podcast Studio, where influencers and the media will share their experiences and hopefully keep up with all the activities available at the Show.

“We go for all three days, but time isn't always on our side,” said Tom Hestness of R&S Racing, Albert Lea, Minnesota, who has attended the Show more than 15 times. “With the retail and connections, we try to look at every little thing throughout the entire Show. That's why we may not make it to Machinery Row until the last few hours, because the Show has gotten bigger and bigger.”

Hestness is shifting the emphasis of his operation from service to more of a performance retail and machine shop. “I have a revolving list to do every year, but we have certain products, certain salespeople that we want to see and talk with—mostly to answer technical questions,” he said. “Also, we'll look for specials. One year I bought an ultrasonic cleaner.”

The Hot Rodders of Tomorrow national championship competition returns this year

where high school teams that are sponsored by aftermarket companies qualify at regional tournaments, then gather in Indy for the finals. Teams tear down and rebuild engines on the clock and in front of judges. Show attendees can watch and cheer on their favorite students.

Those putting on races will have a dedicated area to connect and discuss topics important to the industry. The TOPS HQ, located adjacent to the Yellow Hall, will be an exclusive area for track operators, promoters, and sanctioning body officials. It is sponsored by MyRacePass, which works with numerous promoters to help with website development, race management, online ticket sales, and fan apps.

There will also be displays from the Indianapolis Motor Speedway showcasing historic vehicles, and many well-known race vehicles will be shown as part of the Goodyear and Mickey Thompson Racing Experience. That doesn't include the large number of race vehicles that will be on display in exhibitor booths throughout the Show, including some from outside the US.

PRI's global reach is evident in the number of foreign attendees and exhibitors. International participants have access to interpreters as well as the International Center. Attending this year's Show for the third time is Mike Coughlan from England, although it will be his first with Bill Shepherd Automotive out of Byfleet, which is southwest of London.

“Our focus is road-course racing in the UK with old Fords, like the Mustang, Galaxie, Thunderbird Battlebird, and AC Cobras,”



The PRI Show's educational seminars keep attendees up to date on the latest technologies and business practices.



High school teams will tear down and rebuild engines during the Hot Rodders of Tomorrow championship competition.

said Coughlan. “There are innumerable suppliers for parts there that are simply not available in the UK, and they’re all under one roof at the Show, such as intake manifolds for big block Fords and rear-axle designs with cambered hubs and drum brakes.”

Coughlan’s visit will be his first since the pandemic cancelled the PRI Show in 2020 as racing venues were shut down or had their schedules severely reduced. During that downtime, simulated—or sim racing—experienced significant growth.

A number of exhibitors will be featuring sim products this year, and SRO Motorsports Group will be promoting a sim racing competition at the Show. Numerous “sleds” will be set up in an eSports section of the Lucas Oil Stadium along with a huge LED screen so spectators can watch professional drivers qualify and race. Additional sim sleds will be set up for attendees to take a hot lap around a designated course.

EDUCATION SEMINARS

Even with busy schedules on the Show floor, attendees often try to find time to attend the many education seminars available that cover topics of interest to racers, manufacturers, and speed merchants.

“I went to marketing seminars to learn more about Internet possibilities,” recalled

Jim Martin of Jim’s 4 Speeds in Raleigh, North Carolina. “I haven’t started a website yet, but I got my son to start one. I’ll probably be developing one on my own soon.”

Topics for this year’s PRI Education program that may interest Martin will include digital advertising and graphic design and branding. Other business-related topics include getting sponsorships, developing business plans, and increasing sales. But since he serves racers at area dirt tracks, Martin could also be interested in seminars

on dirt late model technology and dirt late model setup—both delivered by Mike Nuchols of Warrior Race Cars.

Tech topics are always heavily attended, and this year’s schedule includes seminars on materials for optimum chassis performance, aerodynamics, modern performance tuning, and the interaction between bearings and crankshaft.

Racing’s changing landscape will be highlighted by seminars on EV powertrains and alternative fuels. Women in Motorsports is a seminar topic that addresses how women are making a difference in motorsports, both on and off the track. Once again moderated by Jeanette DesJardins of CarChix, she will be joined by panelists Mattie Graves, the fastest 1/8-mile drag racer (at press time) and social media and PR pro Courtney Enders.

Finally, a trio of popular presenters will talk about how the surface textures of camshafts, cylinder bores, and other metal components hold the potential for significant improvements in horsepower and durability. Billy Godbold of Godbold Engineering Solutions, Lake Speed Jr. of Total Seal, and Ben Strader of EFI University will headline a seminar titled “More Than Skin Deep—How Performance Starts at the Surface.”

Through this seminar, Speed, Godbold, and Strader will guide attendees through the field of surface engineering and will



This year the popular Featured Products Showcase moves from Lucas Oil Stadium to the Capitol Connector in the Indiana Convention Center.

demonstrate how surface measurement, honing, superfinishing, shot peening, nitriding, coatings, contour, chatter, and waviness all play critical roles in every component of a modern race engine. The seminar's title can imply that the most important details lie underneath.

"However, in our rush to 'dig down,' perhaps we are all guilty of overlooking the fundamental importance of part surfaces," summed up Godbold. "Recent improvements in cylinder-bore finish for ring seal is a great example, but surface enhancements are just as fundamental to performance valve springs, too!"

AFTER HOURS

When the Show closes at 5 p.m. on Thursday and Friday, don't overlook the value of downtown Indianapolis, which serves as a hub of activity at night with numerous highly rated restaurants and holiday lights in Monument Circle. Turn to



Racing returns to the PRI Show as professional drivers, members of the media, and influencers compete in live eKart races all three days of the Show.

page 194 for our Guide to Indianapolis, which lists plenty of restaurants, bars, nightclubs, and other activities to enjoy while in the Circle City. Attendees can also take advantage of the location and arrive early to visit nearby race shops or the Indianapolis Motor Speedway.

So much is available at the PRI Show and

beyond, so plan your trip accordingly to make wise use of your time. If you haven't already downloaded the PRI App, visit the Apple Store or Google Play to add this app to your mobile device. Schedule meetings with exhibitors, see the floor plan and seminar schedule, and much more.

We will see you there! **PRI**

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2023 PRI SHOW SCHEDULE

PRI TRADE SHOW DATES & HOURS

Thursday, December 7 . . . 9:00 a.m. – 5:00 p.m.
Friday, December 8 9:00 a.m. – 5:00 p.m.
Saturday, December 9 . . . 9:00 a.m. – 4:00 p.m.

EXHIBIT HALL ADDRESS

Indiana Convention Center
100 S. Capitol Ave.
Indianapolis, IN 46225

EVENTS

RACE TRACK BUSINESS CONFERENCE (RTBC)

Wednesday, December 6

8:00 a.m. – 5:00 p.m.

Meeting Rooms 201 – 203

The 12th annual Race Track Business Conference, presented by National Speedway Directory, is geared toward educating and sharing ideas from race track owners, operators, and promoters, in addition to insights from motorsports industry leaders. If you are in the business of running a race track, this one-day event is designed for you and your track's success. To register or for more information, visit racetrackbusinessconference.com, or call 847-778-9475. Fee to attend.

AERA – ENGINE PROFESSIONAL INDUSTRY CONFERENCE, PRESENTED BY MOTOR STATE DISTRIBUTING

Wednesday, December 6

7:30 a.m. – 4:30 p.m.

500 Ballroom

This full-day conference includes technical seminars from Randy Neal of CWT Industries, Dan Begle of MAHLE, Ben Strader of EFI University, and Lake Speed Jr. of Total Seal. For more information, visit aera.org/epic.html. Fee to attend.

INTERNATIONAL COUNCIL OF MOTORSPORT SCIENCES (ICMS) ANNUAL CONGRESS

Wednesday – Thursday, December 6 – 7

8:00 a.m. – 5:00 p.m.

ICMS members have played a pivotal role in creating many of the lifesaving procedures and products now incorporated into all forms of motorsports. Those attending this year's Congress will hear from expert presenters who share their knowledge and scientific study results that lead to engaging discussions and helpful Q&A sessions. For more information or to register, visit icmsmotorsportsafety.org/annual-congress. Fee to attend.

EXHIBITOR RECEPTION

Wednesday, December 6

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.

HOT RODDERS OF TOMORROW

Wednesday – Saturday, December 6 – 9

8:00 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 7

7:00 a.m. – 9:00 a.m.

(Doors open at 7:00 a.m. Program begins at 7:45 a.m.)

Sagamore Ballroom

2013 Indy 500 Champion Tony Kanaan headlines this year's Grand Opening Breakfast. Fuel up for the first day of the Show with a complimentary hot breakfast and entertaining racing stories from IndyCar's "Ironman," who will be joined on stage with Speed Sport's Ralph Sheheen. No charge.



PRI HAPPY HOUR & EKARTING CLASSIC

Thursday, December 7

5:00 p.m. – 7:00 p.m.

Lucas Oil Stadium and Concourse

Catch up with industry friends at the PRI Happy Hour at the conclusion of the first day of the PRI Show. In addition to enjoying live music and complimentary beer and appetizers, cheer on one of your favorite drivers during the main event of the Ekarting Classic Presented by Top Kart USA.

EKARTING CLASSIC PRESENTED BY TOP KART USA

Thursday – Saturday,
December 7 – 9
Lucas Oil Stadium

Live racing action returns to the PRI Show. Professional drivers will be competing on track Thursday, with media members racing Friday, and youth karters running on Saturday.



simulator races during the Show. The race will be broadcast live for attendees to watch via giant LED screens, with up to 16 top-ranked sim drivers racing head-to-head on fully equipped simulator cockpits. Two additional simulator cockpits will be available for Show attendees wanting to take a hot lap on the virtual track and discover what sim racing is all about.

STUDENT PROGRAM

Friday, December 8
7:45 a.m. – 9:00 a.m.
Sagamore Ballroom

Students will have an exclusive opportunity to meet industry representatives and build valuable peer-to-peer networks. Meet with PRI Show exhibiting companies to learn about the vast diversity of career paths in the performance racing industry.

ESPORTS ARENA - PRESENTED BY SRO MOTORSPORTS GROUP AMERICA

Thursday – Saturday, December 7 – 9
Lucas Oil Stadium

PRI is partnering with SRO Motorsports Group, which will hold one of its professional



SHOW FEATURES

FEATURED PRODUCTS SHOWCASE

Thursday – Saturday, December 7 – 9
Indianapolis Convention Center Capitol Connector

Preview the latest products and technology the racing industry will be demanding for the 2024 season. Hundreds of parts will be on display in the new FPS location in the Capitol Connector, near the hanging car display in the ICC, at the Georgia Street entrance.

PRI PADDOCK & PODCAST STUDIO

Thursday – Saturday, December 7 – 9

Live from PRI! Popular motorsports podcasters will broadcast live or record their podcasts directly from the PRI Show. Stop by the ICC Capitol Cube in the Yellow Hall all three days of the Show to watch and listen to some of your favorite podcasters when their broadcast happens.

GOODYEAR & MICKEY THOMPSON RACING EXPERIENCE

Thursday – Saturday, December 7 – 9
8:00 a.m. – 7:00 p.m.

Lucas Oil Stadium & Connector and Indiana Convention Center Capitol Connector

Goodyear Racing Tires and Mickey Thompson Tires present an immersive experience that represents both brands' rich history in motorsports. See both historic and present-day race cars outfitted in period-correct tires.



TOPS (TRACK OPERATORS, PROMOTERS AND SANCTIONS) HQ

Thursday – Saturday, December 7 – 9
9:00 a.m. – 5:00 p.m.

Meeting Room 131, 7000 Hallway

The TOPS HQ is a perfect meeting spot, workspace, and break room exclusively for track and sanction officials, management, and staff. Plus, seminars specifically designed just for track promotion and operation will take place all three days.

EV & ALT RACING

Thursday – Saturday, December 7 – 9
9:00 a.m. – 5:00 p.m.
Lucas Oil Stadium

This year's display will expand to include not only EV technology but other forms of racing power, including propane, renewable fuel, and hydrogen.

AFRICAN AMERICAN AUTOMOTIVE ASSOCIATION (AAAA)

Thursday – Saturday, December 7 – 9
9:00 a.m. – 5:00 p.m.

Meeting Rooms 137–139

The goal of the African American Automotive Association (AAAA) is to educate the world on the contributions of African-Americans to the automotive and motorsports industry. Offering networking opportunities and educational workshops, visit AAAA's display to learn more about the organization and meet important industry figures.

INTERNATIONAL CENTER

Thursday – Saturday, December 7 – 9
7:00 a.m. – 5:00 p.m.

Green Lobby across from Registration Area

PRI's International Center is located in the Green Lobby across from the Registration Area and features private meeting rooms, free Wi-Fi, printer access, and interpreters from several countries who are available by appointment at no charge to assist during meetings.

AMERICAN OUTDOOR EVENTS EXPERIENCE

Thursday – Saturday, December 7 – 9
Green Hallway, Booth 7220

American Offroad Events is a racing and outdoor entertainment company focusing on short-course, Ultra4, and desert racing. They will proudly be revealing a new offroad racing series along with featuring vehicles from each class, and an overall fresh new look and feel for 2024.



PRI EDUCATION SCHEDULE

Learn. Apply. Profit. Improve your skillset and gather tips from some of the industry's top thought-leaders who are part of the 2023 PRI Education program. Whether you want to learn more about online marketing, sponsor relations, aerodynamics, or basic business advice, PRI has you covered with this carefully selected array of seminars noted below. They follow three tracks: Business, EV & Alt Fuels, and Technical. Add the seminars you want to attend to your mobile PRI App or My Show Planner. Then take a break from the Show floor to rest your feet and expand your mind.

THURSDAY, DECEMBER 7

10:00 a.m. – 11:00 a.m.

ALTERNATIVE FUELS: Maintaining the Internal Combustion Engine

Join SEMA's Director of Vehicle Technology Luis Morales as he and a panel of experts discuss the future of alternative fuels to secure internal combustion engine use in motorsports.

Moderator: Luis Morales, SEMA

Lucas Oil Stadium Meeting Rooms 1 & 2

11:00 a.m. – 12:00 p.m.

DIGITAL ADVERTISING: Measuring Success

Learn how to set up powerful measurement tools and reports to measure the success of your different online advertising campaigns. There are so many digital advertising choices, using accurate measurement tools is more critical than ever. But measuring your website traffic and online advertising has never been harder. Google Analytics 4 is now the new standard. Apple continues to change its iPhone privacy settings. And

even various governments are restricting what data marketers can collect. During this session you will see actual reports and methods to legally collect valuable marketing data. You will receive practical downloads and guides during the session to help you immediately get started on improving your reports and business intelligence.

Bryan Robb, Digital Throttle

ICC Meeting Room 233

11:00 a.m. – 12:00 p.m.

MATERIALS SOLUTION FOR OPTIMUM CHASSIS PERFORMANCE IN ROAD AND RACING VEHICLES

Of the different types of chassis frames available, the tubular frame is one of the most popular types that is used in many racing vehicles today. This seminar will cover how to select an appropriate material to ensure that the chassis can withstand the rigors of motorsports. A detailed understanding of the commercially available chassis materials and current industry specifications will also be presented to aid in the selection process.

Steven James, Plymouth Tube Company

ICC Meeting Room 236

1:00 p.m. – 2:00 p.m.

STATE OF THE RACING MARKET

PRI's Director of Market Research Gavin Knapp will break down the latest business trends in motorsports.

Gavin Knapp, SEMA

ICC Meeting Room 236

1:00 p.m. – 2:00 p.m.

RACE CAR AERODYNAMICS

An overview of the role aerodynamics plays in race car performance and how different race series use aerodynamics, from grassroots to dirt series to NASCAR, IndyCar, and Formula 1. How shapes and devices can be used to create improved lap times across all race series. Naethan Eagles offers 25 years of aero development experience applied at all levels of racing.

Naethan Eagles, TotalSim

ICC Meeting Rooms 231 – 232

2:00 p.m. – 3:00 p.m.

ERP SELECTION & IMPLEMENTATION DOESN'T HAVE TO BE DISRUPTIVE

Selecting and implementing a new enterprise resource planning (ERP) system can be an overwhelming challenge. Everyone has heard the story of a nightmarish ERP changeover that shut the business down for weeks, or even months. In this session learn the keys to identifying, selecting, and implementing large software solutions.

Krista Lamb, DeatschWerks

ICC Meeting Room 233

3:00 p.m. – 4:00 p.m.

DOUBLE YOUR COMPANY'S SALES IN THREE STEPS

Take your company's sales to the next level. Learn how to double your sales with a straightforward concept broken down into three easy steps. No gimmicks, just straight sales science and data-driven decisions to effectively increase your customer base using data-driven decisions to rapidly increase sales.

Rich Barsamian, Advanced Clutch Technology

ICC Meeting Room 237

3:00 p.m. – 4:00 p.m.

MODERN PERFORMANCE TUNING

Learn modern performance tuning techniques from The Tuning School's Bob Morreale.

Bob Morreale, The Tuning School

ICC Meeting Room 238

FRIDAY, DECEMBER 8

9:00 a.m. – 10:30 a.m.

WHY A BUSINESS PLAN CAN MAKE YOU MORE MONEY

While people think a plan is only a tool in the loan process, this seminar will reveal that the business plan has little to do with you getting a loan.

However, it is an excellent tool for helping you "stay the course" in how you sell, what you sell, who you hire, and what you expect to produce in profits.

Tom Shay, Profits Plus Solutions

ICC Meeting Room 233

9:00 a.m. – 10:30 a.m.

BEAT THE ALGORITHMS BY BUILDING COMMUNITY

Over the past decade, many businesses flocked to and embraced social media as a low-cost way to reach their target audience. Unfortunately, the last few years have seen a steady drop in the amount of organic (free) exposure available to businesses through social media, leaving many feeling like their only option was to buy exposure with paid ads. Complex algorithms used by popular channels like Facebook and Instagram determine who sees your posts and when. This session will help give you a better understanding of how those algorithms work, what common mistakes you might be making that are actually damaging your reach, and how building an authentic community can push you past algorithmic limits to get you back in front of potential buyers.

Jennifer Cario, SugarSpun Marketing

ICC Meeting Rooms 240 – 241

10:00 a.m. – 11:00 a.m.

WOMEN IN MOTORSPORTS PANEL

Women who are making a difference in motorsports—both on and off the race track—share their success stories and offer advice to young women entering or moving up the motorsports ranks.

Kathi Lauterbach of Rahal Letterman Lanigan Racing; Mattie Graves, the "quickest woman in diesel motorsports;" and Courtney Enders, drag racer and motorsports marketing expert. Moderator: Jeanette DesJardins, CarChix

ICC Meeting Rooms 231 – 232

10:00 a.m. – 11:30 a.m.

BEARING TRAUMA AND ENGINE HARMONICS

In this session, attendees will gain a better understanding of how engine harmonics affect bearing wear as well as other individual part wear. The speakers will also examine how unstable components affect oil flow within an engine and how to achieve balance.

Randy Neal, CWT Industries; Dan Begle & Kimm Karrip, MAHLE

ICC Meeting Rooms 234 – 235

1:00 p.m. – 2:00 p.m.

MORE THAN SKIN DEEP: HOW PERFORMANCE STARTS AT THE SURFACE

From camshafts to cylinder bores, the "texture" of surfaces holds the potential for significant improvements in horsepower and durability. This session will examine the engineering of these textures and materials, plus it will cover the measurement and characterization of these surfaces.

Ben Strader, EFI University; Billy Godbold, Godbold Engineering; and Lake Speed Jr., Total Seal

ICC Meeting Rooms 234 – 235



PRI's Gavin Knapp will present the State of the Racing Market as part of the PRI Education program.



Learn up-to-date tuning tips from The Tuning School's Bob Morreale.



Jennifer Cario packs the house as she shares the latest information about how businesses can improve their social media engagement.

1:00 p.m. – 2:00 p.m.

LESSONS LEARNED FROM ONLINE ADVERTISING

See best-practices and lessons gained from over 20 years of online advertising. Learn proven strategies about what has worked on major digital platforms such as Google, YouTube, Facebook, Instagram, and more. Topics include how to set up reporting, conversion tracking, audience ad targeting, keyword research, and ad designs. This is a tactical session where you will leave with several action steps that you can immediately apply to your marketing plans.

Bryan Robb, Digital Throttle

ICC Meeting Rooms 240 –241

2:00 p.m. – 3:00 p.m.

NETWORKING, PROSPECTING AND MEETING NEW SPONSORS

If you need sponsors but don't know where to start, what they look for, or how to meet them, then this session is for you—meet the sponsors! Alex Striler will host a panel of marketing directors and sponsorship decisionmakers who will talk about why they sponsor racing, what they look for when selecting new teams, and the best ways to reach out and meet them.

Moderator: Alex Striler

ICC Meeting Rooms 231 – 232

3:00 p.m. – 4:00 p.m.

ADVANCED TECHNOLOGY IN DIRT LATE MODEL RACING

Use of higher tech in dirt late model racing, including data acquisition, pull-down rigs, wind tunnel testing, and more.

Mike Nuchols, Warrior Race Cars

ICC Meeting Rooms 240 – 241

3:00 p.m. – 4:00 p.m.

DISRUPTING OR PROMPTING: DOES THIS AFFECT HOW YOU APPROACH BUSINESS?

Are you operating your business in 2023 the same way you did in 2019? Why? Your customers are not behaving the way they did in 2019! You should be taking advantage of the changes in their lives so that you become the business that is easier to do business with. There are many opportunities to grow your business if you know where and how to look.

Tom Shay, Profits Plus Solutions

ICC Meeting Room 233

3:00 p.m. – 4:00 p.m.

EV POWERTRAINS: CONVERTED FOR RACING

Moderator: Luis Morales, SEMA

Lucas Oil Stadium Meeting Rooms 1 & 2

SATURDAY, DECEMBER 9

9:00 a.m. – 10:00 a.m.

GRAPHIC DESIGN & BRANDING

With more than 23 years of design experience, and operating his own motorsports design agency, Ben Porter will discuss how developing a strong brand from the beginning can jumpstart your brand credibility. Learn how to set your brand apart from the rest when starting a business or motorsports entity, and how to pivot for existing operations.

Ben Porter, Redline Ace

ICC Meeting Room 233

9:00 a.m. – 10:30 a.m.

ULTIMATE DIRT LATE MODEL SETUP—UPDATED FOR 2023

Back by popular demand, dirt late model builder Mike Nuchols of Warrior Race Cars will share those go-fast secrets all racers want to know and how to use the latest technological information.

Mike Nuchols, Warrior Race Cars

ICC Meeting Rooms 231 – 232

10:00 a.m. – 11:00 a.m.

EV RACING: AFTERMARKET PERFORMANCE PRODUCTS

Moderator: Luis Morales, SEMA

Lucas Oil Stadium Meeting Rooms 1 & 2

10:00 a.m. – 11:00 a.m.

USING SOCIAL MEDIA AND TECHNOLOGY TO CREATE VALUE FOR SPONSORS

Technology is advancing so fast that Facebook and Instagram are irrelevant. With AI, it's about searchability. Alex Striler and Megan Meyer will explain why searchable open markets, like YouTube, are better for marketing than closed ones, like IG and FB. Cole Striler will share ways to use ChatGPT and AI to create value for sponsors with effective elevator pitches and IT-generated video clips.

Moderated by Alex Striler, with Megan Meyer and Cole Striler

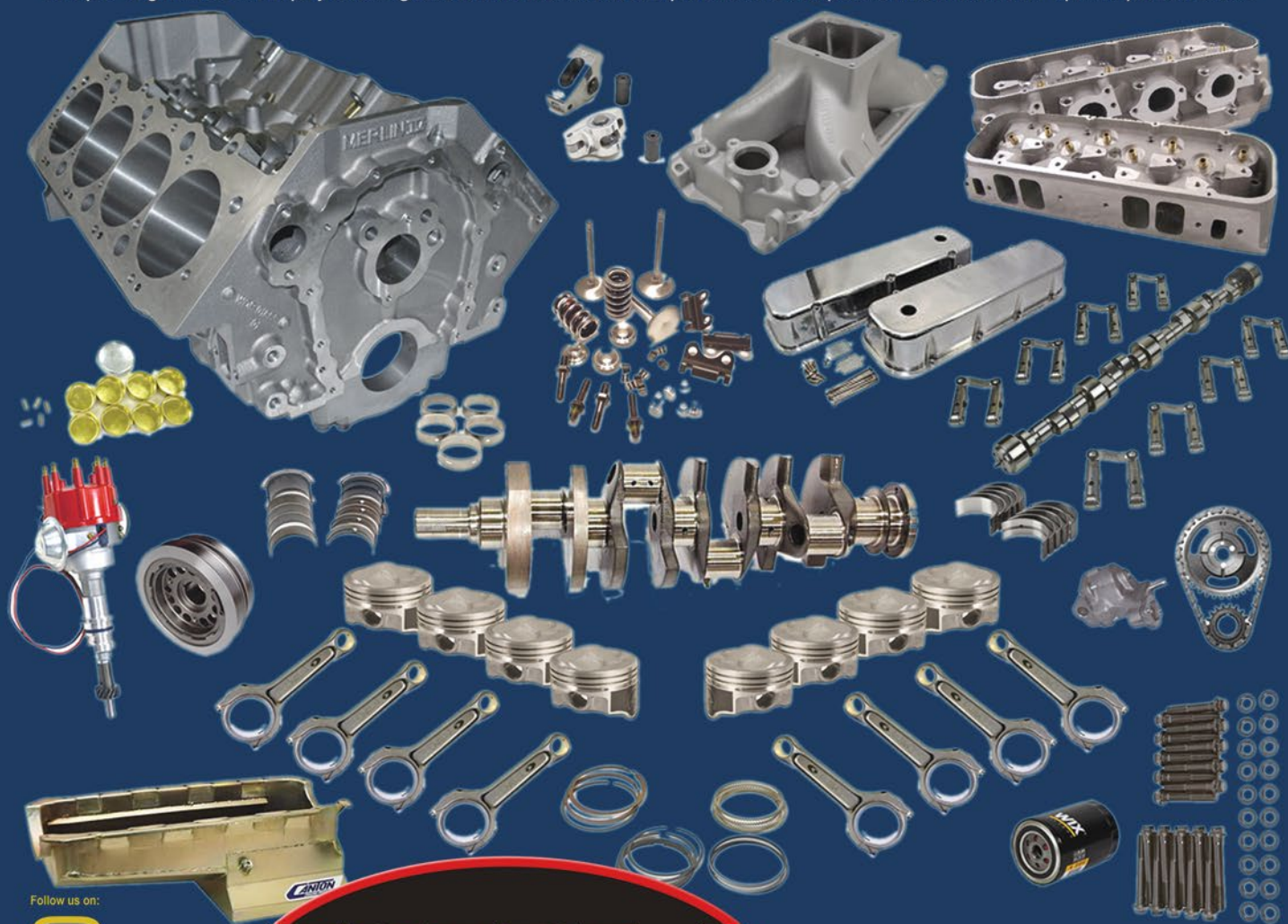
ICC Meeting Rooms 240 – 241

PERFORMANCE ENGINE COMPONENTS

ROTATING ASSEMBLIES ~ COMPLETE ENGINE KITS

PBM Performance Products has been a highly regarded supplier of quality engine components to professional engine builders and machine shops for many years. Our extensive inventory and experienced personnel help our customers get the parts they need, when they need them. We specialize in bundling components such as rotating assemblies to simplify your ordering, and can customize our packages to suit your requirements.

PBM's Complete Engine Packages are available for street performance and racing applications. These kits contain everything you need to build a strong and durable engine, including new World Products blocks, PBM rotating assemblies, Erson Cams and valve train components, cylinder heads from leading manufacturers, bearings, fasteners, gaskets and more! PBM packages are pre-engineered to simplify ordering and ensure that all the components are compatible and matched for optimal performance.



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Huntington, WV
800-879-6233

Greensboro, NC
800-879-0230

Laurel, MD
800-578-4182

EXHIBITOR SEMINARS

THURSDAY, DECEMBER 7

10:00 a.m. – 11:00 a.m.

**Intercomp Racing Presents:
Shock Dyno & Load Stick
Seminar**

Intercomp Racing
ICC Meeting Room 242

11:00 a.m. – 12:00 p.m.

**Racing Simulation as a
Training Tool for Motorsports
– featuring Tony Kanaan &
Daniel Morad**

Advanced SimRacing
Esports Arena – SRO Stage

2:00 p.m. – 3:00 p.m.

Racing, It's Not a Competition

World Racing Group
ICC Meeting Room 212

2:00 p.m. – 3:00 p.m.

**Streaming Video 101 for
Promoters**

Speed Sport TV
ICC Meeting Room 242

5:00 p.m. – 6:00 p.m.

**The 7 Keys to Circle Track
Speed**

DRP Performance Products
ICC Meeting Rooms 201 – 203

FRIDAY, DECEMBER 8

8:00 a.m. – 9:00 a.m.

Ministry Prayer Summit

Racers for Christ
ICC Meeting Room 211

10:00 a.m. – 11:00 a.m.

**Intercomp Racing Presents:
Shock Dyno & Load Stick
Seminar**

Intercomp Racing
ICC Meeting Room 242

1:30 p.m. – 2:30 p.m.

**2024 Turbocharger Rules/
Safety**

Precision Turbo & Engine -
Turbonetics
ICC Meeting Room 244

2:00 p.m. – 3:00 p.m.

**Race Car Aerodynamics
Discussion and Q&A**

TotalSim US
ICC Meeting Room 245

2:00 p.m. – 3:00 p.m.

Racing Beyond the Track

World Racing Group
ICC Meeting Room 212

2:00 p.m. – 3:00 p.m.

**The State of Streaming Video
from Grassroots Streaming
Productions**

Speed Sport TV
ICC Meeting Room 242

SATURDAY, DECEMBER 9

8:00 a.m. – 9:00 a.m.

Chapel Service

Racers for Christ
ICC Meeting Room 211

9:00 a.m. – 10:00 a.m.

**Motorsports Ministry
Roundtables**

Racers for Christ
ICC Meeting Room 211

2:00 p.m. – 3:00 p.m.

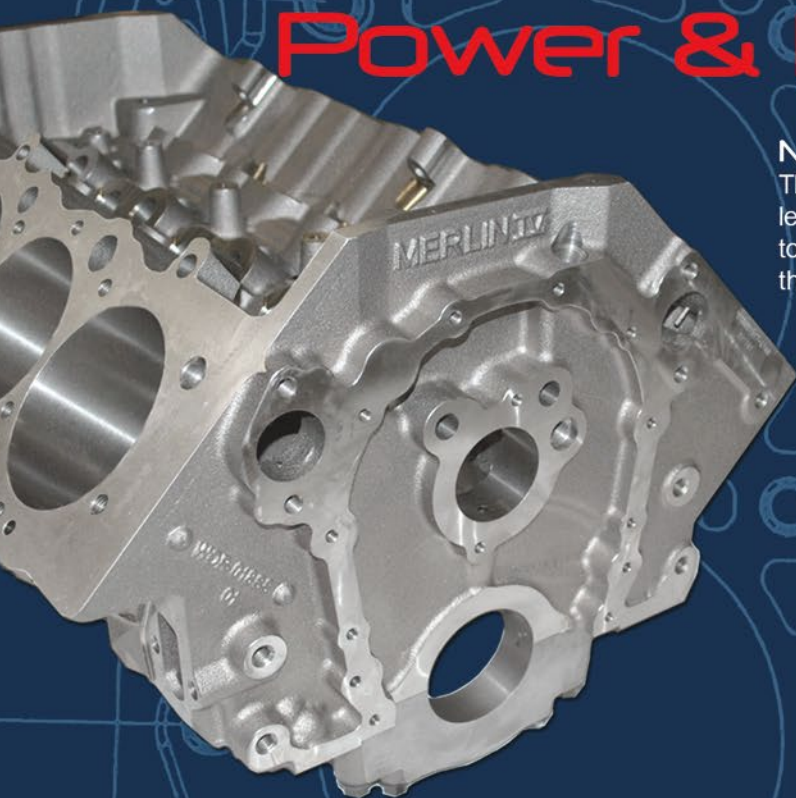
**Race Track Audio Bootcamp:
Audio Engineering 101 for
Announcers and Track**

Speed Sport TV
ICC Meeting Room 242



BOOTH #253

Dedicated To Quality Power & Durability



MERLIN IV

The new MERLIN IV has been completely redesigned for industry leading performance and ease of use. World has made improvements to virtually every area of the new Merlin IV with the goal of producing the most technologically advanced iron BBC block available!

- Available w/ 55mm Cam & .904 Lifters
- Thick .310 Cylinder Walls @ 4.600 Bore
- Strengthened Main Webs & Cam Tunnel
- Dual Register Main Caps w/ARP Fasteners
- Improved Priority Main Oiling System
- Special High Strength Cast Iron

MOTOWN II

World's MOTOWN II small block is super-strong and incredibly versatile, with raised cam and LS Hybrid versions which take the small block into new performance territory. Made in the USA with high strength iron alloy and industry leading features.

- Available w/ +.134 Raised Cam
- LS Hybrid Version Uses LS Cylinder Heads
- Clearanced For 4.000" Stroke
- Dual Register Main Caps w/ARP Fasteners
- Improved Priority Main Oiling System
- Special High Strength Cast Iron



MAN O'WAR

With the redesigned Man O'War, World Products has created the strongest, most advanced iron block for 302 & 351 style Fords available today! Utilizing special iron alloy and increased main web thickness dramatically increases strength.

- 6 Head Bolts Per Cylinder
- 40,000PSI Iron Alloy & Extra Thick Main Webs
- Cylinders Extended 1/2" Into Crankcase
- Low Restriction Priority Main Oiling System
- Clearance for 4.250" Stroke @ 9.500" Deck
- Clearance for 3.500" Stroke @ 8.200" Deck



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RACE ENGINE COMPONENTS

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PROMOTER CENTRAL

Track operators, promoters, and sanctioning body leadership will benefit from a diverse array of industry meetings and an expanded TOPS headquarters presented by MyRacePass.com when visiting December's PRI Show.

By Tom Deery

Race track promoters, operators, and sanctioning body leadership will have their own "home" during all three days of the PRI Show, December 7–9, in the TOPS (track operators, promoters and sanctions) HQ presented by MyRacePass.com. This year, the area has been expanded to offer a better atmosphere to conduct business, plus additional seminars and learning opportunities to improve operations.

Located in Room 131 in the 7000 hallway of the Indiana Convention Center, this year's space has doubled to allow for more seating including the MyRacePass.com Comfort Zone with couches and overstuffed chairs, along with a larger conference room area that is available for group meetings. Entry is free with a valid show badge with race track or sanction affiliation.

Join fellow track operators and peers for beer, snacks, and a bunch of "big stories" at an even bigger and better "BS and Brews Happy Hour," sponsored by MyRacePass.com, RPM Promoters Workshop, and TVC-Total Venue Concepts, on Friday, December 8, from 4:30 p.m. to 7:30 p.m. Entry is limited to those with a TOPS decal on their badge.

A variety of other new sessions will be at the TOPS HQ for 2023, and are noted below:

- Road racing facilities, series, and industry roundtable sessions
- Full day Friday of drag racing operations, hosted by Kurt Johnson
- Oval paved track roundtable
- Pulling groups roundtable
- Go-kart racing roundtable
- Paved late model groups meeting, hosted by ASA
- Dirt track roundtable
- Off-road racing roundtable and off-road



facility forum Saturday morning

- Sprint Car Racing Council (Private)
- Race tire update session
- Selling race fuel at your track
- Updates in technology for ticketing, scoring, and event management
- Understanding your website as a marketing tool
- Simplifying your social media, hosted by Scott Kosak
- Maximizing your return on social media
- Expanding social media beyond the online platforms
- Promoters panel on fighting back/overcoming negative social media
- Master class in uncovering untapped potential marketing your track (must register in advance and be a PRI Business Member)
- "Anything Goes" open discussion
- More to be announced. Visit pri2023.mapyourshow.com for updated sessions.

Additional events leading up to and during the PRI Show for track operators, promoters, and sanctions include the Race Track Business Conference (RTBC) on Wednesday, December 6; the NHRA Member Track National Conference on Wednesday and Thursday, December 6 and 7 (visit nhramembertrack.com); and the International Council of Motorsport Sciences Annual Congress on Wednesday and Thursday, December 6 and 7, plus an ICMS Race Track Safety Program, which is a hands-on training session open to anyone working in track fire and safety on Friday, December 8. Visit icmsmotorsportsafety.org



for more information.

We are pleased to report SFI Foundation's activity at this year's PRI Show. On Friday, December 8, beginning at 8:00 a.m. in Room 210, will be the SFI Motorsports Forum for Sanctioning Body Officials. This will be a detailed presentation on trends, learnings, and processes in SFI motorsports safety and will be open to all sanctioning body leadership.

The SFI Committee Spec Review Meetings will take place on Thursday and Friday, December 7 and 8, in Meeting Room 210. As established by SFI, components with an SFI number are reviewed and discussed. Reviews begin at 9 a.m. Meetings are open to interested parties, and a comment period will be provided. A schedule can be found on the SFI website at sffoundation.com.

As a veteran PRI Show attendee, I'd like to share some tips to help you get the most from your visit. First, pay attention to exhibitor press conferences and announcements, which are a great resource for new and exciting information. Many sanctions, series, and associations have banquets or hospitality parties during the Show. Check with the organizations you work with for details about their upcoming season-ending events. Study the floor plan, as booths fill the hallways and meeting rooms. Keep hydrated, and bring three shoe changes. Trust me on that one, your feet will thank you at the end of each day. If staying out of downtown, check the complimentary bus schedule. Finally, make mapyourshow.com your best friend. This online tool compiles all the details you need about the PRI Show in one place. If that resource doesn't answer your questions, stop by one of the PRI Info desks during the Show and pose your questions to one of the helpful Indianapolis locals. **PRI**

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EXHIBITOR & MEDIA PRE-SHOW HOURS

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FRIDAY, DEC 8 8:00 A.M. - 9:00 A.M.

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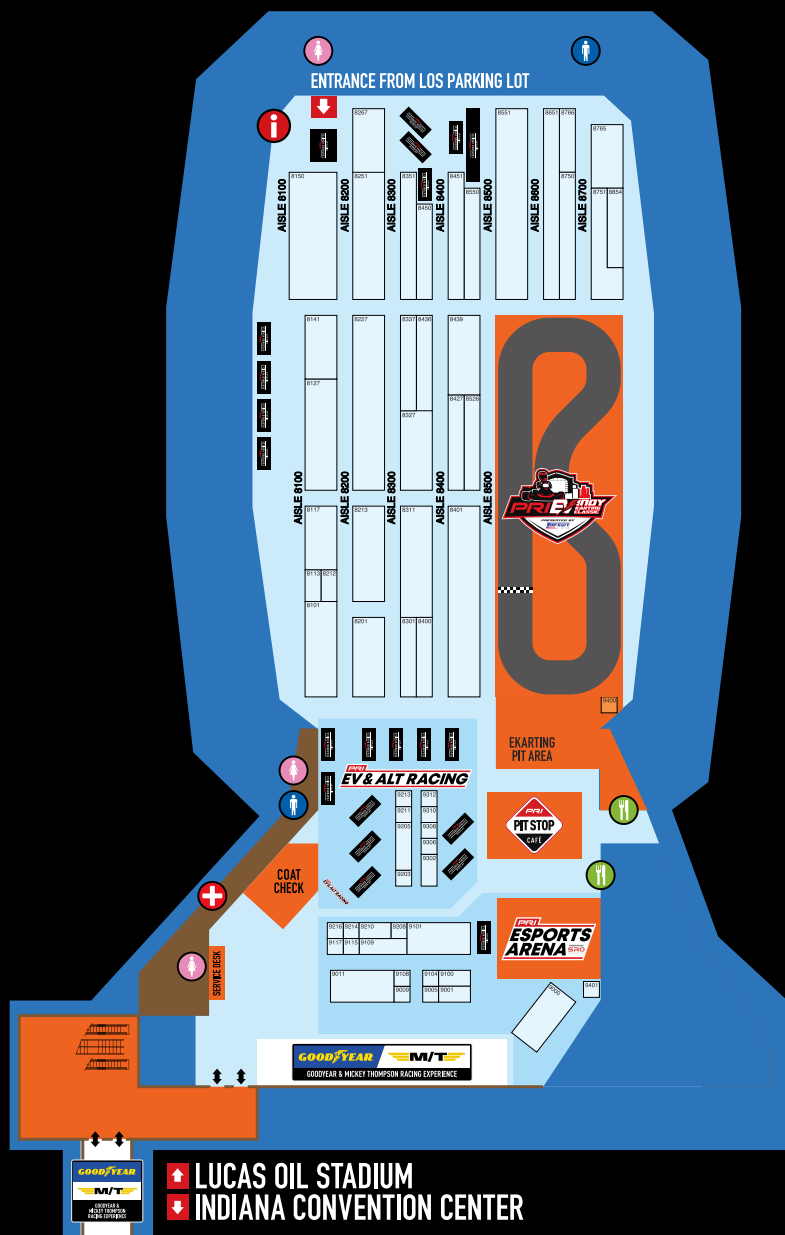
TUESDAY, DEC 5 8:00 A.M. – 5:00 P.M.
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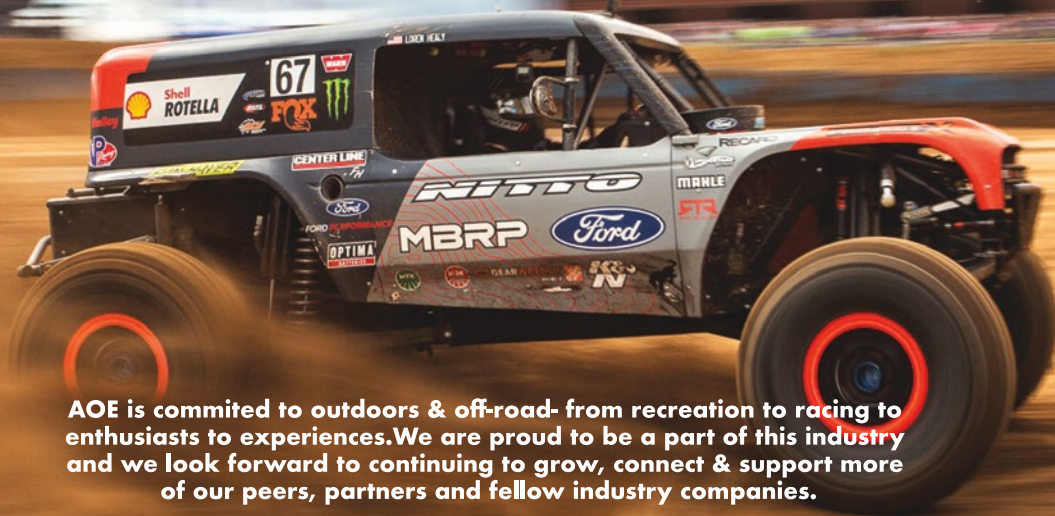


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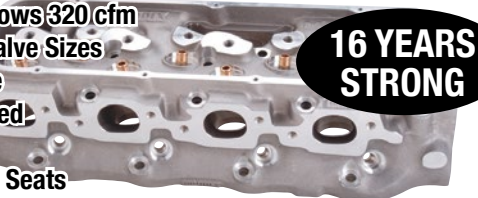


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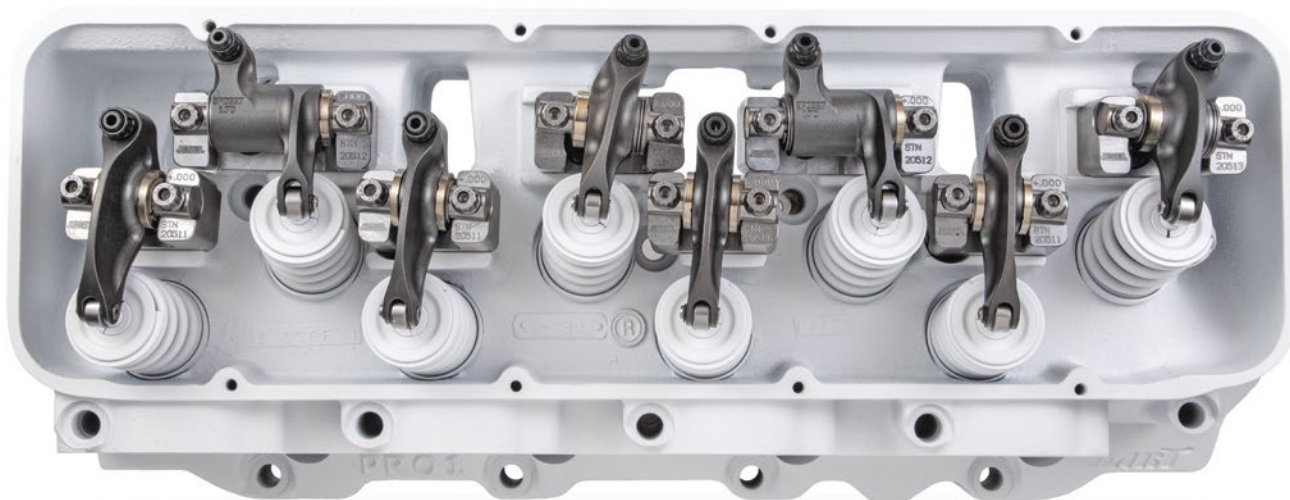


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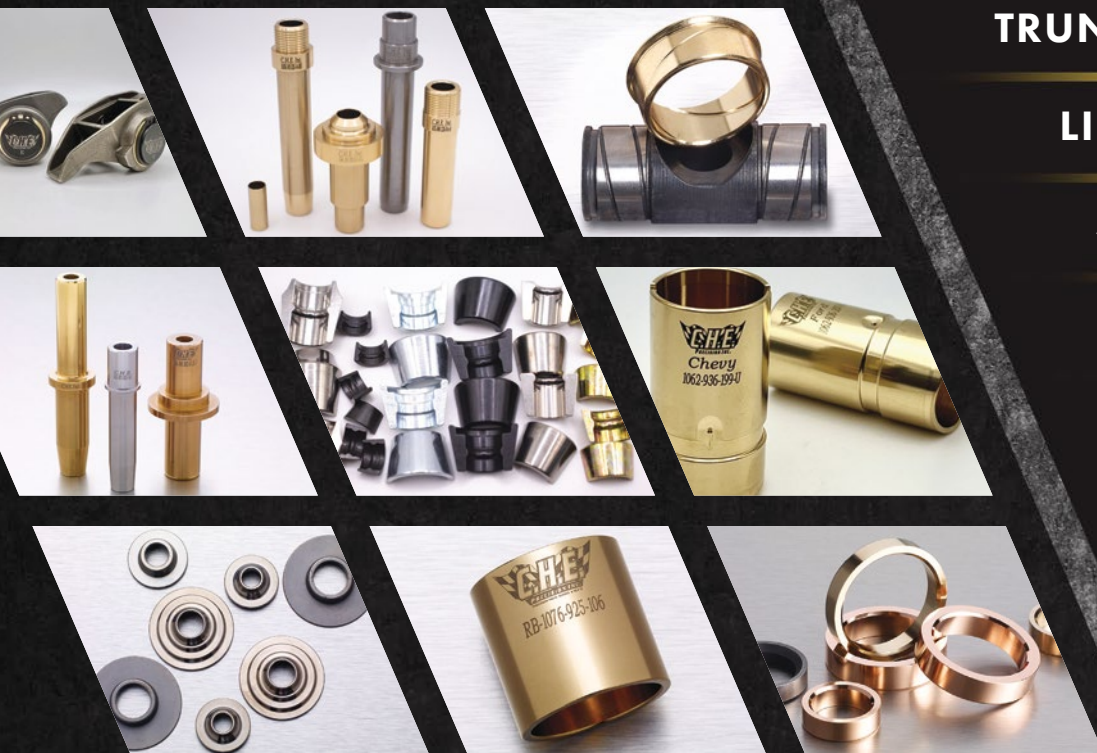
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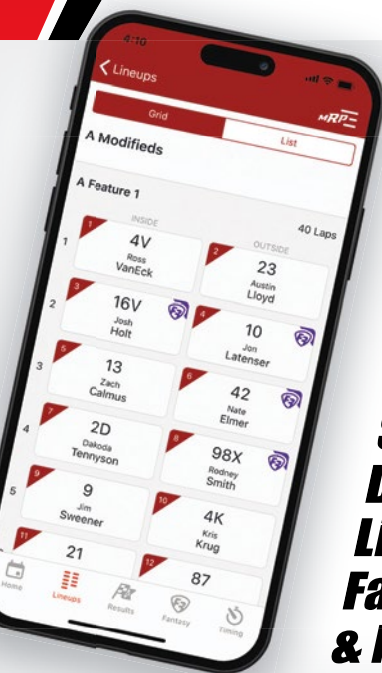
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2020-2023 GM 6.6L DURAMAX - ZILLA CARBON FIBER TURBO INLET TUBE

Introducing the PPE ZILLA Carbon Fiber Turbo Inlet Tube - an exceptional performance upgrade to your GM 6.6L Duramax. Handcrafted from 100% genuine, dry/prepreg carbon fiber and finished with a sleek clear coat, this intake tube exemplifies top-tier quality and durability that is typically only seen on supercars.

The PPE Carbon Fiber Turbo Inlet Tube replaces the restrictive, plastic intake tube and resonator that comes stock on your truck. The kit includes the PPE Carbon Fiber Turbo Inlet Tube, two Heavy-Duty 6mm 5ply Black Silicone Couplers, and stainless steel hose clamps.

2017-2019 OEM Part Numbers: 23458514, 84841225

2020-2023 OEM Part Numbers: 84841229, 84841225

Features:

- ▶ 100% Genuine, dry/prepreg carbon fiber construction
- ▶ Easy, bolt-on installation. No tuning required
- ▶ Kit includes stainless steel clamps and PPE 5ply silicone couplers
- ▶ Eliminates stock restrictive resonator and improves airflow
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Applications:

2017-2019
GM Duramax 6.6L

Finishes:

Twill Weaved (115020160)
Forged (115020170)



Applications:

2020-2023
GM Duramax 6.6L

Finishes:

Twill Weaved (115020060)
Forged (115020061)



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Elevate your factory-restrictive plastic intake to a whole new level with the PPE ZILLA Carbon Fiber Intake Tube, and experience the heightened throttle response, noticeable torque gain, and unmatched build quality.

Applications:

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Finishes:

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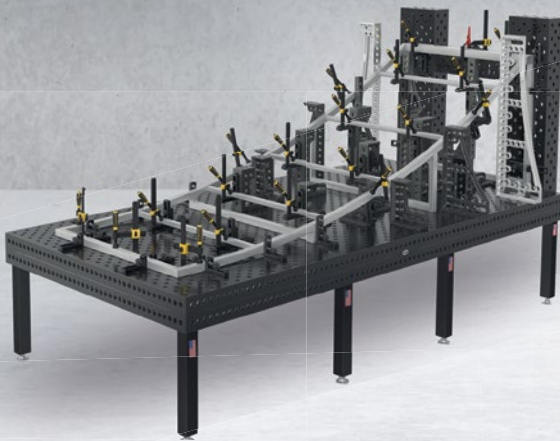
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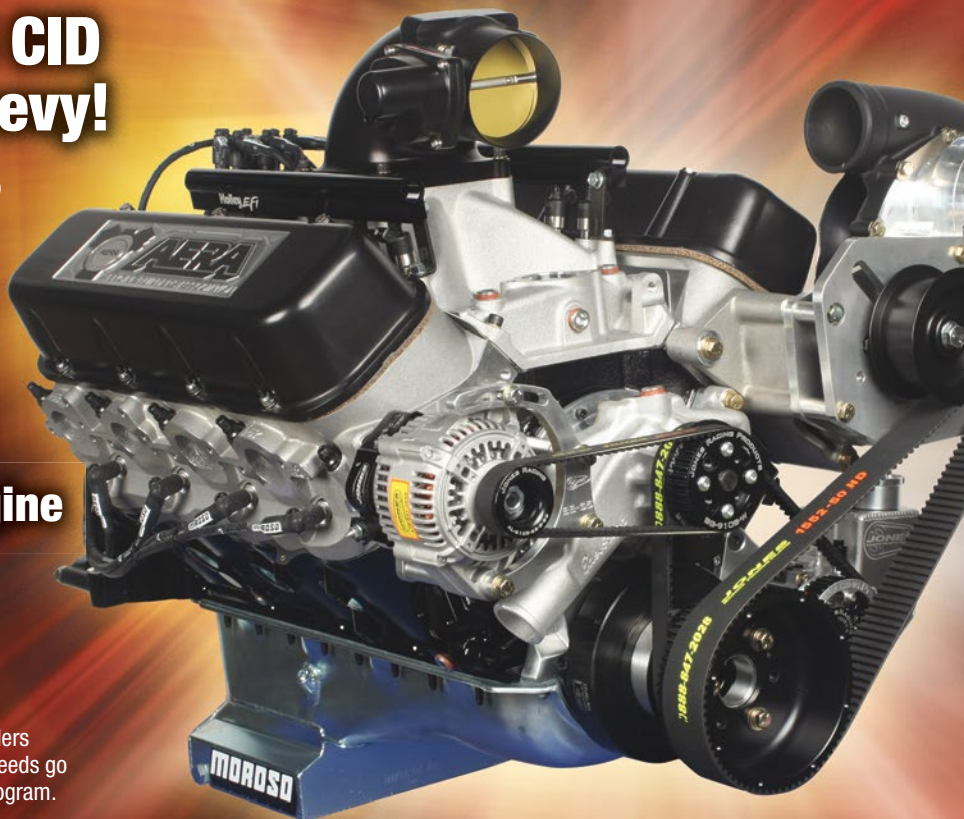
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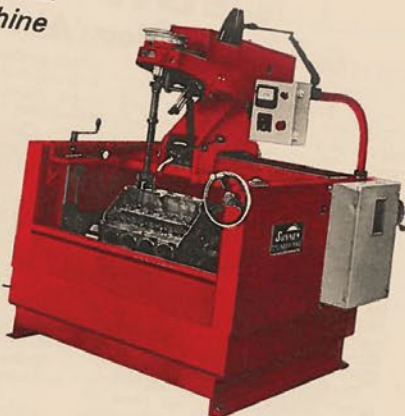


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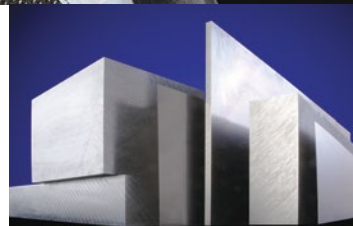
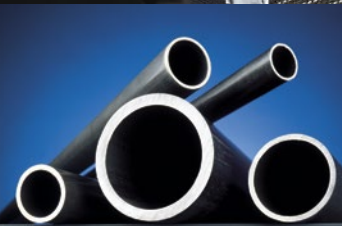
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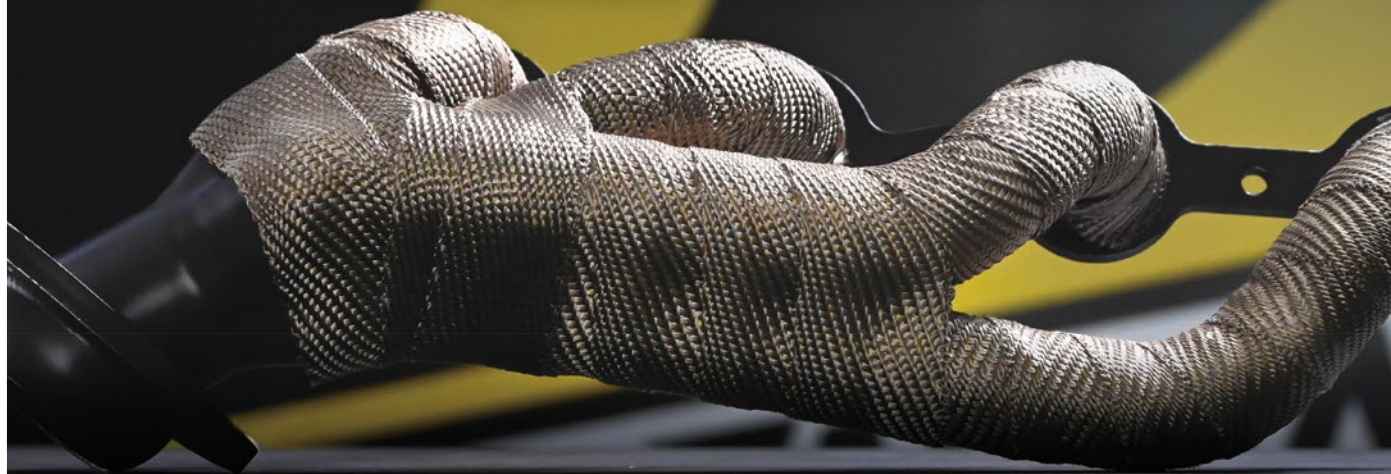
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- Top row (left to right): A black racing helmet, a grey racing seatbelt, a white racing helmet, a black racing seat, a black racing helmet, and a full-body racing suit.
- Middle row (left to right): A close-up of a racing seat, a pair of blue racing gloves, a pair of black racing shoes, and a pair of black racing shoes.
- Bottom row (left to right): A close-up of a racing seat, a white racing helmet, a red racing seatbelt, a pair of black racing shoes, and a QR code with the text 'SCAN ME WITH PHONE' and '©PYROTECT SAFETY, INC. 2022'.

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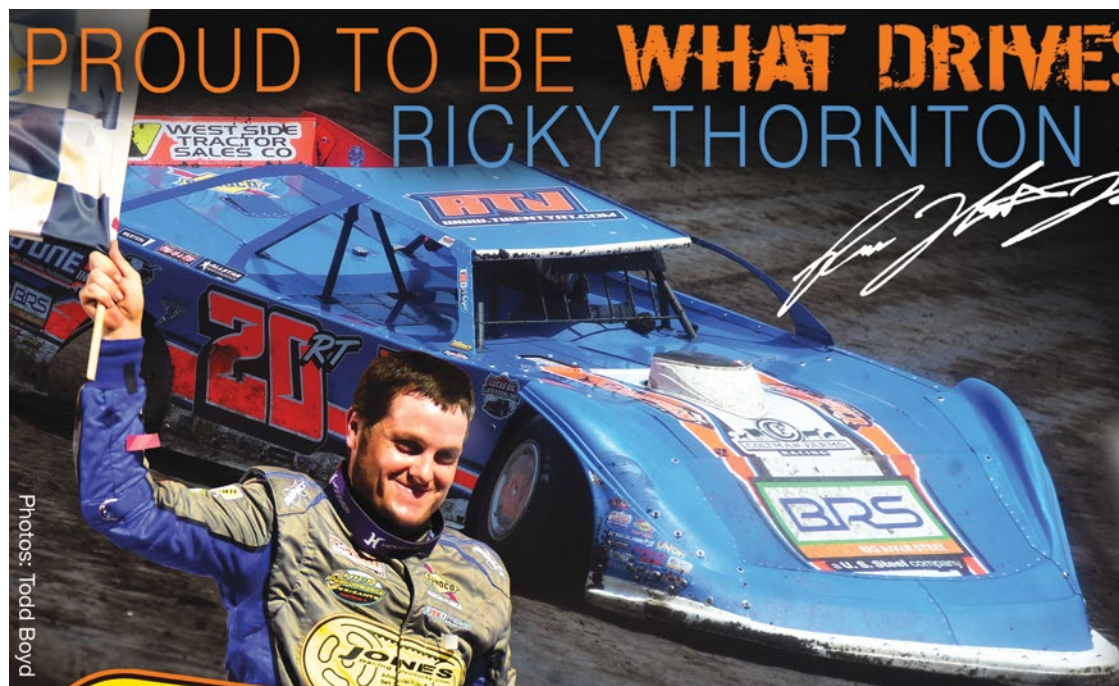
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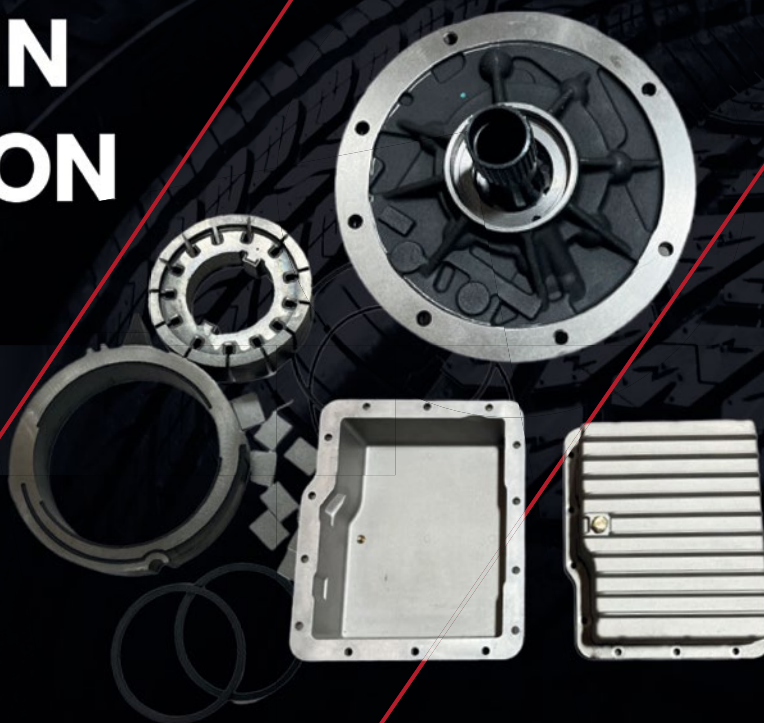


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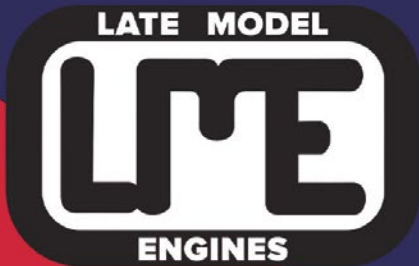
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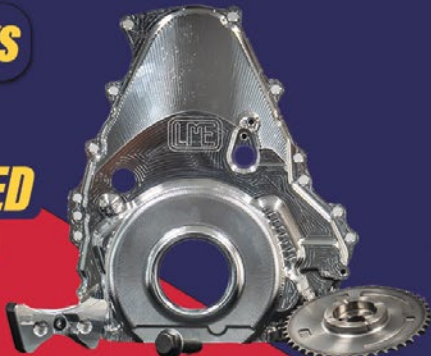
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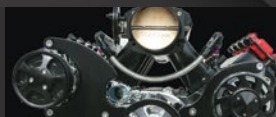
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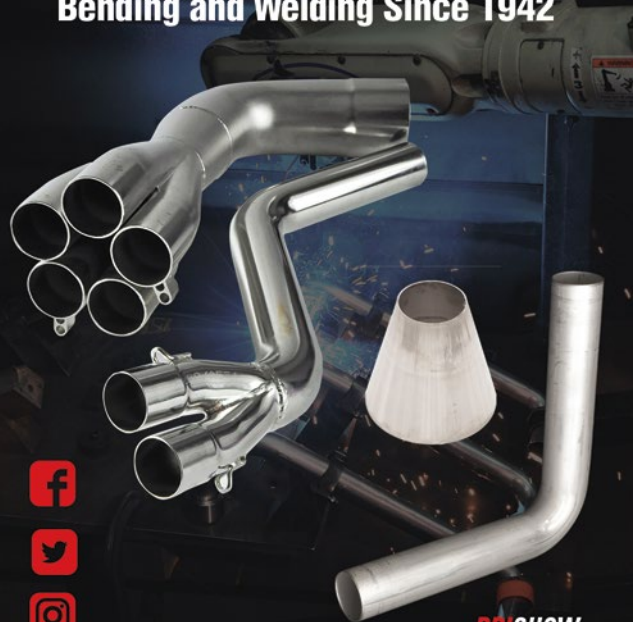
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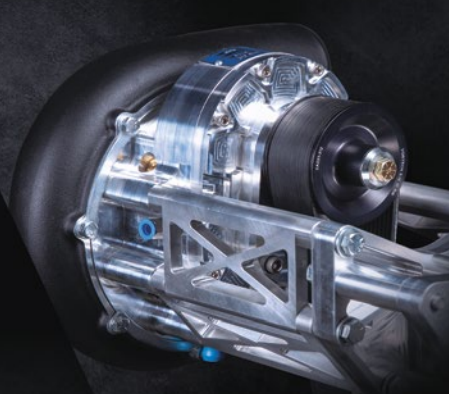
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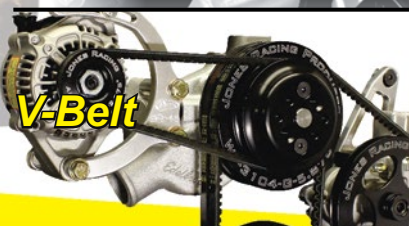
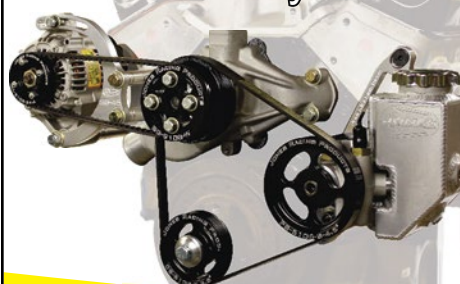
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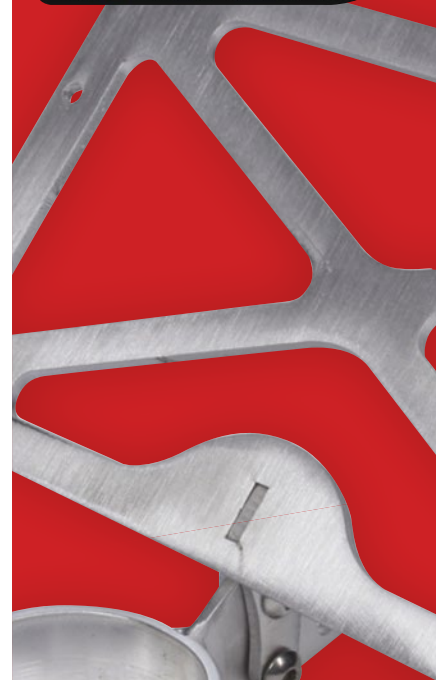
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PRI SHOW



GUIDE TO INDIANAPOLIS

From casual eateries to fine dining, take advantage of the numerous restaurant and nightlife options downtown Indy has to offer while you are in town for the PRI Show.

By Jack Haworth

Sharing a great meal is the best way to seal a deal. From handshake deals to napkin contracts, countless business partnerships have been formed around a dinner table—the ideal setting for spirited conversations and lasting connections.

For the tens of thousands motorsports professionals attending the 2023 PRI Show—set for December 7–9, at the Indiana Convention Center (ICC) and Lucas Oil Stadium—downtown Indianapolis, Indiana, is the perfect venue for fueling these meaningful conversations. The most influential business event in racing, the PRI Show unites the entire industry for three memorable days of discovering the latest innovations and technology, while networking across the entire motorsports landscape.

Productive conversations and dealmaking begin on the Show floor, before kicking into overdrive at our complimentary PRI Happy Hour—December 7, at 5 p.m. in Lucas Oil Stadium. Of course, the business of racing continues well after exhibit halls close, and the sun sets on the Racing Capital of the World.

The lively streets of downtown Indianapolis fill up each night with Show attendees, all eager to continue conversations at a wide variety of popular restaurants, lounges, and bars. With the Show located in the heart of downtown, there are several hot spots within walking distance including St. Elmo Steak House, Fogo de Chao, and Harry & Izzy's. The nearby Bottleworks District features an upscale food hall, The Garage, which has become a popular spot to grab a bite and drink in a more relaxed setting. The historic Fountain Square

neighborhood is only a 10-minute drive from ICC, but offers an eclectic mix of bars, breweries, restaurants, and even a retro duck pin bowling alley (Atomic Bowl).

In addition to many options for afterhours dining, getting around Indy is simple and stress-free. For those staying in the heart of the city, getting to and from the Show is made easy thanks to climate-controlled skywalks that connect the ICC and Lucas Oil Stadium to select downtown hotels, parking garages, Circle Centre Mall, the Indianapolis Artsgarden, Market Street, and more. For those staying a bit further away, PRI will once again provide complimentary shuttle service connecting the ICC and Plainfield-area hotels during Show hours.

While downtown is very walkable, taxis and rideshares are readily available. Drivers will find parking near the ICC, but the low-profile parking structures are easy to miss, so look carefully. Visit performanceracing.com/attend/getting-there to see an interactive parking map; call a taxi; download rideshare apps; and find information about camping and RV parking.

The following directory provides a comprehensive list of numerous venues for after-Show dining and entertainment. Note that advanced reservations are strongly recommended, as downtown Indy revs up during PRI. Also be sure to verify operating hours and dining options (take-out, dine-in, or delivery) of each venue prior to visiting, as all are subject to change. For more information, visit pri2023.com. We'll see you in Indy!



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225 W. Washington St., Indianapolis, IN 46204
317-632-0765
cafepatachou.com

THE CAPITAL GRILLE AT THE CONRAD INDIANAPOLIS

40 W. Washington St., Indianapolis, IN 46204
317-423-8790
thecapitalgrille.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

CITY BARBEQUE

621 W. 11th St., Indianapolis, IN 46202
317-333-6234
citybbq.com

CLEO'S BODEGA & CAFÉ

2432 Dr. Martin Luther King Jr. St., Indianapolis, IN 46208
317-932-3361

**COACHES TAVERN**

28 S. Pennsylvania St., Indianapolis, IN 46204
317-917-1191

CONDADO TACOS

530 Massachusetts Ave., Ste. 190, Indianapolis, IN 46204
317-222-5999
condadotacos.com

CONNER'S KITCHEN + BAR AT INDIANAPOLIS MARRIOTT DOWNTOWN

350 W. Maryland St., Indianapolis, IN 46225
317-405-6100
connersindy.com

COURSES RESTAURANT AT IVY TECH CULINARY AND CONFERENCE CENTER

2820 N. Meridian St., Indianapolis, IN 46208
317-921-4442

CRAB 99

14 E. Washington St., Indianapolis, IN 46204
317-600-3066
indycrab99.com

DICK'S LAST RESORT

111 W. Maryland St., Indianapolis, IN 46225
317-608-2456
dickslastresort.com

THE DISTRICT TAP - DOWNTOWN

141 S. Meridian St., Indianapolis, IN 46225
317-632-0202
thedistricttap.com

DOWNTOWN OLLY'S

822 N. Illinois St., Indianapolis, IN 46204
317-636-5597
downtownollys.net

DUGOUT BAR

621 Virginia Ave., Indianapolis, IN 46203
317-916-1514
thedugoutindy.com

EASY RIDER DINER

1043 Virginia Ave., Indianapolis, IN 46203
463-224-0430
easyriderindy.com

E'TERIE BAR & GRILL AT EMBASSY SUITES HOTEL DOWNTOWN

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 INDIANAPOLIS

1 S. Capitol Ave., Indianapolis, IN 46204
317-616-6170

EL ARADO MEXICAN GRILL

1063 Virginia Ave., Indianapolis, IN 46203
317-632-2076
elaradomexicangrill.com

EL TORO BRAVO

365 N. Illinois St., Indianapolis, IN 46204
317-637-5160
eltoro-bravo.com

EMPIRE STREET BAR & GRILLE

419 S. West St., Indianapolis, IN 46225
317-426-4976
empirestreetgrille.com

ENGLISH IVY'S

944 N. Alabama St., Indianapolis, IN 46202
317-822-5070
englishivys.com

ENZO PIZZA - ILLINOIS STREET

149 N. Illinois St., Indianapolis, IN 46204
317-634-1144
enzopizza.net

FAT DAN'S DELI

410 E. Michigan St., Indianapolis, IN 46204
317-600-3008
fatdandsdeli.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 46202
317-746-6961
thepointonpenn.com

FOGO DE CHÃO BRAZILIAN STEAKHOUSE

117 E. Washington St., Indianapolis, IN 46204
317-638-4000
fogodechao.com

FORTYFIVE DEGREES

765 Massachusetts Ave., Indianapolis, IN 46204
317-634-4545
fortyfiveindy.com

FOUNDRY PROVISIONS

236 E. 16th St., Indianapolis, IN 46202
317-543-7357

THE FOUNTAIN ROOM AT BOTTLEWORKS

830 Massachusetts Ave., Ste. 1480, Indianapolis, IN 46204
463-238-3800
thefountainroom.com

FRESCO ITALIAN CAFE ON THE CANAL

340 W. Michigan St., Indianapolis, IN 46202
317-797-9185

GALLERY ON 16TH

319 E. 16th St., Ste. 101, Indianapolis, IN 46202
317-820-5526
16th.gallerypastry.com

GALLERY PASTRY BAR

110 S. Pennsylvania St., Ste. B, Indianapolis, IN 46204
317-820-5526
bar.gallerypastry.com

THE GARAGE FOOD HALL AT BOTTLEWORKS DISTRICT

906 Carrollton Ave., Indianapolis, IN 46202
317-556-1252
garageindy.com

THE GARDEN TABLE

342 Massachusetts Ave., #100, Indianapolis, IN 46204
317-638-0321
thegardentable.com

GEORGIA STREET RHYTHM AND BLUES LOUNGE

28 W. Georgia St., Indianapolis, IN 46204
317-903-3966
georgiastrihythmblueslounge.com

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/locations/downtown-indianapolis/

GIORGIO'S PIZZA

9 E. Market St., Indianapolis, IN 46204
317-687-9869
giorgiospizzatogo.com

GOMEZ BBQ

2827 E. 10th St., Indianapolis, IN 46201
317-935-9838
gomezbbq.com

GOODFELLAS PIZZERIA - MASS AVE.

545 Massachusetts Ave., Indianapolis, IN 46204
317-602-3401
goodfellaspizzeria.com/mass-ave

GOOSE THE MARKET

2503 N. Delaware St., Indianapolis, IN 46205
317-924-4944
goosethemarket.com

THE GREAT DIVIDE

743 E. New York St., Indianapolis, IN 46202
317-637-2192

**GREEK ISLANDS RESTAURANT**

906 S. Meridian St., Indianapolis, IN 46225
317-636-0700
greekislandsrestaurant.com

THE GRUB HOUSE

1953 N. College Ave., Indianapolis, IN 46202
317-974-9089
grubhouseindy.com

HARRY & IZZY'S

153 S. Illinois St., Indianapolis, IN 46225
317-635-9594
harryandizzys.com

HIGH VELOCITY AT THE JW MARRIOTT INDIANAPOLIS

10 S. West St., Indianapolis, IN 46204
317-860-6500
highvelocityindy.com

HINATA JAPANESE FINE DINING

130 E. Washington St., Indianapolis, IN 46202
317-672-4929
hinataindy.com

HOOTERS

25 W. Georgia St., Indianapolis, IN 46225
317-267-9637
hooters.com/locations/3110-indy-downtown

HOTBOX PIZZA

30 E. Georgia St., Indianapolis, IN 46204
317-656-6000
hotboxpizza.com

THE HULMAN AT HOTEL INDY

141 E. Washington St., Indianapolis, IN 46204
317-735-2586
thehulmanindy.com

HYDE PARK PRIME STEAKHOUSE

51 N. Illinois St., Indianapolis, IN 46204
317-536-0270
hydeparkrestaurants.com/location/indianapolis/

IARIA'S ITALIAN RESTAURANT

317 S. College Ave., Indianapolis, IN 46202
317-638-7706
iariasrestaurant.com

INDIA GARDEN RESTAURANT

207 N. Delaware St., Indianapolis, IN 46204
317-634-6060
indiagardenindy.com

INDIANAPOLIS CITY MARKET

222 E. Market St., Indianapolis, IN 46204
317-634-9266
indycm.com

THE INFERNO ROOM

902 Virginia Ave., Indianapolis, IN 46203
317-426-2343
theinfernoroom.com

IOZZO'S GARDEN OF ITALY

946 S. Meridian St., Indianapolis, IN 46225
317-974-1100
iozzos.com

ISUKA HIBACHI EXPRESS AND SUSHI

32 E. 16th St., Indianapolis, IN 46202
317-602-6716
isukahibachiexpressandsushi.com

JOHN'S FAMOUS STEW

1146 Kentucky Ave., Indianapolis, IN 46221
317-636-6212

KILROY'S BAR AND GRILL

201 S. Meridian St., Indianapolis, IN 46225
317-638-9464
kilroysindy.com

KOUNTRY KITCHEN SOUL FOOD PLACE

1417 Commerce Ave., Indianapolis, IN 46201
317-635-6000
kountrykitchenindy.com

KUMA'S CORNER

1127 Prospect St., Indianapolis, IN 46203
317-929-1287
kumascorner.com/indy/

LA ESKINA INDY

641 Virginia Ave., Indianapolis, IN 46203
317-974-9311
orderlaeskina.com

LA MARGARITA

1043 Virginia Ave., Indianapolis, IN 46203
317-384-1457
lamargaritaindy.com

LE PEEP DOWNTOWN INDY

301 N. Illinois St., Indianapolis, IN 46204
317-237-3447
lepeepindy.com

LEVIATHAN BAKEHOUSE

1101 N. College Ave., Indianapolis, IN 46202
317-493-1879
leviathanbakehouse.com

LINCOLN SQUARE PANCAKE HOUSE

613 W. 11th St., Indianapolis, IN 46202
317-986-7565
eatatlincolnsquare.com

LIVERY

720 N. College Ave., Indianapolis, IN 46202
317-383-0330
livery-restaurant.com

LOCO MEXICAN RESTAURANT & CANTINA - FOUNTAIN SQUARE

1417 Prospect St., Indianapolis, IN 46203
317-384-1745
locomexicanrestaurant.com

LOS ARROYOS MEXICAN RESTAURANT & BAR

137 E. New York St., Indianapolis, IN 46204
317-405-8171
losarroyosindy.com

LOUGHMILLER'S PUB & EATERY

301 W. Washington St., Indianapolis, IN 46204
317-638-7380
loughmillerspub.com

LOUVINO RESTAURANT & WINE BAR

530 Massachusetts Ave., #140, Indianapolis, IN 46204
317-744-9955
louvino.com

LOVE HANDLE

877 Massachusetts Ave., Indianapolis, IN 46204
317-384-1102

LUCA PIZZA DI ROMA

6020 E. 82nd St., Indianapolis, IN 46250
317-845-0683
lucapizzamenu.com

MAIALINA ITALIAN KITCHEN + BAR

1103 Prospect St., Indianapolis, IN 46203
317-982-7676
maialinaindy.com

MARKET TABLE RESTAURANT AT THE ALEXANDER

333 Delaware St., Indianapolis, IN 46204
317-624-8222
thealexander.com/dining/market-table

MASS AVE PUB

745 Massachusetts Ave., Indianapolis, IN 46204
317-974-0745
massavepub.com

MCCORMICK & SCHMICK'S - SEAFOOD & STEAKS

110 N. Illinois St., Indianapolis, IN 46204
317-631-9500
mccormickandschmicks.com/location/mccormick-schmicks-indianapolis-in/

MESH ON MASS

725 Massachusetts Ave., Indianapolis, IN 46204
317-955-9600
meshrestaurants.com/Locations/Mesh-Indy/

METRO RESTAURANT & NIGHTCLUB

707 Massachusetts Ave., Indianapolis, IN 46204
317-639-6022

MILKTOOTH

534 Virginia Ave., Indianapolis, IN 46203
317-986-5131
milktoothindy.com

MIMI BLUE

870 Massachusetts Ave., Indianapolis, IN 46204
317-737-2625
mimibluerestaurants.com

**MOAR TEA & POKE**

448 Massachusetts Ave., Indianapolis, IN 46204
317-737-1897

MODITA AT BOTTLEWORKS HOTEL

850 Massachusetts Ave., Ste. 110, Indianapolis, IN 46204
317-316-0470
modita.com

MORI SUSHI

231 S. College Ave., Ste. 200, Indianapolis, IN 46202
317-964-0139

MR. TEQUILA'S CANTINA & GRILL

931 S. East St., Indianapolis, IN 46225
317-991-3058
mrtequilasindy.com

NADA

11 W. Maryland St., Indianapolis, IN 46225
317-638-6232
eatdrinknada.com

NATURAL STATE PROVISIONS

414 Dorman St., Indianapolis, IN 46202
317-492-9887
naturalstateprovisions.com

NESSO

339 S. Delaware St., Indianapolis, IN 46204
317-643-7400
nesso-italia.com

NINE IRISH BROTHERS

575 Massachusetts Ave., Indianapolis, IN 46204
317-964-0990
nineirishbrothers.com

NINE LIVES CAT CAFÉ

1315 Shelby St., #1, Indianapolis, IN 46203
317-602-5287
ninelivescatcafe.com

O'REILLY'S IRISH BAR AND RESTAURANT

36 S. Pennsylvania St., Indianapolis, IN 46204
317-974-0674
oreillysirishbar.com

THE OAKMONT

323 N. Delaware St., Ste. B, Indianapolis, IN 46204
317-746-6097
theoakmontindy.com

THE OCEANAIRE SEAFOOD ROOM

30 S. Meridian St., Indianapolis, IN 46204
317-955-2277
theoceanair.com

OLD SPAGHETTI FACTORY

210 S. Meridian St., Indianapolis, IN 46225
317-635-6325
osf.com/location/indianapolis-in/

OP ITALIAN AT JW MARRIOTT INDIANAPOLIS

10 S. West St., Indianapolis, IN 46204
317-860-5777
opitalianindy.com

P.F. CHANGS

49 W. Maryland St., Ste. 226, Indianapolis, IN 46204
317-974-5747
pfchangs.com

PAPA RAY'S PIZZA & WINGS

1267 Shelby St., Indianapolis, IN 46203
317-820-3173
paparayspizzaindy.com

PEARL STREET PIZZERIA & PUB

65 E. Pearl St., Indianapolis, IN 46204
317-638-3110
pearlstreetpizzeria.com

PETRA CAFE

610 Massachusetts Ave., Indianapolis, IN 46204
317-602-3535
petracafedowntown.com

PIER 48 FISH HOUSE & OYSTER BAR

130 S. Pennsylvania St., Ste. B, Indianapolis, IN 46204
317-401-8898
pier48fresh.com

PIZZA DI TITO

115 W. Washington St., Indianapolis, IN 46204
317-236-0075
pizzaditito.com

POTBELLY SANDWICH SHOP

55 Monument Circle, Indianapolis, IN 46204
317-423-9043
potbelly.com

PRIME 47 - INDY'S STEAKHOUSE

47 S. Pennsylvania St., Indianapolis, IN 46204
317-624-0720
prime47.com

PUNCH BOWL SOCIAL

120 S. Meridian St., Indianapolis, IN 46225
317-249-8613
punchbowlsocial.com

RALSTON'S DRAFTHOUSE

635 Massachusetts Ave., Indianapolis, IN 46204
317-493-1143
ralstonsdrafthouse.com

THE RATHSKELLER

401 E. Michigan St., Indianapolis, IN 46204
317-636-0396
rathskeller.com

RED LION GROG HOUSE

1043 Virginia Ave., Indianapolis, IN 46203
317-937-2960
redliongroghouse.com

REVOLUCION

1132 E. Prospect St., Indianapolis, IN 46203
317-423-9490

ROOSTER'S KITCHEN

888 Massachusetts Ave., Indianapolis, IN 46204
317-426-2020
roostersindy.com

RUTH'S CHRIS STEAK HOUSE

45 S. Illinois St., Indianapolis, IN 46204
317-633-1313
ruthschrisphg.com/indianapolis-downtown#menu

THE SAINT SHACK

250 S. Meridian St., Indianapolis, IN 46225
317-384-1882
thesaintshack.com

SALT ON MASS

505 Massachusetts Ave., Indianapolis, IN 46204
317-638-6565
saltonmass.com

SAM'S SILVER CIRCLE BAR

1102 Fletcher Ave., Indianapolis, IN 46203
317-636-6288
samssilvercircle.com

SAUCE ON THE SIDE

130 S. Pennsylvania St., Ste. 2, Indianapolis, IN 46204
317-757-2859
sauceontheside.com

SCARLET LANE BREWING

1702 Bellefontaine St., Indianapolis, IN 46202
317-602-7730
scarletlanebrew.com

SEVERIN BAR AT THE OMNI SEVERIN HOTEL

40 W. Jackson Pl., Indianapolis, IN 46225
317-634-6664

SHAKE SHACK

167 W. New York St., Indianapolis, IN 46204
463-215-6170
shakeshack.com

SHAPIRO'S DELICATESSEN

808 S. Meridian, Indianapolis, IN 46225
317-631-4041
shapiros.com

SIAM SQUARE

936 Virginia Ave., Indianapolis, IN 46203
317-636-8424
siamsquareindy.com

SKYLINE CLUB

1 American Square, 36th Fl., Indianapolis, IN 46282
317-263-5000
invitedclubs.com/clubs/skyline-club-indianapolis



SLAPFISH

345 Massachusetts Ave., Indianapolis, IN 46204
317-686-9713
slapfishrestaurant.com

SLIPPERY NOODLE INN

372 S. Meridian St., Indianapolis, IN 46225
317-631-6974

SOCIAL CANTINA

148 S. Illinois St. Indianapolis, IN 46225
317-986-4035
thesocialcantina.com

SOUPREMACY

7 E. Market St., Indianapolis, IN 46204
317-423-0780
soupremacyindy.com

SOS PUB INDIANAPOLIS

30 E. Georgia St., Indianapolis, IN 46204
317-822-9730

SPOKE & STEELE

123 S. Illinois St., Indianapolis, IN 46225
317-737-1616
spokeandsteele.com

ST. ELMO STEAK HOUSE

127 S. Illinois St., Indianapolis, IN 46225
317-635-0636
stelmos.com

ST. JOSEPH BREWERY & PUBLIC HOUSE

540 N. College Ave., Indianapolis, IN 46202
317-602-5670
saintjoseph.beer

STARS SANDWICH MARKET

443 N. Pennsylvania St., Indianapolis, IN 46204
317-822-9999

STATE STREET PUB

243 N. State Ave., Indianapolis, IN 46201
317-384-1238

STEAK 'N SHAKE

101 W. Maryland St., Indianapolis, IN 46225
317-634-8703
steaknshake.com/locations/in-indianapolis-west-maryland/

STIXX

621 Fort Wayne Ave., Indianapolis, IN 46204
317-967-3227
stixxcigarbar.com

SUBITO

34 N. Delaware St., Indianapolis, IN 46204
317-220-8211
subitosoups.com

SUGAR FACTORY

49 W. Maryland St., Indianapolis, IN 46204
463-217-0383
sugarfactory.com

SULTANA CAFE & HOOKAH BAR

1107 N. College Ave., Indianapolis, IN 46202
317-672-7000
sultanaindy.com

SUSHI BOSS

803 W. 10th St., Indianapolis, IN 46202
317-955-2677
sushiboss.com

SWEETGREEN

157 E. New York St., Indianapolis, IN 46204
463-220-4400
sweetgreen.com

TAGGART'S AT THE CROWNE PLAZA INDIANAPOLIS DOWNTOWN UNION STATION

123 W. Louisiana St., Indianapolis, IN 46225
317-631-2221

TANDOORI FLAME

4302 S. East St., Indianapolis, IN 46227
317-755-1932

THE TAP

306 N. Delaware St., Indianapolis, IN 46204
317-820-5880
thetapmassave.com

TAVERN AT THE POINT

401 Massachusetts Ave., Indianapolis, IN 46204
317-756-9609
tavernatthepoint.com

TAXMAN CITYWAY

310 S. Delaware St., Indianapolis, IN 46204
317-734-3107
taxmanbrewing.com/home-cityway

TEA'S ME CAFE

140 E. 22nd St., Ste. B, Indianapolis, IN 46202
317-920-1016
teasmeindy.com

TEN HANDS SOCIAL BAR AND EATERY AT THE WESTIN INDIANAPOLIS

241 W. Washington St., Indianapolis, IN 46204
317-231-3900
tenhandsindy.com

TEX-MEX TIENDA Y TAQUERIA

1104 S. East St., Ut. 1, Indianapolis, IN 46225
317-916-0979

THAI PARADISE

137 W. Market St., Indianapolis, IN 46204
317-822-8382
thaiparadiseindianapolis.com

THAITANIUM

735 Massachusetts Ave., Indianapolis, IN 46204
317-686-1848
thaitanium-indy.com

THREE CARROTS - FOUNTAIN SQUARE

920 Virginia Ave., Indianapolis, IN 46203
463-221-3669
threecarrotsfountainsquare.com

TICK TOCK LOUNGE

2602 E. 10th St., Indianapolis, IN 46201
317-634-8625

TIN ROOF

36 S. Pennsylvania St., Indianapolis, IN 46204
317-951-2220
tinroofindianapolis.com

TINKER STREET RESTAURANT & WINE BAR

402 E. 16th St., Indianapolis, IN 46202
317-925-5000
tinkerstreetrestaurant.com

TONY'S OF INDIANAPOLIS

110 W. Washington St., Indianapolis, IN 46204
317-638-8669
tonysofindianapolis.com

TOP OUT CAFÉ AT NORTH MASS BOULDER

1411 Roosevelt Ave., Indianapolis, IN 46201
317-953-6669
topoutcafe.com

TORTAS GUICHO DOMINGUEZ Y EL CUBANITO

641 Virginia Ave., Indianapolis, IN 46203
317-658-0735
tortasguicho.com

TUPELO HONEY SOUTHERN KITCHEN & BAR

320 S. Alabama St., Ste. A, Indianapolis, IN 46204
317-768-0323
tupelohoneycafe.com

UNION 50

620 N. East St., Indianapolis, IN 46202
317-610-0234
union-50.com

UPLAND FSQ BREWERY

1201 E. Prospect St., Indianapolis, IN 46203
317-672-3426
uplandbeer.com

VIDA

601 E. New York St., Indianapolis, IN 46202
317-420-2323
vida-restaurant.com

WALK-ON'S SPORTS BISTREAUX

247 S. Meridian St., Indianapolis IN 46225
463-252-9255
walk-ons.com

WEBER GRILL RESTAURANT

10 N. Illinois St., Indianapolis, IN 46204
317-636-7600
webergillrestaurant.com

**WEI RAMEN**

36 E. Washington St., Indianapolis, IN 46204
317-280-7599
weiramen.com

WHISKEY & RHYTHM

2536 S. Meridian St., Indianapolis, IN 46225
317-602-7104
whiskeyandrhythm.com

THE WHISTLE STOP INN

375 S. Illinois St., Indianapolis, IN 46225
317-602-6334
thewhistlestopin.com

WILD EGGS

314 N. Delaware St., Indianapolis, IN 46204
317-744-8283
wildeggs.com/indianapolis-in/

WINNER'S CIRCLE SPORTS PUB, GRILLE & RACE LOUNGE

20 N. Pennsylvania St., Ste. 2, Indianapolis, IN 46204
317-656-7223

WORKING MAN'S FRIEND

234 N. Belmont Ave., Indianapolis, IN 46222
317-636-2067

WORLD FAMOUS HOTBOYS

1004 Virginia Ave., Indianapolis, IN 46203
worldfamoushotboys.com

YARD HOUSE

15 W. Maryland St., Indianapolis, IN 46204
317-917-4408
yardhouse.com

YASO JAMAICAN GRILL

1501 Prospect St., Indianapolis, IN 46203
317-744-0011
yasogrill.com

YAT'S

885 Massachusetts Ave., Indianapolis, IN 46204
317-423-0518
yatscajuncreole.com/wp/massave-2/

YOLK

220 E. South St., Indianapolis, IN 46204
317-632-9655
eatyolk.com

YOSHI-YUM

72 W. New York St., Indianapolis, IN 46204
317-220-8605
yoshiyum.com

LOUNGE

1718 - THE BATES-HENDRICKS HOUSEBAR

1718 S. East St., Indianapolis, IN 46225
317-744-0004

1933 LOUNGE

127 Illinois St., Indianapolis, IN 46225
317-635-0636
1933lounge.com

16-BIT BAR+ARCADE

110 E. New York St., Indianapolis, IN 46204
317-939-6916
16-bitbar.com/indy

AJ'S LOUNGE

1118 S. Meridian St., Indianapolis, IN 46225
317-986-6757

ALMOST FAMOUS/CREMA

721 Massachusetts Ave., Indianapolis, IN 46204
317-986-7877
almostfamousindy.com

ASH & ELM CIDER COMPANY

1301 E. Washington St., Indianapolis, IN 46202
317-600-3164
ashandelmcider.com

BALL & BISCUIT

331 Massachusetts Ave., Indianapolis, IN 46204
317-636-0539
ballandbiscuit.com

BLANKUS LUXURY LOUNGE

501 N. College Ave., Indianapolis, IN 46202
317-734-3161
blankusluxurylounge.com

BURN BY ROCKY PATEL

110 S. Meridian St., Indianapolis, IN 46204
317-602-2260
burnbyrockypatel.com/indianapolis

THE BRASS RING LOUNGE

1245 Shelby St., Indianapolis, IN 46203
317-635-7464
thebrassringlounge.com

BURNSIDE INN

314 Massachusetts Ave., Indianapolis, IN 46204
317-991-4150

CANNON BALL LOUNGE AT HOTEL INDY

141 E. Washington St., Indianapolis, IN 46204
317-735-2592
cannonballindy.com

CHATTERBOX JAZZ CLUB

435 Massachusetts Ave., Indianapolis, IN 46204
317-636-0584

CHILLY WATER BREWING CO.

719 Virginia Ave., Ste. 105, Indianapolis, IN 46203
317-964-0518
chillywaterbrewing.com

DORMAN STREET SALOON

901 N. Dorman St., Indianapolis, IN 46202
317-237-9008

FOUNTAIN SQUARE BREWING CO.

1301 Barth Ave., Indianapolis, IN 46203
463-274-3763
fountainsquare.beer

GOODWOOD INDY

140 S. Illinois St., Indianapolis, IN 46225
317-986-7103
goodwoodbrewing.com/indianapolis

GUGGMAN HAUS BREWING CO.

1701 Gent Ave., Indianapolis, IN 46202
317-602-6131
guggmanhausbrewing.com

GREG'S OUR PLACE

231 E. 16th St., Indianapolis, IN 46202
317-638-8138
gregsourplace.com

HOTEL TANGO DISTILLERY

702 Virginia Ave., Indianapolis, IN 46203
317-653-1806, ext. 2
hoteltangodistillery.com

HOVITO ULTRA LOUNGE

234 S. Meridian St., Indianapolis, IN 46225
317-969-6909
hovitoindy.com

HOWL AT THE MOON

20 E. Georgia St., Indianapolis, IN 46204
317-955-0300
howlatthemoon.com

IMBIBE LOBBY BAR & GAME ROOM

1105 Shelby St., Indianapolis, IN 46203
317-687-4857
fountainsquareindy.com/imbibe-bar/

KAN-KAN CINEMA AND BRASSERIE

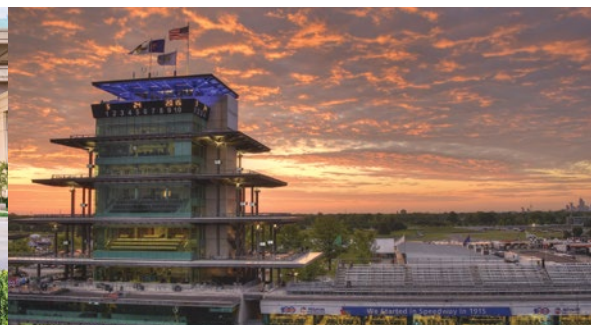
1258 Windsor St., Indianapolis, IN 46201
317-800-7099
kankanindy.com

LIVING ROOM LOUNGE

934 N. Pennsylvania St., Indianapolis, IN 46204
317-635-0361

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By John F. Katz

Photo courtesy of Motorsport Images

SAFETY CAR



After a fog-shrouded morning practice, and an hour-long delay due to pummeling rain, the 1973 Canadian Grand Prix was green-flagged on the rain-drenched pavement of Mosport Park. A blinding wall of spray limited on-track visibility and obscured a rapid shuffle in the running order, which continued as the surface dried and one car after another pitted to exchange rain tires for slicks.

Thirty-two laps in, François Cevert's Tyrrell tangled with Jody Scheckter's McLaren, flinging both cars into the Armco. Neither driver was seriously hurt, and the race continued

under caution as emergency crews were dispatched to clear the wreckage.

It would be a caution like F1 fans had never seen before.

During practice at the Österreichring in August, F1 officials had tested a "pace car control system," using a conspicuously striped and lettered Opel Commodore fitted with police-style lights and siren. A marshal waved a signal flag from the right-front window. In contrast, the yellow Porsche 914/6 deployed at Mosport on that late September Sunday appeared somewhat hastily cobbled: no lights, no

graphics, just credentials taped to both doors and twin yellow flags flying from brackets on the rear bumper. But as the race cars lined up behind the Porsche, a Formula 1 tradition was born.

"The safety car is such a successful measure, and now so ingrained in motorsport culture, that I think we sometimes take for granted the enormous positive effect it has had," F1 Race Director Niels Wittich wrote for F1 Insights. "It is one of the key tools at our disposal for dealing with hazards...related to incidents, weather, or people or vehicles on the track. The ability to quickly neutralize a race and ensure the security of...anyone who might be on the track...cannot be overestimated."

"Its primary role is to ensure the safety of the track marshals and safety crews during an accident or other hazardous conditions," confirmed Mark Webb, writing for Motor1.com.

At the same time, the safety car allows the race to continue, for drivers to keep up their rhythm, for tires and fluids to maintain their operating temperature—instantly ready for all-out speed once the green flag falls again.

"People tend to forget what it was like before," added FIA Permanent Advisor Herbie Blash, also in F1 Insights. "What did we do when the rain was so heavy that it was difficult to continue? Nothing."

THE GRAND PRIX OF CONFUSION

Also forgotten, however, seems to be the controversy that clouded the safety car's debut. Accounts vary somewhat, but it appears that driver Egbert "Eppie" Wietzes pulled out in front of Howden Ganley's Iso-Marlboro, mistakenly believing Ganley to be the race leader. This allowed several cars ahead of Ganley to complete an extra lap under yellow, while confused scorekeepers



A pace car procedure was rehearsed during practice at the 1973 Austrian Grand Prix. It was the first time that a safety car was seen at an F1 event. Photo courtesy of Motorsport Images.

assumed Ganley was leading and adjusted their paperwork accordingly. When the checkered flag fell, Peter Revson (McLaren), Emerson Fittipaldi (Lotus), and Jackie Oliver (Shadow) were each quite certain they had won. Race officials reviewed lap charts—some water-damaged from the race's soggy start—and debated for four hours before declaring Revson the winner, Fittipaldi second, and Oliver third. Jackie Stewart, who had already clinched the championship at Monza two weeks earlier, was scored fifth.

The 1973 Canadian GP has since been derided as "The Grand Prix of Confusion." So it's hardly surprising that for the following two decades safety cars appeared only sporadically at Formula 1 races. The Monaco Grand Prix was an early adopter, fielding a Porsche 911 in 1976, then upgrading to a Lamborghini Countach in 1981–1983. Then, after a nine-year hiatus, the safety car was revived when Ford offered an Escort RS Cosworth for trial runs at the 1992 British and

French Grands Prix. These tests went well enough for FIA to approve safety cars for all race weekends in 1993.

Responsibility for the safety car was left to local race organizers, however, who complied only occasionally, and with an uneven assortment of vehicles. Patriotic pride seems to have influenced some of their choices: a Brazilian-built Fiat Tempira at Interlagos in 1993, followed by another Cosworth Escort at Silverstone; a Honda Prelude at Suzuka in 1994; an Argentine Renault Clio at Buenos Aires in 1996. No one could question the Lamborghini Diablo unleashed in Montreal in 1995; but far less fathomable was the Opel Vectra dispatched at Imola in 1994, which, after the Pedro Lamy-JJ Lehto shunt, navigated the circuit so slowly that Ayrton Senna pulled alongside several times and urged driver Max Angelelli to increase speed. (According to at least one source, Angelelli was trying not to overtax the Opel's already fading brakes.) Senna suffered a fatal crash later in that same race.

Blash recalled how his "first encounter with the Safety Car in Race Control wasn't without its difficulties." It was the Renault Clio in Argentina. "It wasn't ideal."

Shortly after that, FIA took control of the situation, named Mercedes-Benz its official Safety Car Supplier, and saw that an adequately fast safety car was actually

"THE SAFETY CAR IS SUCH A SUCCESSFUL MEASURE, AND NOW SO INGRAINED IN MOTORSPORT CULTURE, THAT I THINK WE SOMETIMES TAKE FOR GRANTED THE ENORMOUS POSITIVE EFFECT IT HAS HAD."

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supplied for every race. Oliver Gavin, who had competed in Formulas 3 and 3000, was chosen as the permanent driver of a potent AMG C 36. F1 Race Director Charlie Whiting assumed responsibility for the safety car program in 1997, and “every year after that improvements were made,” said Blash, “to the car, to the technology inside it, and to the procedures.”

By that time, however, the Indy 500 pace car had been leading caution periods—essentially functioning as a safety car—for almost 20 years.

ORIGINS IN INDIANAPOLIS

As fans of the sport well know, F1 races are green-flagged from a standstill; normally the safety car has no role in the start of the race. “Standing starts are the default in Formula 1,” said Tom Wood, FIA Formula 1 World Championship media delegate, “and are used unless the race director decides there are specific circumstances, such as weather or track conditions, that necessitate a rolling start on safety or fairness grounds. Standing starts and restarts are also considered by the Commercial Rights Holder to be a more exciting spectacle for the fans, and a key moment of the race.”

Whereas what in the US is called a “pace car” was used originally, and exclusively, to enforce an orderly rolling start. According to Donald Davidson, recently retired as historian for the Indianapolis Motor Speedway, a pace car may have been used for this purpose as early as 1896, at a Narragansett Park, Rhode Island, competition for electric vehicles. That early experiment appears to have led nowhere, and maybe Carl G. Fisher, the visionary creator of the Indianapolis Motor Speedway, knew about it and maybe he didn’t. Fisher was certainly familiar with rolling starts from his bicycle-racing youth. And when 40 cars qualified for the first 500 in 1911, he foresaw the potential chaos of a multi-row standing start and turned to his bicycle racing experience for a solution.

Fisher pitched his idea to the racers: Eight rows of five race cars would cruise behind a passenger car for one unscored lap; then the passenger car would pull over and release the rolling field to the flagman. The



Since 2002, every Indy 500 pace car has been a Chevrolet Corvette or Camaro, but a Honda Civic Type R is used at other IndyCar events. “That’s based on our relationship with Chevrolet and Honda,” said IndyCar’s Dave Furst.

racers generally like the idea but nominated fellow racer Ralph DePalma to lead the field for one lap and then fall back into position. But Fisher insisted on starting the race himself, in a stock Stoddard-Dayton (for which Fisher was the Indianapolis dealer, and distributor for the state of Indiana). On the day before the race, Fisher practiced the rolling start, leading just 12 cars at first, gradually increasing speed and the number of cars while consulting with the racers between runs. On May 30, 1911, Fisher led his orderly start (albeit to a less-than-orderly race) and birthed a US tradition that has endured to this day.

Decades later, the pace car began returning to the track for re-starts—first in 1967, then in 1970, and again in 1973. And for the 1979 500, USAC decided to use the pace car to guide the racers through caution periods. So when Cliff Hucul stalled on lap 28, the remaining cars lined up behind a 5.0-liter Mustang driven by Jackie Stewart.

Already, however, it was becoming increasingly difficult to find catalogued production cars producing the minimum 200 horsepower required to safely lead championship-level race cars at speed. Stewart’s 5.0 had been rebuilt by Jack Roush to develop about 280 hp, exactly double its stock rating. With a few notable exceptions, Indy pace cars from the early 1970s into

the early 1990s hid extensive modifications under their stock-appearing bodywork.

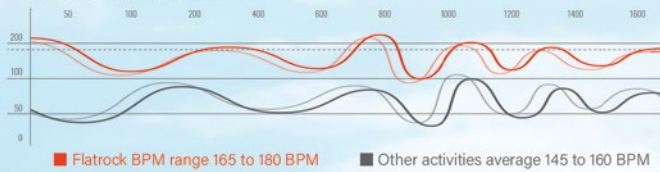
By the late 1990s—around the same time the FIA reached the same conclusion—the fledgling Indy Racing League was looking for an exclusive supplier that could guarantee an adequate level of performance. Series engine supplier Oldsmobile was a logical choice, transitioning to Chevrolet as GM allowed its oldest nameplate to fade into oblivion. From 2002, every Indy 500 pace car has been a Chevrolet Camaro or Corvette, although a Honda Civic Type R may pace other IndyCar-series races. “That’s based on our relationship with Chevrolet and Honda,” said Dave Furst, IndyCar’s vice president, Communications. Chevrolet also supplies Silverado pickups “used mostly for firefighting,” Furst added, although they may also assist the medical crew, whose primary vehicle is a Honda Pilot. (Furst called the Pilot the “safety car;” it would be the “medical car” in F1.)

SLICKER CARS, HIGHER TECH

Meanwhile, the F1 safety car was upgraded to an even higher-performing CLK 55 for 1998–1999. When Gavin returned to Formula 3000 in 1999, Blash and Whiting recruited Bernd Mayländer, a former F1 driver who was then competing in the Porsche Carrera Cup and Supercup series.

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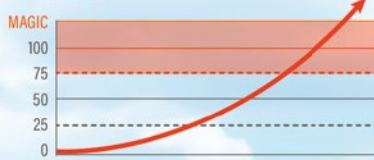
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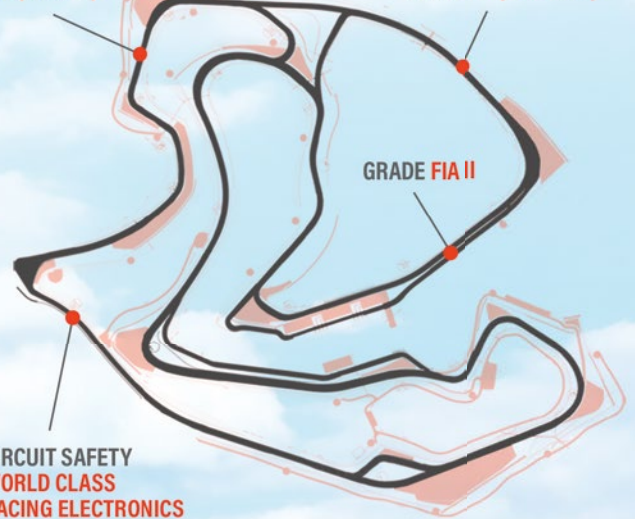
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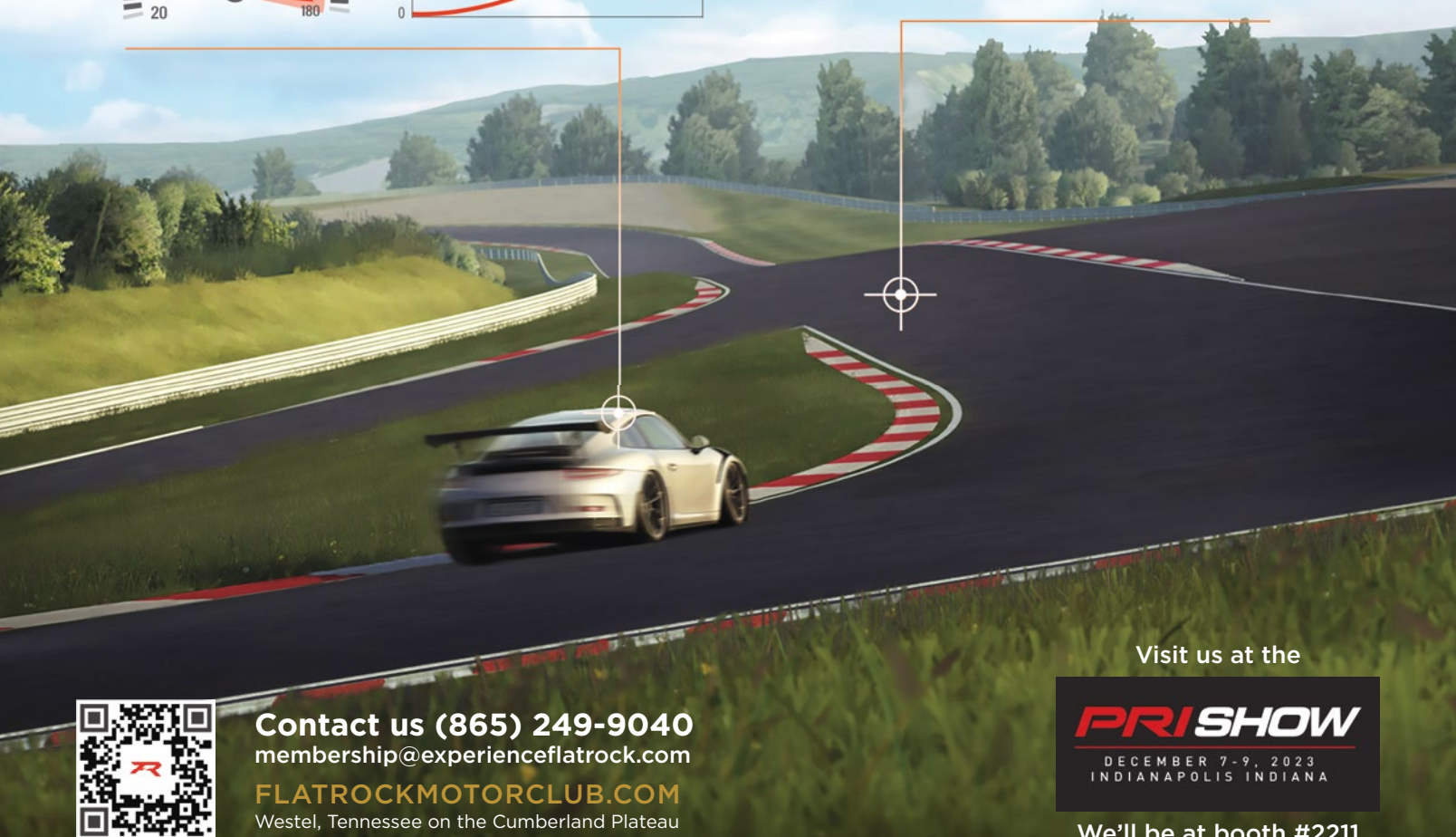


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The BTCC introduced safety cars in the mid-1990s. Today Porsche is the official safety car supplier for the BTCC, which ties in with the series' Carrera Cup support races.

Mayländer's first safety car was the CL 55 that he drove at San Marino in 1999. F1 then deployed an SL 55 in 2001–2002, returned to a CLK 55 for 2003, and then chose a SLK 55 for 2004–2005, a CLK 63 for 2006–2007, and an SL 63 for 2008–2009. Succeeding the SL 63 for 2010 was the exotically gull-winged SLS; after SLS production ceased in 2014, F1 adopted its successor, the Mercedes-AMG GT, running the S variant in 2015–2017, and an R model in 2018–2021.

Through 2020, all of these cars were painted traditional Mercedes-Benz Grand Prix silver, but for its final season, the GT R was sensibly finished in a high-visibility red. Today Mayländer pilots either a Mercedes-AMG GT Black Series (still painted red), or since 2021, an Aston Martin Vantage (British Racing Green, of course).

On-board technology has evolved along with the cars. The CL 55 that Mayländer drove in 1999 had a built-in radio and a handheld backup unit. "And we were happy if the radio covered the full circuit," said Mayländer, as quoted in FIA Insights. There was no GPS; Whiting pinpointed the car's position using binoculars. Little changed until the late 2000s, and then a rapidly rising wave of advancing technology carried the safety car to where it is today.

Now, "GPS positioning helps us monitor everything," Blash told FIA Insights. External cameras watch the action on the track, while telemetry allows engineers to monitor the health of the safety car itself. No fewer than four video screens display information inside the cockpit. The

stock 10 1/2-inch infotainment screen, located above the center air vents, can be programmed to display virtual gauges, allowing Mayländer to monitor vehicle data such as transmission temperature. What looks like a second, larger inside mirror is in fact a screen connected to a video camera, expanding Mayländer's view to the rear. Two additional screens, each at least as large as the factory screen, and mounted below and right of the air vents, respectively, provide a live feed of the race and pertinent information regarding any incidents on the track. Generally, co-driver Richard Darker watches those, allowing Mayländer to focus on driving. A medical warning light flashes if an on-track incident exceeds 20 G.

The safety car's roof-top light bar flashes orange at each end to command attention, while its center section can light up the same red, yellow, or green as the safety marshal's flags. This is controlled from an overhead console, while matching indicators light up at the center of the dash. A bright yellow knob, nestled among the center air vents, provides quick and convenient adjustment of the electronic traction control. The hardware that supports all this electronic wizardry occupies most of the AMG GT's modest trunk.

Yet underneath all of this add-on equipment, the Mercedes-AMG remains absolutely showroom-stock, with all of its luxury features intact, or, as Mayländer puts it, it has "all of the regular buttons, and the function of all of the buttons is completely regular."

In addition to the safety car, F1 now employs a medical car, a Mercedes-AMG C 63S wagon, which is "tuned up" and equipped with a marshaling system and multiple interior screens, much like Mayländer's safety car. It, too, has a regular crew, although driver Bruno Correia and Dr. Ian Roberts are usually accompanied by a local physician. Their duties include training local medical personnel on FIA rescue and extraction procedures. Additionally, Correia is Mayländer's understudy, ready to take the wheel of the safety car in case of illness or injury.



A pace car has been a fixture at the start of the Indy 500 since the first race in 1911. Using the pace car for restarts and caution periods came later.

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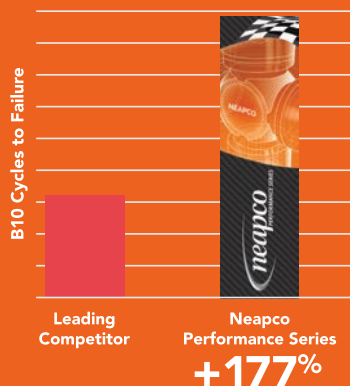


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ROADS PARALLEL AND DIVERGENT

Today, safety cars are used in most of the world's premier race series. Just one example is the British Touring Car Championship (BTCC), which "introduced a safety car in the mid 1990's," said Anna Cowie, of the BTCC Media Team in Weybridge, Surrey, United Kingdom, "to neutralize the race while an incident is taken care of, rather than stopping the race. This has a few advantages, including the ability to clear any obstructions under safer conditions for all involved."

Porsche is BTCC's official safety car supplier, which ties in nicely with having the Carrera Cup as a support race. Although Porsche has provided Cayenne SUVs in the past, the current safety car is a stock Panamera GTS—more appropriate, perhaps, as a "saloon car" (in Britspeak) marshaling a saloon-car series. Cowie said the Panamera was chosen "for marketing and performance reasons" and

because "it gives the Panamera a sporting presence." Additionally, since 2018, BTCC has employed a Ford F-250 pickup—"carrying the very latest and best in cutting equipment"—as a rescue vehicle.

Like F1, BTCC favors standing starts wherever feasible, with rolling starts reserved, said Cowie, for when "weather conditions dictate it would be safer."

That distinction aside, a case can be made that the Indy 500 pace car inspired the "pace car control system" tested in Austria 1973, and six years later assumed the caution-leading function of an F1 safety car, while FIA was still sorting out the details. Since the late 1990s, however, pace cars and safety cars have traveled parallel roads—with safety benefits for racers and race workers worldwide.

Thanks to primary sources Tom Wood of FIA, Anna Cowie of BTCC, and Dave Furst of IndyCar. Other sources include "TIMELINE: The 50-year history of the Safety

Car's Evolution in Formula 1," by Nadim Bart-Williams, Formula 1.com, June 17, 2023; "Indy 500 Traditions: Pace Car Usage Originated in Indy," by Donald Davidson, IndianapolisMotorSpeedway.com, May 17, 2020; "1973 Canadian Grand Prix—A race of confusion," by René Fagnan, Motorsport.com, April 25, 2017; Forty Years of Stock Car Racing, revised edition (1990) by Gregory Lawrence Fielden; "My job in F1: The Safety Car driver," by Erwin Jaeggi, Motorsport.com, May 6, 2022; Indy 500 Pace Cars, Publications International, 1996; "First-ever appearance of the Safety Car in F1," Salracing.com, June 7, 2023; "1973 Canadian Grand Prix—Race Profile," by Al Wolford, SportsCarDigest.com, February 5, 2015; "F1 Looks Back On 50 Years Of Safety Cars, Starting With The Porsche 914," by Mark Webb, Motor1.com, June 22, 2023; and "FIA Insights: Celebrating 50 Years of the FIA Safety Car In Formula 1," June 15, 2023. **PRI**



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PREPARING THE FUTURE WORK

By Bradley Iger



When the Society of Automotive Engineers (SAE) was originally founded in 1905, the main intent of the organization was to help the fledgling auto industry address shared design problems and develop engineering standards that would support both automakers and their suppliers. While technical innovation and creativity helped to define the brands of the day, much like they do now, there was an emerging need to establish agreed-upon values for various components that were quickly becoming ubiquitous.

"Motor oil is a great example," noted Dean Case of the SAE Southern California Section.

"On the side of a quart you'll see something like SAE 20W-50. We don't make the oil; we determine how viscosity is measured. That way it doesn't matter whether you buy Mobil or Pennzoil—if it said 20W-50, you know it's going to be the right oil from a viscosity standpoint. The same goes for things like nuts and bolts. They didn't want to get into a situation where a bolt that General Motors used wouldn't be compatible with a Ford or a Dodge. The mindset was that the design of the cars should be unique, but a lot of the 'boring bits' that underpinned them needed to be commonized." Notably, the SAE is also responsible for creating both the gross and net horsepower rating standards, the latter of



All photos courtesy of SAE

which has been used by the auto industry for more than half a century.

As SAE grew and evolved over the years, it also became a knowledge base that industry professionals could leverage to help them resolve specific problems. "Local sections were established, and that expanded its reach significantly," Case explained. "So, if someone had a technical problem, they might go to their local SAE meeting and say, 'Hey, I need someone that's an expert in kinematics or NVH,' and within that SAE group they could find someone who would have specialized knowledge on that subject. It became kind of a professional networking tool as well."

Educational institution involvement with the SAE dates all the way back to 1915, when a team at Cornell University established the first student chapter, but the relationship between the association and colleges evolved substantially in the mid-1970s. This close connection between SAE and schools continues today, and those efforts have created a direct pipeline between students and the automakers and motorsports companies that are on the hunt for the next generation of engineering talent.

COLLEGIATE COMPETITIONS

In the early 1970s, SAE realized that the student membership would benefit

from a formalized program that provided hands-on, real-world experience. "The Collegiate Design Series is really focused on providing engineering students with a platform to develop, build, and compete in the motorsports and aerospace realms," said Allison Hostetler, director of community programs for SAE International in Warrendale, Pennsylvania. "Since student membership is a little too young to be on standards or technical committees, it gives those members an opportunity to utilize their talents and expand their skillsets through organized competition."

Baja SAE was the first program born out of this effort. Developed in collaboration



with Briggs and Stratton, the competition got its start in 1976 and brought with it a strong emphasis on collaboration and pragmatism. "At the time, an engineering education was rooted in a lot of theory. You'd build something in the lab, but there weren't big, team-based projects that focused on a real-world application," said Case. "One student would be over here working on something, and another one would be over there working on his or her own thing. That was kind of a problem because that's not how industry operates. No one designs and builds a car by themselves."

The competition tasked teams with

Baja SAE, which started in 1976, was the first program in the SAE's Collegiate Design Series. It provides student members "an opportunity to utilize their talents and expand their skillsets through organized competition," said Allison Hostetler.

designing, building, and eventually competing using a single-seat dune buggy, designed around an 8-horsepower Briggs and Stratton engine, which was developed over the course of a school year. Importantly, the teams were also required to create a cost analysis and present a business proposal that outlined the feasibility of putting their

design into limited production. Once completed, the prototypes were put into action in acceleration and maneuverability tests, hill climbs, and a four-hour, wheel-to-wheel endurance race.

Baja SAE quickly grew in popularity, and by the early 1980s, a push to bring a similar

of American auto companies that came together and said, "We want to build a workforce development competition," said Hostetler. "So Formula SAE was developed with the assistance of a professor from the University of Texas to give undergrad and graduate student teams the opportunity to conceive, design, fabricate, develop, and eventually compete with these cars against other college teams."

The program has generated a massive following in the years since, eventually leading organizers to cap annual Formula SAE participation to 120 teams from around the world. The cars developed for the competition are judged for the best overall package of design, construction, performance, and cost.

"The students get educated in the classroom, but they learn by doing the Formula SAE program," said Don White, who serves as a mentor for the University of North Florida's Osprey Racing team. "I think of it as almost like a 'Shark Tank' of formula race car design, if you will. You have dynamic events that are on track, but you also have these static events that are off track, like the business case and the cost report, that really encourage these teams to think about production feasibility when they're designing these cars."

The competition helps to chart a clear path for these students not only into potential jobs developing road-going passenger cars, but also important roles within motorsports. "In the 1980s and early 1990s, there wasn't a lot of material to read about race car engineering," said Case. "At that point in time, Carroll Smith's books like 'Engineer to Win' were the bible for students who wanted to understand race car engineering. Smith eventually became one of the judges in the Formula SAE competition, and he started bringing in race engineers as design judges. That brought a lot of credibility to the competition within the motorsport realm. If you walk through any IndyCar, NASCAR, or IMSA paddock today, most of the race engineers under the age of 45 have Formula SAE or Baja SAE on their résumé."

Case also pointed out that the competition makes it easier for students to move straight into a career after graduation. "If you don't

"FROM THE PERSPECTIVE OF A RACE TEAM, THE PEOPLE WHO'VE BEEN THROUGH THE FORMULA SAE OR BAJA SAE COMPETITIONS HAVE EXPERIENCE THAT PUTS THEM YEARS AHEAD OF OTHER POTENTIAL CANDIDATES."

designing, building, and eventually competing using a single-seat dune buggy, designed around an 8-horsepower Briggs and Stratton engine, which was developed over the course of a school year. Importantly, the teams were also required to create a cost analysis and present a business proposal that outlined the feasibility of putting their

type of competitive program to pavement-based vehicles resulted in the creation of Formula SAE. It followed a similar format, but as the name implies, the teams' goal was to create a formula-style open wheel race car using a four-stroke engine with displacement no greater than 710cc.

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The SAE's second Collegiate Design Series program, Formula SAE, has grown so popular since its founding in the 1980s that participation has to be limited to 120 teams from around the world. Here students are giving their presentation to an SAE judge.

have this experience, it makes it much harder to get hired by a race team once you're out of school. From the perspective

MATLAB, and Ansys while developing their prototypes, and Hostetler said that the teams are given primers on the software

"SOME OF THE MOST FAMOUS ENGINEERING SCHOOLS IN THE WORLD THAT HAVE NEVER BEEN INVOLVED IN THE COMPETITION PREVIOUSLY ARE NOW DOING IT BECAUSE THERE'S AN ELECTRIC CLASS."

of a race team, the people who've been through the Formula SAE or Baja SAE competitions have experience that puts them years ahead of other potential candidates."

While mechanical engineering is the primary focus of most students who're involved in SAE International's University Programs, there's a demand for other skillsets in this realm as well, and the need is growing. Teams utilize design and computational modeling software packages like SolidWorks, Simulink,

Baja SAE tasks teams with designing, building, and competing in a single-seat dune buggy designed around a Briggs and Stratton engine. Teams are also required to create a cost analysis and present a business proposal that outlines the feasibility of putting their design into limited production.

and other technologies involved via industry workshops.

"That includes things like training videos and product demonstrations that are

provided by the sponsors. It gives these students an opportunity to get familiarized with these software packages early on so that when they get out into the industry, they already have a working knowledge of the software standards that are being used."

White pointed out that the program fosters other aspects of professional development as well. "Although Formula SAE is centered on building a race car, the series encompasses all aspects of engineering and business. Research, design, development, and testing are major components of it, but so are manufacturing, marketing, management, and finance."

Perhaps most importantly, the program illustrates how lab research and development translates to a real-world, team-based project. "One of the big things is that they learn how one system can impact another," said Case. "You can't develop an element of the car to only work within its own little bubble. It has to work in concert with the rest of the components in the car to make it perform the way you want it to."

STAYING CURRENT

In 2013, SAE introduced Formula EV as a class within the Formula SAE program with development assistance from volunteers in the industry. The new class followed a format similar to the standard Formula SAE competition but swapped the four-stroke ICE



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powertrain for a fully electric one.

As the automotive industry continues its electrification expansion, and the use of these technologies continues to grow within motorsports, interest in the Formula EV class has grown in turn. Accordingly, in an effort to bring more visibility to the program and make it easier for teams to seek funding for the effort, SAE has reconfigured things to provide the electric competition with a larger forum.

"This past year we made some changes—we now have one internal combustion competition with Formula ICE, and another competition that is solely based around electric with Formula Electric," said Hostetler. "There's a growing demand for that electric powertrain knowledge, so we're expanding this to better represent that aspect of automotive engineering. Along with mechanical tech inspection, these cars are also being tech'd for the electrical powertrain itself. And there are other aspects of functionality, like endurance and efficiency, that come into play as well."

In order to help teams prepare for Formula Electric competition, SAE has also developed a specialized fall EV workshop that focuses on safety and the fundamentals of electric powertrains, vehicle development, and the ruleset related to the competition. "Putting an electric powertrain into a motorsport arena is very much a new ballgame," she said. "So we want to make sure that we're preparing students for

"WITH DEVELOPMENT PROGRAMS LIKE THESE, WE WANT TO MAKE SURE WE'RE BUILDING A WORKFORCE THAT IS CAPABLE OF HITTING THE GROUND RUNNING."

success." Teams participating in the Formula Electric competition are also required to go through an electrical safety review to have



"If you walk through any IndyCar, NASCAR, or IMSA paddock today, most of the race engineers under the age of 45 have Formula SAE or Baja SAE on their résumé," noted Dean Case, of the SAE Southern California Section.

their system designs approved.

As the electric program has expanded, it has also attracted a new crop of prospective competitors. "Because of the electric class, Caltech is building a Formula SAE car for the first time ever," Case told us. "And MIT is involved as well. Some of the most famous engineering schools in the world that have never been involved in the competition previously are now doing it because there's an electric class."

That's also attracting students from other engineering focuses as well. "There's a great demand for students with electrical engineering backgrounds," he said. "If you're building an ICE car, you can buy a MoTeC unit and do fuel injection relatively easily with off-the-shelf parts. But that kind of off-the-shelf hardware isn't readily available for EVs, so there's a greater need to build things from scratch. Battery packs are a huge element of this, too, not just

from a capacity standpoint, but in terms of thermal management. The batteries perform their best in a specific temperature range, and keeping them in that range is a big challenge."

Moving forward, Hostetler said that SAE International has every intention of keeping its engineering focus aligned with the contemporary demands of the industry. "Each year we go through a rules development cycle where we look at what the current industry needs are and what trends are developing, and that helps direct how the programs evolve over time. With development programs like these, we want to make sure we're building a workforce that is capable of hitting the ground running. Catching up is not the goal. The goal is to build the future." **PRI**

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sae.org

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unfsae.org

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TECHNOLOGY NEVER SLEEPS IN THE MOTORSPORTS INDUSTRY, AND A TIMELY INVESTMENT IN NEW MACHINERY CAN PAY BIG DIVIDENDS. WALK DOWN THE AISLES OF MACHINERY ROW AT NEXT MONTH'S PRI SHOW TO INVESTIGATE WHICH MACHINE COULD ADD TO YOUR BOTTOM LINE.

By Steve Statham

Investing in new machinery is not a step taken lightly in the motorsports industry. Quality machinery is a necessity when it comes to manufacturing components, but factoring in costs, lead times, installation details, and employee training requires serious homework ahead of time. Those considerations make Machinery Row at the PRI Show one of the most popular destinations, as attendees can get a hands-on introduction to the latest technology as well as talk to the manufacturers themselves (more on Machinery Row later).

We spoke with a number of sources that had made recent machinery purchases to delve into their thinking on what they purchased, why they selected particular machines, and what advice they could offer to other businesses that are about to take the plunge and commit major funding to machinery purchases.

For QA1, a manufacturer of high-performance suspension and driveline parts in Lakeville, Minnesota, machinery purchases are based on a number of factors. "It's all based on an expected ROI, but some typical considerations include age and repair frequency of existing equipment, efficiency improvement of new equipment versus old methods, technology advancements with new equipment, capabilities we need to advance our design sophistication, and need for increased capacity," said Mark Sullivan. "There's no set schedule, and we purchase as we see justified opportunities. However, we probably average at least one new significant purchase a year."





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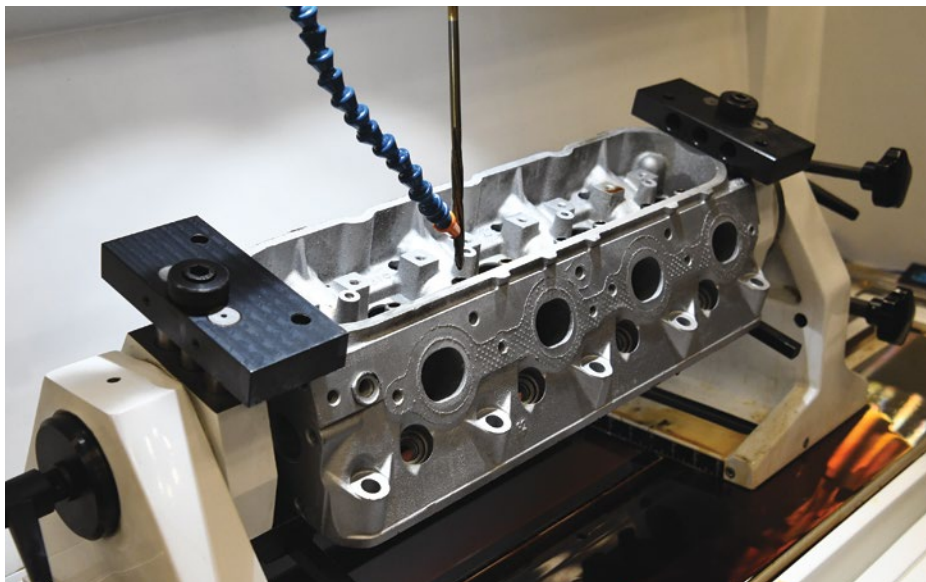
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Machinery Row at the PRI Show is one of the event's most popular destinations, as attendees can get a hands-on introduction to the latest machinery as well as one-on-one time with reps.

Advancing technology is going to put even more capabilities into the hands of independent businesses in the near future, as well as raise expectations. "If you bring in the right manufacturing capabilities, you can successfully invest in your staff and machinery to increase productivity and create a superior product at the same time," said Ken Wible, owner of S&W Performance Group, a manufacturer of racing chassis and components in Spring City, Pennsylvania. "A lot of the technology that's out there today, in my opinion, used for higher-end fabrication, really hasn't trickled down to the smaller businesses yet. It's still expensive, but now that it's available, I think that what we're going to see over the next five years is a lot of these companies are going to have to do that because that's what the consumer is expecting."

NEW BUYS

Our sources reported that their recent machinery purchases resulted in some very specific and measurable benefits to productivity and the bottom line. "One of our newer purchases was a Mill/Turn CNC with 12-foot bar feed capability," QA1's Sullivan said. "We selected this system

"WE'RE MINIMIZING LABOR CONTENT AND HAVE DRAMATICALLY INCREASED THROUGHPUT."

for its ability to run our shock bodies 24/7 with very little operator intervention and minimal time wasted for bar changes. We're maximizing material and chip-to-chip time. This equipment allows our machinists to focus on setups and more complex projects while shock bodies run unattended for hours. We're minimizing labor content and have dramatically increased throughput."

For Isky Racing Cams in Gardena, California, working directly with the manufacturer paid solid dividends. "Our latest purchases have been Landis LT1 cam grinders. Landis cam grinders are by far the most advanced and accurate grinders made," said Isky's Nolan Jamora. "We chose the Hydrostatic options for them because of the speed and accuracy, which is unparalleled in the industry. We visited the factory in Maryland several times, and they were very collaborative in giving us what we asked for on the build specs as well as the

custom software we requested. They also have a great training team they send out to train the employees, which is a huge benefit. The first machine alone allowed us to double production numbers. We are now not only able to grind double the cams but have much greater accuracy."

Point One LLC, a precision parts manufacturer in Rogersville, Missouri, is a relatively young and rapidly expanding company and is currently purchasing new machinery almost every month, said Shannon Strother. "Almost all our machines are brand new in the last few years, but among our newest arrivals is a batch of five additional fully automated lathes from Takamaz," he said. "We use these CNC lathes in all kinds of secondary operations for fasteners after forging. We've owned several of these machines for a couple of years, and when combined with bowl feeding equipment, we have found them to be a good value for us. They are not ultra-fast but

are predictable in setup and throughput. It is rare for us not to have two or three of these machines running all the time.

"In this case, I think the largest benefit to the organization is both the quality of the output and the ability for one operator to run multiple machines at one time," Strother said. "Due to the automation and the skillful setup process our team employs, one person can be setting up one cell while two or three other cells are in constant operation. This even includes frequent part inspections coming out of each cell."

PLANNING AHEAD

For companies on the brink of a machinery investment, it pays to look beyond the current year and keep an eye on the horizon, our sources advised.

"Focus on ROI and make sure to think of the parts the machine could be running in the future. Be careful not to purchase a machine that isn't suited to the parts you will be running

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on your team needs to own the project.”

That level of planning is crucial, as there are any number of things that can go wrong before a machine is fully functional and adding to profits. “There’s the downside of new machinery. You have to know what you’re getting into,” Wible said. “A lot of people are not aware of the weight, the complexity, of these machines. In my scenario, I’ll give you a perfect example. We hired a contractor to pour a machine bed. We had to have a 50x30-foot cement floor cut out of our existing shop. We had to pour it so it could keep the machine independent and keep it level, because if they move more than ten one-hundredths of an inch, it goes out of calibration, and now your machine’s down.

“We ordered a machine, it took 18 months to get it,” Wible continued. “We get it delivered, we start installing it, and sure enough, our contractor made the mistake of not prepping the bed properly and allowed the machine to get out of whack. Now I have

five years from now,” Sullivan said.

“Always go for the best quality machine the first time,” Jamora said. “Do your homework, decide on the complete build specs, and don’t be shy about asking for exactly what you need. Don’t be in a position where you feel forced to make a selection because of a timetable, and be sure to communicate fully with your build team.”

A machinery purchase often requires a 360-degree view of what is required before the equipment is even turned on for the first time. “Plan early,” Strother advised. “Be aware of all your options. Consider the whole package required to make your new investment ‘active.’ Be prepared for the risk of late delivery or having your needs change before the equipment arrives. Additionally, be sure to plan for your mechanical infrastructure like compressed air, electricity, cooling, etc. Make a plan for the rigger if needed, the accessories, fluids, and tooling needs well in advance, as those items can keep you from getting a return on your investment. Plan for the total cost and manhours it takes to get the machine from the truck into production. Sometimes writing the check might be the easy part. Someone



“We use CNC lathes in all kinds of secondary operations for fasteners after forging,” said Shannon Strother of Point One Manufacturing. “We’ve owned several of these machines for a couple of years, and when combined with bowl feeding equipment, we have found them to be a good value for us.”

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The PRI Show's Machinery Row, located in the Indiana Convention Center's Yellow Hall, features more than 100 exhibitors displaying hundreds of different pieces of manufacturing equipment.

"THE LARGEST BENEFIT TO THE ORGANIZATION IS BOTH THE QUALITY OF THE OUTPUT AND THE ABILITY FOR ONE OPERATOR TO RUN MULTIPLE MACHINES AT ONE TIME."

a machine that we have a couple million dollars invested into that sat idle for four-and-a-half months as I'm waiting for a new pad to be rebuilt and cure."

The issue of lead times in ordering should play a front-and-center role in the planning process, even in this post-pandemic market. "I'm guessing lots of manufacturers are seeing similar issues compared to our experience these past couple of years," Strother said. "Our vendors know we are growing quickly and have generally kept in touch with us, but lead times have generally continued to go out, even recently. Everyone reports good demand but also the remaining persistence of supply chain and labor constraints. In our experience, many vendors are not delivering on time. Most of the quotes for new projects we are looking at right now

are stating eight months to 14 months for delivery times."

MACHINERY ROW

Even for experienced hands at established shops, it can be difficult to envision all the capabilities and nuances of leading-edge machinery when viewed from afar. That has made Machinery Row one of the must-see exhibits at the PRI Show. Machinery Row features aisles and aisles of exhibitors displaying hundreds of different pieces of manufacturing equipment.

"We attend a variety of shows yearly to explore new technologies, but the convenience of walking out of our booth at PRI and within 15 seconds standing in the middle of a strong line-up of high-quality equipment makes it a unique experience,"

Sullivan said. "Our engineers look forward to exploring Machinery Row every year."

"We are usually so busy we are not able to get out and see machines in person," Jamora recalled. "At last year's PRI Show we were walking around and looking at the new machines on display, and I said to one of my guys, 'I didn't even know we needed that machine until I just looked at it!' As with the rest of our racing industry, machining technology advances so fast that it's hard to keep up with. What may have seemed like tip-of-the-spear technology only a few years ago has now been replaced with something that is faster, more accurate, and more economical in many cases. This can only help the bottom line."

It's hard to overstate the impact that well-chosen, up-to-date machinery can have for a company. One factor not always considered is that using the latest machinery can be attractive to prospective employees, not to mention customers.

"In the past, if someone wanted a roll cage for, say, a 1968 Nova, we had a roll cage that would fit their car," Wible said. "But now, someone can come in and in a matter of 15 minutes I can have their car scanned, we can create a 3D model, we can draw to the 3D model, convert that mesh file into a CAD drawing, have the customer sign off on it, then import it into our machinery. An hour later, I have a custom-cut roll cage down to four one-thousandths of an inch. Before, that would have taken me two months to complete. I have it in an hour today. I would never have been able to do that before if I didn't go down this path." **PRI**

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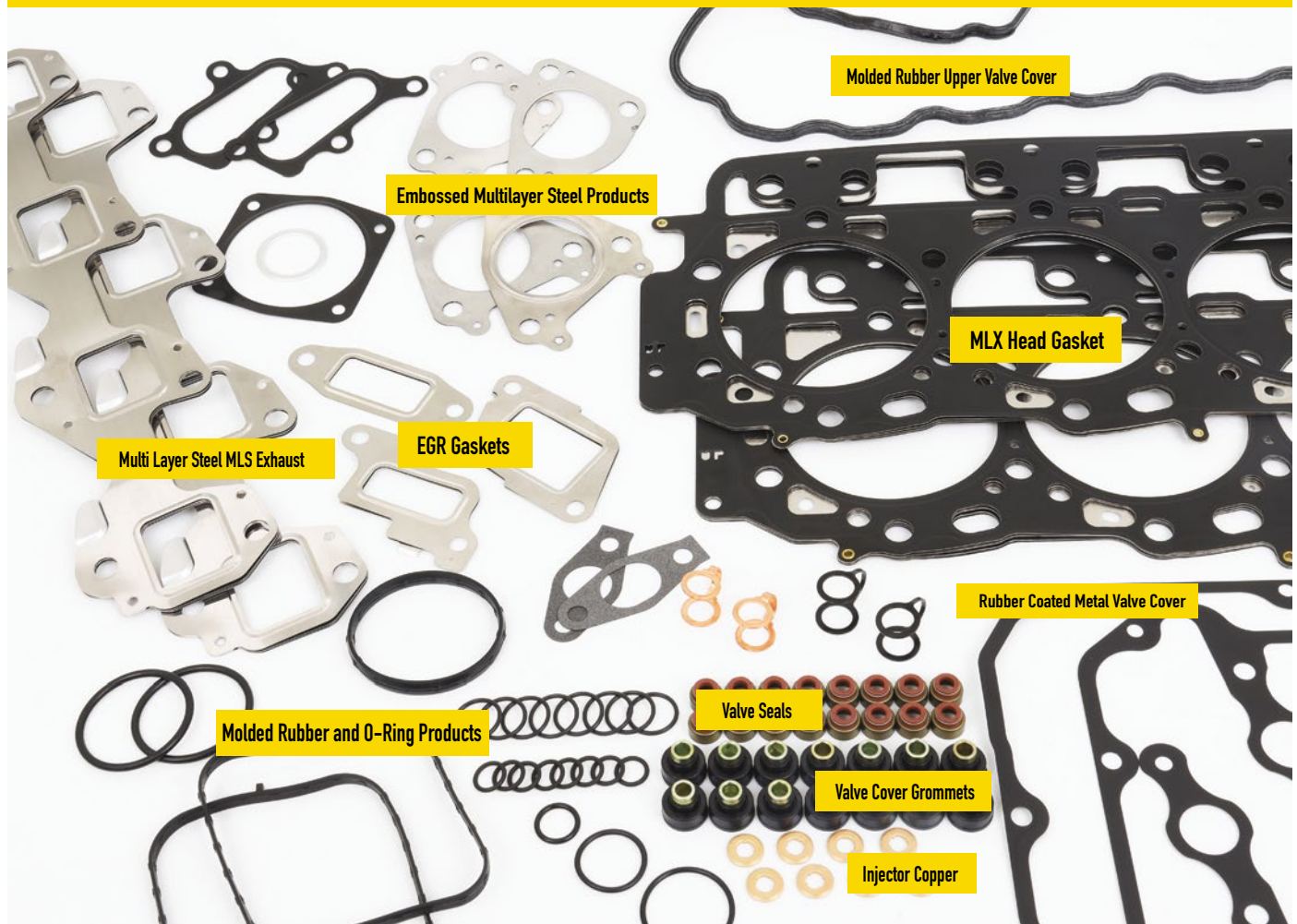
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WHEN OPPORTUNITY

THE OFF-SEASON DOESN'T HAVE TO BE MET WITH DREAD AS THESE THREE TRACK PROMOTERS MAKE THESE PRECIOUS FEW MONTHS WORK TO THEIR ADVANTAGE.

By Jason Sands

Drag racing is one of the most exciting forms of motorsports on the planet. From wheel-standing launches to the sweet smell of race fuel propelling cars with thousands of horsepower screaming down the track, the thrill of the drag strip is a sight to see. Unfortunately, virtually any weather event can turn a fun day at the track into a car and driver waiting in the trailer.

We've seen races postponed or canceled because of fog, wind, rain, and even snow. This might be fine for a weekend or two, but what happens when the weather doesn't cooperate for weeks on end, or even months? Bad weather can be tough on racers, but it can be even tougher on track owners and their employees. Fortunately, many race track promoters at both large and small facilities have come up with interesting ways to improve cashflow in the off-season to make up for that lost revenue.



Christmas in Color at Bandimere Speedway

KNOCKS



One of the leaders in wintertime track activity is Jeremy Wagler, who owns Wagler Motorsports Park in Lyons, Indiana. When the drag strip isn't hosting races, the facility stays open as Wagler Education and Training Center, a place where truck drivers can acquire their Class A license, EMTs can get certified, and much more. There's welding and CNC classes, and even a school where students can earn their GED. Motorsports aren't left out either, as the facility has a UTV course and a burnout pad where drivers can let off some steam (and tire smoke).

"To say we're busy all year round is an understatement," said Wagler. "A lot of the equipment does double-duty. Our truck driving school is on the drag strip, and the ambulance is used for EMT training. We have both volunteers and staff, and we keep growing. Establishing a solid bond with the community around us has been one of the most important aspects of success."

When Wagler Motorsports Park isn't hosting races, the facility stays open as Wagler Education and Training Center, which offers a number of hands-on classes on subjects ranging from CNC machining to EMT certification. The drag strip is used by prospective truck drivers practicing for their Class A license.

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RACE TRACK OFF-SEASON

PRI



After a short but busy racing schedule, Alaska Raceway Park extends its season with car and truck shows, "but we're down most of the winter," said Michelle Lackey Maynor. The area's harsh weather necessitates maintenance and improvements during the off season.

Wagler added that the Education Center has some specialized staff, along with partnerships with local hospitals, and a dedicated social media page.

Bandimere Speedway, currently in Morrison, Colorado, but with plans to soon relocate to a new home in the metropolitan Denver area, has a different approach to winter income: one giant event. Every year the facility uses its extensive pit area to present Christmas in Color, which is a parade of lights where patrons can drive through in the comfort of their cars and enjoy some very bright Christmas cheer.

"We've been doing this for long enough that it has become a Christmas tradition for many families," said organizer Larry Crispe. "We get tens of thousands of cars a year, and the kids just love it. We're also able to keep much of our drag strip staff busy during this time."

Crispe also noted that the track keeps income flowing through seasonal RV or

trailer storage and builds equipment, such as its proprietary tire rotator tractor, which is also used by NHRA.

Moving north from the lower 48 states found us talking to Michelle Lackey Maynor, from Alaska Raceway Park in Palmer, Alaska. Situated in one of the most scenic backdrops in the world, the facility has a very short but busy summer racing season.

"We try to extend it a little bit with car and truck shows and other fun activities, but we're down most of the winter," said Maynor. "The weather is harsh on equipment, so we spend a lot of time on maintenance and improvements, but we're definitely looking to expand our winter activities—probably something involving snow," she added, laughing.

Maynor said any time not spent working on the raceway is taken up by going to trade shows—including the PRI Show in Indianapolis—and promoting next year's racing season.

In the past, many facilities have considered the off-season just that—a time to suspend operations. In reality, it pays to diversify a facility to be productive in the winter, as the drag strip itself, side buildings, grounds, and pits are all useful space. The same can be said for road courses or ovals. In fact, road courses can even host no-prep drag races when it's too cold for road racing. So don't be afraid of the wind, rain, and snow. It might stop the racing, but that doesn't mean the facility has to shut down. In fact, it might just end up being more profitable than ever. **PRI**

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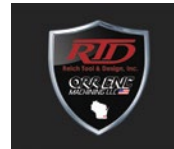
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SHOW & GO: BIG WHEEL DRAG RACING

Thanks in part to a rapidly developing aftermarket, these purported show cars are bringing some serious hustle to the drag strip.

By Bradley Iger

Initially dismissed by some as a drag racing anomaly, the Big Wheel scene has picked up significant momentum over the past few years. The level of performance that some of these cars are capable of today is truly jaw-dropping.

Before we dig into the factors that have helped this segment mature into what it is today, we should probably have a look at the terminology involved and address some common misconceptions. Perhaps most importantly, “Donk” denotes 1971–1976 Chevrolet Caprices and Impalas with wheel diameters of 22 inches or larger (though many in the scene still use the term “donk” to refer to all of the cars that make up the phenomenon). Meanwhile, a “Box Chevy” represents the third-generation Caprices and Impalas that were produced from 1977–1990 on similarly sized wheels, and the fourth-generation car—produced from 1991–1996—is called a “Bubble.”

Although these General Motors platforms represent the vast majority of the cars in this segment, GM G-bodies as well as a few Fords and Mopars have found their way into Big Wheel racing as well. It’s a scene that has matured in a familiar hot rodding tradition: After a distinct style was established, builders soon focused their efforts on performance. And as competition started heating up on the street, the folks with the fastest machines began looking at ways to bring their cars into formalized racing venues.





"The Big Wheel thing has been around since the late 1990s," said Sage "Donkmaster" Thomas of the National Donk Racing Association (NDRA). "A few years later, social media platforms, YouTube, and publications like Rides magazine started to bring a lot more awareness to it." As interest ramped up, Thomas and others saw an opportunity to bring Big Wheel racing to a larger audience in a more organized setting, resulting in the first annual Fast and Flashy car show and race event at South Carolina's Darlington Dragway in 2015.

"The idea was to move the racing from the street to the race track," Thomas said. "At that point, the cars were probably running in the low 11s, high 10-second range. These were street cars with full interior, sound systems, air conditioning—all of it. Guys were running combinations like turbocharged LS engines and big blocks with multiple stages of nitrous, but the cars weighed about 5,500 pounds, and they were running tires that weren't made for the drag strip."

"THE CARS AREN'T LIFTED—IF ANYTHING WE LIKE TO DROP THE CARS. THEY JUST LOOK LIKE THEY'RE LIFTED BECAUSE THE DIAMETER OF THE WHEEL MOVES EVERYTHING UP."

Those circumstances are actually part of the appeal of Big Wheel racing, said Glen Nichols of G Kustoms in Fort Worth, Texas. "When you don't have readily available resources, it makes things a little more interesting. Initially it was about making a big body car as fast as something like a Camaro ZL1 or a Hellcat. Once everyone was able to do that, they moved on to the next challenge—proper race cars. At those first events, a lot of guys were running big wheels on the front and traditional slick setups on the rear, and Donkmaster is the only one that I can recall that was racing on rims. That forced everyone to adapt to that. He proved that you could make a car fast that way. So if you weren't doing that, you were basically taking the easy route."

Fast forward to 2023, and Big Wheel cars are now delivering performance that's raising some eyebrows. Although grudge racers aren't keen on offering specifics when it comes to ETs, many estimate that today's quickest machines are capable of knocking out consistent sub-9-second quarter-mile times. This considerable improvement comes not only from the refinement of combinations and swelling horsepower levels, but also increasing aftermarket support and a greater understanding of how

The fastest racers in the Big Wheel scene tend to use every advantage they can get. "At this point, some of these are basically purpose-built drag cars with big wheels. People are doing full fiberglass bodies now," said Garvey Yeldell of GDawg803 Automotive Media, who also supplied this photo.



to effectively integrate advanced drag racing technology into these cars.

MOTORSPORTS MEETS DIY

Tom Vigue of 3V Performance in Denver, North Carolina, said that although Big Wheels might appear to have wild suspension setups in order to accommodate these large-diameter rollers, that's not really the case. "The guys that are running factory chassis will remove the inner fenders, the wheel tubs, and things like that, and then they restructure the body around the wheel. The cars aren't lifted—if anything we like to drop the cars. They just look like they're lifted because the diameter of the wheel moves everything up."

"ONE OF THE BIGGER CHALLENGES WE FACE, PARTICULARLY WITH THE DONKS, IS THAT THEY CARRY A LOT OF NOSE WEIGHT BECAUSE THEY'RE SO LONG."

That keeps things fairly conventional underneath the car, which allows those racers to bring in some familiar drag racing hardware. "They're using things like ladder bars, four-links, and bolt-on front suspensions to get more travel at the nose of the cars," Vigue continued. "One of the bigger challenges we face, particularly with the donks, is that they carry a lot of nose weight because they're so long. Getting that weight to transfer to the back on a tire that's got a limited contact patch is difficult. It's very hard to get the car to work correctly, but it can be done."

Nichols told us that one of the early breakthroughs in the Big Wheel scene was QA1's introduction of a purpose-built suspension kit for 1977–1990 GM B-Bodies. "In 2015, nobody had any kind of kits for big body cars. When this came out, I decided to just try something. I'm always interested

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in seeing what's possible, and what needs to change in order to make something work somewhere else. I discovered that the kit would work on a donk, and it also pulled the wheel in an inch, which was a bonus because it provided more clearance for the bodywork." Although that older platform wasn't officially supported at the time, QA1 soon expanded the kit lineup to include support for both older and newer generation GM B-bodies. Suddenly Big Wheel racers had a proven, readily available suspension setup that would make it much easier to put the power to the ground.

He also noted that companies like Roadster Shop and Speedtech Performance have developed purpose-built chassis for these cars, but many Big Wheel racers are hesitant to use solutions that fundamentally change the vehicle. "It's a huge advantage, but it kind of goes against the spirit of this type of racing. You have a body that looks like that car, but everything underneath it is something totally different. Nobody wants to race against a car like that," added Nichols.



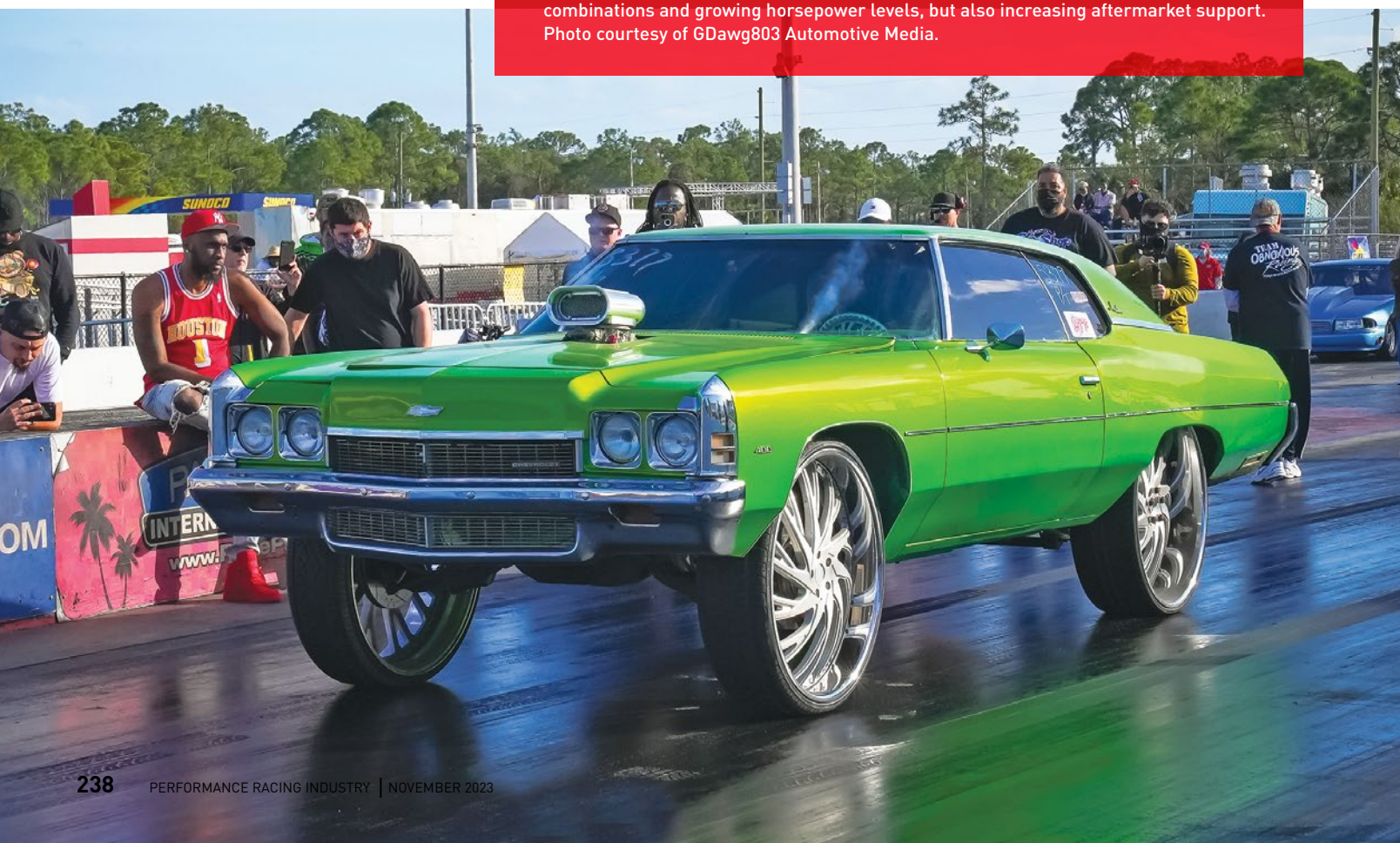
Many of the engines in Big Wheel machines produce 1,500–2,000 hp or more. Data acquisition and the traction control features in ECUs like the Holley Dominator system have become prevalent in the upper tiers of the sport.

But as Garvey Yeldell of GDawg803 Automotive Media pointed out, like most motorsports disciplines, the fastest racers in the Big Wheel scene tend to use every advantage they can get. "At this point, some of these are basically purpose-built drag cars with big wheels. People are doing full fiberglass bodies now. There weren't a lot of

parts available for this when we first started, but that's changing."

Much of that development can be attributed to Thomas' efforts to connect with manufacturers. "In the beginning we had to make a lot of parts, so I sat down with a number of big companies with the help of SEMA and PRI," he explained. "Going

Today's quickest Big Wheel racers are capable of consistent sub-9-second quarter-mile times. This level of improvement comes not only from the refinement of combinations and growing horsepower levels, but also increasing aftermarket support. Photo courtesy of GDawg803 Automotive Media.



to these events provided an opportunity for these companies to see what we were doing and how much excitement there was behind it. We were making extended trailing arms and cutting up control arms to make it work. Now you can just go on the Internet and order what you need. QA1 helped a lot with that, along with FTI Performance, which developed torque converters and transmission gear sets that are dialed in for this kind of car. Moser also developed a stronger Positraction unit and beefier gears. When you're trying to launch a 5,500-pound car with over 1,000 hp, you need all the strength that you can get."

"THERE WEREN'T A LOT OF PARTS AVAILABLE FOR THIS WHEN WE FIRST STARTED, BUT THAT'S CHANGING."

A thousand horsepower is becoming increasingly pedestrian by today's Big Wheel racing standards. "We just set the record with one of the engines that we did for Boost Doctor," said Vigue. "At 2,350 hp, it's the most power produced at the tire with a hydraulic roller cam. The problem is, most of these cars can't access all of that power on these tires at the track."

He said that many racers dial things back to between 1,500 and 2,000 rear-wheel horsepower. That's still a whole lot of grunt to put down with this type of tire, though, which is why data acquisition and the traction control features in ECUs like the Holley Dominator system have become prevalent in the upper tiers of the sport. "It's actually pretty similar to the strategies you'd find in no prep setups," Vigue continued. "You do everything you can to get the weight on the rear tire and hold it there and apply the power as smoothly as you can. It's a lot of the same stuff; it just needs to be massaged for this type of application."

Tires are one aspect of Big Wheel racing where purpose-built options remain

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Today there are numerous Big Wheel racing events held in various regions of the country, and the National Donk Racing Association has played an important organizational role in these events, both in terms of setting up classes and instilling the importance of proper safety equipment. Photo courtesy of GDawg803 Automotive Media.

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essentially nonexistent. Yet as they have in the past, racers are creating their own solutions. "There's a gentleman who goes by the name Black Flag who has developed a 24-inch slick," said Yeldell. "At first there were just a handful of people that had those tires, but now there's so many out there that they've created a class just for the cars that are running them."

GOING LEGIT

Today there are numerous annual Big Wheel racing events held in various regions of the nation throughout the year, and the NDRA has played an important organizational role not only in defining car classes within Big Wheel racing, but also instilling the importance of proper safety equipment.

"These started out as show cars with big motors in them," Thomas said. "But when you go from 11-second quarter-miles to sub-9 seconds, safety has to become a big part of it, especially when you've got cars running that fast on big wheels. So we had to add things like roll cages, driveshaft loops,

engine diapers, along with simple things like kill switches, up-to-date racing harnesses, and fire-suppression systems."

Vigue said that safety has come a long way in Big Wheel racing in recent years, and that change has helped to bring the competition to a wider group of enthusiasts. "Even just a couple of years ago, a lot of these cars didn't have much more than a basic roll bar in them, but we're beginning to see full cages becoming the norm. Now the NHRA is starting to put on some exhibition races with these types of cars, and that's bringing this style of racing to a whole new fan base."

Today the NDRA has three core classes—Lightweight, Middleweight, and Heavyweight—for donks and G-body vehicles. Cars are largely classed by the power adders used and level of race prep. Donks must run a 26-inch wheel diameter at minimum, while G-bodies can run 24-inch wheels. Cars that don't fit into these categories also have a place to compete in the Open Class. "That could be a Bubble Chevy, a truck, a Dodge Charger on 24s, or

"WHEN YOU'RE TRYING TO LAUNCH A 5,500-POUND CAR WITH OVER 1,000 HP, YOU NEED ALL THE STRENGTH THAT YOU CAN GET."

a new Camaro on 24s. It could be a Tesla," said Thomas. "Anything that isn't a donk or a G-body can run in that class. It just has to have 22-inch wheels on it."

Looking ahead, Thomas expects to see Big Wheel racing proliferate outside of the US in the coming years. "These cars are already popping up in Canada and Mexico, and we're starting to see a lot of interest in countries like Japan and Dubai. People are building cars out there, and they want to get into Big Wheel racing. I think this is going worldwide." He also envisions a class dedicated to 25.5-certified tube chassis cars in the not-too-distant future.

Vigue said that the Big Wheel segment's expansion into faster and faster racing seems inevitable. "I see Big Wheel racing becoming more of an amateur, semi-pro, and pro division type of thing. And I think there needs to be a full-blown, Pro Stock car-style class. But what's happening right now is already pretty incredible. These cars are extremely fast. If they showed the times on the boards, people would definitely be surprised." **PRI**

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3vperformance.com

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National Donk Racing Association
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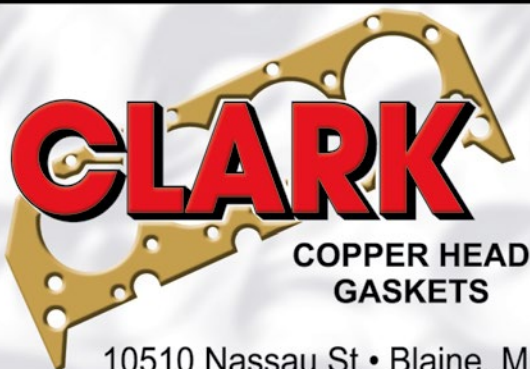


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REGIONAL REPORT:

Puerto Rico

This island jewel in the Caribbean is more than just a sunny vacation getaway—it's also a hotbed of motorsports competition, where passionate competitors chase glory by shattering records at home and abroad.

By David Bellm

Maybe it's the hundreds of glistening white-sand beaches. Or the powerful mountains that rise majestically from lush tropical rainforests. Or the temperatures that stay permanently pegged between 70 and 90 degrees day-in and day-out. Whatever the specific attractions are, they're enough to draw approximately five million visitors a year to the island paradise of Puerto Rico.

But paradise means different things to different people. While those picture-perfect attributes of the island may be ideal for restless sunseekers craving relief from the drab routine of Main Street USA, "paradise" tends to be quite a different concept for racers. Those who get their kicks from hauling booty more than tanning it typically measure the quality of a locale by things of the high-octane persuasion.

Simply put, any paradise without auto racing is just a temporary diversion.

If you listen closely, somewhere between Puerto Rico's bouncing lope of Reggaetón beats and shrill swooping chirp of Bananaquit birds, you'll hear a familiar siren song play. It's the glorious ring of internal combustion engines being pushed to their limits in competition. Although Puerto Rico spans only about 35 by 100 miles—roughly the size of Connecticut—it has a rich, vibrant motorsports culture that runs deep in the heart and soul of native Puertorriqueños.

POPULAR RIDES

The most popular form of motorsports in Puerto Rico is drag racing, which has long had a passionate following among fans and racers on the island. "At one event, you can have over 200 cars," said Junot Medina of Jimmy Bou Distributors, San Juan, Puerto Rico. "The biggest event of the year is Festival Import de las Americas every year in March. And the second biggest one is Vispera Thanksgiving Miercoles, in November—the Wednesday night before Thanksgiving."


The types of cars that race in Puerto Rico for the most part mirror those found on the US mainland, but the relative popularity of those types can be considerably different in Puerto Rico. Sometimes those preferences defy expectations. For instance, the handful of American-style Pro Mod cars that race in Puerto Rico are fan favorites on the island. But the progenitors of those extreme machines, the typical steel-bodied V8 muscle cars that pour into mainland US drag strips, are generally a footnote in Puerto Rican drag racing competition.

Instead, the bulk of the action in Puerto Rico is in sport compacts, which fill staging lanes on the island and attract widespread attention from fans. Some sources even claim it's the island's racers that first discovered the performance potential of these affordable small cars, thereby forming the earliest roots of the entire sport-compact movement.





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"From my point of view, Puerto Rico is where the sport compact thing began," said Erik Maldonado of PMS Race Cars, San Lorenzo, Puerto Rico. "We've been racing sport compacts forever. And the cars from here are always the faster ones. I'd guess that maybe 40% or even 80% of the people in the US who run sport compacts are Puerto Ricans," he added, laughing. "I go to an event over there and I know everybody."

"AT ONE EVENT, YOU CAN HAVE OVER 200 CARS."

Included among the sport compacts that compete in Puerto Rico are the usual array of Hondas, Toyotas, and Nissans. But there's also a strong following for rotary-powered cars, which appear in their native Mazda platforms or quite often swapped into an almost unlimited array of other makes and models. "Rotaries are a big focus in Puerto Rican drag racing," said Medina. "We have the world records in two and three rotors—all-motor, turbo, whatever."

Despite the popularity of drag racing in Puerto Rico, almost all of the action centers around just one track: Salinas Speedway, a quarter-mile drag strip just outside Salinas, a town of approximately 5,700 residents on the south side of the island. The track is NHRA sanctioned, with facilities comparable to a

typical small local track in the mainland US.

Because of the island's pleasant, consistent climate, racing in Puerto Rico is interrupted only by a holiday break in December. "We go all year round," said Damaris Lopez of Salinas Speedway. "We do close for about a month around Christmas because it gets slow. Everybody is spending time with their family. Then we open again after we celebrate Three Kings Day, which is on January 6."

While Salinas is adequate enough to satisfy the basic needs of many Puerto Rican racers, there is a significant number of competitors on the island who crave a more major-league racing experience. These ambitious racers regularly migrate to the States, typically competing at large events in Florida and Maryland.

According to our sources, Orlando Speed World Dragway in Orlando, Florida, has become somewhat of a satellite track for Puerto Rican drag racers, with many of them routinely making pilgrimages to the States several times a year. Some have even gone so far as to have flipped that equation around, spending most of their time racing in Florida and then occasionally returning to their native island home.

"People in Puerto Rico love to send cars to the United States," said Medina. "The top engine builder for rotary cars, Jonathan Ortiz of Moncho Performance, is from Puerto Rico. Five years ago, he was going to the US every two or three months. Now



Almost all the drag racing in Puerto Rico centers around Salinas Speedway, a quarter-mile, NHRA-sanctioned track on the south side of the island. Because of Puerto Rico's persistent pleasant climate, racing takes place there year-round, save for a break over the Christmas holiday.

he stays there and every few months he goes back to Puerto Rico."

Logistics are key for racers making the journey from Puerto Rico to the States. For this, they rely on a proven roster of experienced service providers who take care of all the details, leaving racers with little to attend to other than getting themselves and crew members to the event.

"Racers in Puerto Rico ship their cars through a number of American freight companies," said Medina. "They use 53-foot ship containers with three cars inside. These companies do all the paperwork, provide the container, and handle everything else. The car owner just brings the car to a specific place and puts it inside the container. Then they just fly over and pick their car up at the event—the companies bring the container right to the track."

Although Puerto Rican drag racers are frequent visitors to mainland US events, some in the Puerto Rican drag-racing scene would like to see more of that migration go the other way—US racers coming to the island to compete on Puerto Ricans' home turf.

"I think it would be interesting to bring more sport compacts from the US and have them spend a couple months here racing with us," said Maldonado. "That would make it more interesting and it would also bring more fans. They already do that at Festival Import de las Americas, with about 12 cars from the States. And it's a big deal."

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REGIONAL REPORT



Jimmy Bou Distributors in San Juan is one of Puerto Rico's more prominent sources of aftermarket equipment. The company has a second facility in Orlando, Florida, to serve the many Puerto Rican racers competing in the States.

SETTING RECORDS

Road racing has something of a following on the island, too. Although not as large as the crowd at the drag strip on any given week, there's enough interest in it to hold regular road-racing events throughout the year.

As with drag racing, Puerto Rico's road-racing scene also revolves around Salinas Speedway. The facility has a road course that can be configured in 1.3- or 1.8-mile lengths and hosts five practice sessions and five main events a year. In terms of dimensions and degree of challenge, the

Salinas road course appears to be similar to a typical club track in the mainland US, which is more than ample for the Miatas, Minis, and Hondas that typically compete on it.

Yet the Salinas road course is also becoming the domain of well-to-do competitors on the island, who field more exotic machinery, Medina said. "Road racing is starting to bring people to the track with Porsches, Ferraris, and other fancy cars."

Much like competitors in the States, racers in Puerto Rico often pursue their sport with a passion that goes beyond rational thinking.



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“ROTARIES ARE A BIG FOCUS IN PUERTO RICAN DRAG RACING.”

“Puerto Rican racers will spend 90% of their money on their car and live in an apartment that they can barely sleep in,” said Medina. While the intensity of these racers certainly compares with that of competitors in the States, our sources noted a key difference that sets them apart.

“Puerto Ricans only want to break world records,” said Medina. “They sometimes don’t even seem to care about winning. They want to have the bragging rights—‘I’m the world’s fastest.’ This is the difference between them and Americans.”

As a result, racers on the island hold records in numerous sport-compact classes, and they’re consistently ranked among the quickest and fastest. Typifying this spirit is Jorge “Oso” Juarbe of San Juan, Puerto Rico. He’s one of the most accomplished drivers on the island, with decades of drag-racing experience that runs the gamut of classes and cars. Throughout the season, Juarbe divides his time among at least a half-dozen cars for various owners.



While Salinas Speedway satisfies the basic needs of many Puerto Rican racers, numerous competitors on the island crave a more major-league racing experience. These ambitious racers regularly migrate to the States, typically competing at large events in Florida and Maryland. Photo courtesy of PMS Race Cars.

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Expect to see some serious horsepower at Salinas Speedway in Puerto Rico. La Plomera, owned by Eliezer Roman, tuned by Chupa Tech, and running an engine built by Mitchell Munoz of MAR Performance, boasts 8.06 seconds at 178 mph in the quarter mile, and 5.36 seconds at 147 mph in the eighth mile.

"We've been racing for almost 30 years," said Juarbe. "As of today, we have the record for the quickest six-cylinder import, with a 5.55 quarter-mile. We've had some other records, too, and we've got the three-rotor rotary record right now, with a 6.0 E.T. Until recently, we also had the rotary record for two rotor, with a 6.16. We had that record for about six years."

This emphasis on record setting is, perhaps, due in part to what our sources said is a very limited attention span among race fans on the island. Besides pushing drivers to achieve ultimate levels of performance in their respective classes, the need to keep people excited has largely dictated the types of cars that are fielded.

"People in Puerto Rico just get bored of everything," said Medina. "A long time ago, back in the 1990s, the main focus was domestic cars—V8s. But over the years, import stuff started to catch people's eyes in Puerto Rico, because those were the cars

that were always trying to break records. For example, a 9.90 Super Gas car runs 9.90 all the time. People here got bored with that. They saw that with imports, this guy will go 10.2 today, and then next weekend he'll run 10.10. And then in three months, he'll put in a new transmission and go 9.5—faster and faster and faster."

To build cars that can charge after records week after week, racers in Puerto Rico depend on many of the same parts sources mainland racers rely on: large catalog suppliers based in the US. At the same time, many Puerto Rican racers frequent one of the island's more prominent local sources of equipment, Jimmy Bou Distributors. The company also has a second facility in Orlando, Florida, to satisfy the many Puerto Rican racers competing in the Sunshine State.

Jimmy Bou Distributors is actively engaged in the Puerto Rican racing scene as the title sponsor of the Jimmy Bou

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"IT WOULD BE INTERESTING TO BRING MORE SPORT COMPACTS FROM THE US AND HAVE THEM SPEND A COUPLE MONTHS HERE RACING WITH US."

Challenge road racing event at Salinas Speedway. Along with this, the company is also responsible for the Puerto Rico Racing Expo, hosted every two years at the Puerto Rico Convention Center, in San Juan, Puerto Rico. "It's like a small version of the PRI Show, for the island people," said Medina.

COME TO THE ISLAND

Although the Puerto Rico racing scene has much to offer, it's largely unknown to most Americans, despite the strong presence island natives now frequently have at major events in the States. Through pride, pluck, and determination, Puerto Ricans have proven time and time again they can hold their own with the best racers anywhere. "We're proud that we built the fastest import in the world, which went 5.55," said Maldonado. "And then, last year, we went to Bradenton for the Snowbird Outlaw Nationals, and we got a runner-up with a Pro Mod."

What about his wish for US racers to compete in Puerto Rico? It's an idea well worth considering. The island's competition is intense, the scenery is stunning, and the people are friendly, warm, and welcoming. Further sweetening the idea is the relative convenience of such a journey. Puerto Rico is a territory of the United States, so citizens from the US don't need a passport to travel there. In addition, the national currency on the island is the US dollar, phones work just like they do on the mainland, and English is widely understood.

Hello paradise—you could be just what we need right now. **PRI**

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Jimmy Bou Distributors

facebook.com/jimmyboudistributors

Jorge Juarbe

PMS Race Cars

facebook.com/pmsracecarscorp

Salinas Speedway

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WIN ON SUNDAY,

INFLUENCERS ARE AN INCREASINGLY IMPORTANT COMPONENT IN A PERFORMANCE BUSINESS'S MARKETING STRATEGY. HERE ARE SOME TIPS TO GET THE MOST OUT OF THAT RELATIONSHIP.

By Drew Hardin



POST ON MONDAY

Photo courtesy of VP Racing Fuels

When Marla Moore was the marketing director for Coker Tire in Chattanooga, Tennessee, she developed a close working relationship with the writers and editors of automotive magazines. They were for years the chief means of distributing information about Coker's various tire lines to an enthusiast readership that represented a large segment of Coker's market. Those magazine staffers

"were the content creators; they were the influencers," she said, even though at the time no one used those terms.

"Now all of that has changed and evolved," Moore continued. "There's just not as many magazines or as many outlets in that area for manufacturers to work with. We still need the magazines that are still out there, and I want to support them, but our industry should seriously be looking

at putting more of their money into the influencer side of the digital marketplace. Today, something like a third of the marketing directors out there are spending 40% of their budget on content creators. It's definitely a shift in what's happening."

Moore herself is riding that wave. After leaving Coker last December, she is the co-founder of a new company, Autofluencer, that will help aftermarket companies

connect with influencers and manage their relationships (see sidebar on page 254).

Moore was one of a half-dozen performance industry members we spoke with about the nature of influencer marketing: how to choose an influencer to best represent a company, setting expectations (for both parties), and measuring the success of an influencer's efforts.

CHOOSING AN INFLUENCER

For those new to this kind of digital marketing, it's important to understand that there is no one-size-fits-all type of influencer.

"Every influencer has a niche. They really can't be viewed the same," said Bob Galuska of STA-BIL, Chicago, Illinois. "For example, some of our influencers have a strong social media presence, which allows us to get a bunch of eyeballs on our brands through digital channels like TikTok, Instagram, YouTube, and so on. Others may not have a huge social media following or don't do a ton of content online, but they have a really awesome, one-of-a-kind car that gets them featured on huge media outlets like Hoonigan or MotorTrend, which gives our logos on the car a ton of exposure. It takes all types of them to fill out the portfolio of whatever you're trying to accomplish. Are you looking for an influencer just from a digital perspective to help increase sales for a promotion? Are you looking for a personality in your booth at events? Is your brand into racing circuits? These are the kinds of questions that we ask ourselves when creating our marketing plan. What influencers do we need to fit in each bucket?"

"When I was looking for an influencer, I had some very specific boxes that I was looking to check off," said Nolan Jamora of Isky Racing Cams, Gardena, California.

When Isky Racing Cams was looking for an influencer, it was "a must" that the person "be a racer and a builder," said Nolan Jamora, "someone who already had a presence but who also could grow with us as the collaboration progressed. We could not have found a better fit than Alex Taylor," seen here.



Working with influencers can be a "two-way street," said Bob Galuska of STA-BIL. For example, the company's in-house content team produced a documentary about Time Attack racer Feras Qartoumy's attempt to break the lap record at COTA a few years ago. "If you have a good relationship with them, and you're helping them build their business or their ambitions, they should also want to support you more," added Galuska.

"A must was someone who was not just an influencer but also a racer and builder. We wanted someone who already had a presence but who also could grow with us as the collaboration progressed. It's important for us that an influencer has credentials and a body of work that gives their recommendation weight. They must attend events, race, and have a reputation of strong character, skill, and hard work. For us as a family company, that was a really important



aspect to consider. Another important consideration was that the influencer doesn't have a ton of companies they post for, and they have not oversaturated their social media. I like an influencer who has a very select group of sponsors that we would consider leaders in the industry."

Kevin Parlett of VP Racing Fuels, headquartered in San Antonio, Texas, had a similar wish list for his company's influencers. "We want guys who are winning and influencing. If you're not doing both, are you really a voice in the industry that is meaningful to a consumer? We sponsor what I consider the best of the best of each of the motorsports we touch. To do that they've got to win on Sunday and be posting on Monday. We don't just want somebody who's popular. We want somebody who's meaningful."

"Once you identify a couple of influencers, then you can start digging into, is the audience they have relevant?" said Galuska. "Are they actually engaged with the content that influencer is putting out? What did the comments look like in the posts? Are they truly engaged, asking questions? Are they commenting about experiences they've had with similar products or with this product?" An audience that isn't engaged will "probably have little or no impact for your brand."

BY THE NUMBERS

To Galuska's point, what might seem to be the most obvious metric of a content creator's influence—audience size—may not always tell the whole story.

"If you're looking for exposure for a new product, and you're really trying to expose that to a large audience, the larger influencers are definitely worth it," he explained. "If it's the kind of product you're trying to maintain, or has been on the market for a while, the smaller influencers are great at penetrating their audiences, because usually with the smaller influencers, they have a more niche and engaged audience. If it's something that really catches their audience's eyes, we can really benefit from them."

"The biggest influencer isn't always the best influencer," said Emily McConkey of

lighting company Project X, Costa Mesa, California. "It's not just the number of followers or their engagement, it's what you see them doing within the community. When it comes to affiliate links, we've seen the highest number of sales from micro influencers rather than those big mega influencers. It really has to do with credibility. Those are the people you see out on the trails every single weekend conquering those obstacles. So whatever this person does use, you trust. They're not just posting a really cool photo or a super cool Reel. They interact with their followers, significantly more than one with a million followers would."

"Big numbers is a scam," said Casey Currie of Currie Enterprises, Corona, California. "Anyone can go out there and buy 100,000, 200,000, 500,000 followers instantly, and it doesn't create sales." Plus, Currie noted, "it doesn't take hundreds of thousands of followers to make a lot of money. At Currie Enterprises, one rearend is \$7,000, and a Jeep takes two rearends. I don't need somebody with a million followers and maybe only six of those followers are Jeep enthusiasts to the point where they can afford the axles. But if I have a guy who has 25,000 followers, and he creates great content, and that guy is selling 50 rearends a year, you're talking hundreds of thousands of dollars a year in sales."

Related to the subject of numbers is influencer compensation. For the most part, the days of retaining an influencer by providing them only with free parts are over (though depending on the cost of the part, and who the influencer is, that does still happen).

"You should be prepared to pay influencers because they can do so many things," Moore pointed out. "Even a micro influencer can install a product, they can do an unboxing, they can do a video, they can do a social media post, they can do an appearance, they can be at a show for you. There's a number of things you can do when you work with these content creators as actual partners."

An influencer can also be more cost-effective than doing some marketing tasks yourself, she added. "Let's say you produce a video in-house, and it costs you \$5,000–

\$10,000. You put it on your website, or your YouTube channel, and maybe you get 150 views. But if you go with an influencer with 50,000 followers on YouTube, that same video might cost them no more than \$5,000, and they'll put it out to their subscriber list of people who will watch it, and you can put it on your channel, too. It's a good deal."

"Whenever you're establishing a creator program, you really have to understand that the ROI will not be 100%," McConkey said. "I have had people who have just taken products and posted twice, don't really care, and have done nothing for us. That's just a risk that you have to take when putting your product in someone else's hands."

That outcome has been rare for her. "We've had, pretty honestly, an amazing ROI when it comes to creators." One reason is that "for every single creator that I sign on, I make them sign a creator agreement, which has deliverables outlined in it. That's one of the most important parts about giving away free stuff to an influencer that you don't really know. Because then they're contractually obligated." Those contracts are in effect for a year, she said, "and if they don't meet the terms within that time, I won't re-sign them."

It's important, too, to have realistic expectations of the influencer relationship, Parlett said. "VP is a decent size business, but we don't have the same marketing budgets as energy drinks or some of these other non-endemic brands. We sponsor a lot of guys who are also sponsored by Monster Energy, and I don't expect to get the same value out of them that Monster Energy gets out of them, because they are spending a lot more money. I can spend \$50,000 with a team that has a big sponsor like that, and it only gets me a couple of inches of movement. But I can spend \$50,000 with a middle-level athlete and get a ton back from it. So it's a balance of, who are their sponsors? What am I going to mean to them? And what is a reasonable expectation back from them in that process? That's why you need to have a healthy balance of top-tier athletes, middle-tier athletes, and even grassroots athletes. You need to have a wide portfolio that touches all of those different audience points."



Kevin Parlett of VP Racing Fuels works with influencers who are hands-on and understand "why they need the product. You're not looking for just a pretty face. You're looking for someone who can win at the track, wrench in the garage, and talk about all of those moments in a meaningful way," he said.

THE AUTHENTICITY FACTOR

When McConkey mentioned credibility, she touched on another factor important to an influencer's effectiveness: authenticity.

"We want to make sure that the influencer who will be representing our brands is someone who's natural," Galuska said. "They aren't forcing people every five seconds to 'Look at this! Buy this!' They're educational, they're authentic, they're not someone who's totally different in person versus who they are online. If you ever see any of our influencers online, someone like Feras Qartoumy or Kelsey Rowlings, I guarantee they're the same person in person as they are online. If you go up to them, they're going to take the time out of their day, no matter what they're doing, and talk to you, share stories. They're just genuinely nice, everyday people, and that's really what I love about the influencers we work with day to day."

Jamora said Isky Racing Cams "could



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NEED HELP IN THE INFLUENCER SPACE?

Marla Moore's new company, Autofluencer, built in partnership with co-founder Erica Sietsma, will offer the automotive aftermarket a "one-stop shop" that handles it all: "matches their marketing campaign with the correct influencer, creates the contracts, does the billing, handles the tracking and results measurement, everything that they need to create that relationship, document it, and show ROI," she said. "We even have a content library for each brand so they can upload assets for creators or store creator assets to which they've been granted rights.

"There are a lot of influencer platforms out there," she continued. "The problem is, they're more focused on beauty and travel and things like that. It's extremely time consuming for an automotive aftermarket company to go through their millions of influencers to figure out who to get. It's also extremely expensive. We hope that this is going to be a tool that's going to make it much easier."

To track the value of its influencers' social media posts, VP Racing Fuels in San Antonio, Texas, uses an online tool called Hookit, Kevin Parlett said. "It's software that we plug our athletes into. It scans their social media and does a report on when VP Racing or any of the keywords we tell them are mentioned. It also has an AI scanning tool that reads when logos are in the photos."

Hookit uses "a couple different algorithms" to set up a points system and adjust for added value, Parlett said. "It will look at things like, what was the context of the posts? Was there a VP logo visible, and how long was it in the post? Are the hashtags you want them using in it? Then it will give the post a quality rating."

—Drew Hardin



As part of her work with Isky Racing Cams, Alex Taylor, on right with Lizzy Musi, interviews racers from other disciplines who are also sponsored by the company. "That crossover and activation has led to a whole new group of followers for each," Isky's Nolan Jamora said.

not have found a better fit than Alex Taylor. At her suggestion we crossed over her followers with those of others we sponsor such as our Street Outlaw guys like Ryan Martin and our IndyCar driver Conor Daly by having her attend events and interview them. That crossover and activation has led to a whole new group of followers for each. Alex has become a very important part of the company and has become a brand strategist for us. We also have the added benefit of working with her family. Alex's sister, Megan Taylor, has become our social media and marketing manager; her dad, Dennis Taylor, is building a Tribute T Roadster project car for our SEMA and PRI booths; while her mom, Debbie Taylor, books our travel plans and reservations. The Taylor and Isky families enjoy a very successful working relationship."

"I don't want to sponsor a person who has a cool car and just puts pictures of them standing in front of their cool car," Parlett said. "I need them to be a hands-on person who understands why they need the product that they're being sponsored for. You're not looking for just a pretty face. You're looking for someone who can win at the track, wrench in the garage, and talk about all of those moments in a meaningful way."



As an example, he cited Street Outlaws driver Justin Swanstrom. "He takes you along for the ride, you know? If they're tearing down an engine, he's talking about what's happening with the engine and why they are doing it. That type of content is so much more meaningful, not just for us as a company, but also for me as an enthusiast. The more opportunities you have to talk about the products in their natural setting, the more effective it is for us. And the more valuable that sponsorship is.

"There's a big difference between meaningful content and just simply brand recognition," Parlett added. "A logo doesn't do anything unless you have the influencer athlete talking about the product in a way that will help you sell that product." **PRI**

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BUSINESS PROFILE

SRC Motorsports

For more than four decades, Wally Stroupe has been building championship drag race cars deep in the heart of NASCAR country.

By Drew Hardin

It's not bragging if it's true.

"We're fixing to top 500 cars that we've built," said Wally Stroupe in early September. "We're really close. And I've got 21 world championships in our cars. We've got them from Pro Mod down to Quick Rod. We've got, I think, six or seven

championships in Top Sportsman."

Longevity has something to do with that. Stroupe, now 60, has been building drag race cars since he was a teenager. But just being around a long time is no guarantee of success. That takes dedication, innovation, and a commitment to quality.

"The biggest thing I hear from customers is not only do our cars work well, but our fit-and-finish work outdoes everybody," Stroupe said. "I'd say we've got probably 200 Best Engineered and Best Appearing awards with our cars.

"I'm a stickler," he added. "I'm very picky



about looks and detail stuff. I guess it shows when the customers say that."

Top Sportsman drag racer Jackie Darter feels much the same way. "I'm really particular about my stuff. I know what I'm looking for." Stroupe has built five cars for Darter over the past 25 years, and he "takes a lot of pride in what he does," Darter said. "I've seen a lot of cars in my time, and there's nothing better out there."

"And you can talk to him," Darter added. "If you want to do something, that's what he'll do."

"He's very easy to work with," agreed Pro Mod racer Mike Janis, who has had two cars built by SRC Motorsports. "When we want a car done, like every racer, we want it the way we want it. A lot of guys would fight you all the way, but Wally just said, 'Whatever you guys want.' And there were no surprises. Usually when someone tells you it's going

to be three, four months to build a car, it's going to be a year. He was within a week of what he said, and he stuck to his price."

SRC Motorsports is housed in a 7,000-square-foot shop in the Charlotte suburb of Kings Mountain, North Carolina. Stroupe, his son Luke, fabricator Cody Williams, assembler Lamar Woods, and machinist Melvin Price keep the customer cars moving from frame jig to final assembly. Stroupe's wife, Gina, and their daughter, Sarah Gann, run the office.

When we spoke, Stroupe had finished and delivered "seven cars in the last two, three months. Up until then we had 20 cars in here." His three jigs are currently full of cars in process, two for no-prep racing and one Top Sportsman truck. A Pro Mod car waits its turn to get on a jig, "and I've got two Top Sportsman cars sitting here ready for paint."

These cars are not only going all over the



SRC Motorsports' founder Wally Stroupe isn't just a race car builder, he's an innovator. During four decades in business, he has developed a number of unique chassis components and suspension designs. He recently applied for a patent for an adjustable four-link that would work in both a Pro Stock and Top Sportsman car.





Wally Stroupe finished and delivered seven cars during the summer months, and the shop remains full of cars in process. Parts shortages continue to be a problem. "I've got two brand new cars sitting here that I'm waiting on all the suspension for."

country, they're going all over the world. "I've got Pro Mod world champions in Sweden and Norway. I've got three- or four-time world champions in Pro Stock in Australia. I've got Pro Mod world champions in Australia. I have a lot of customers in Australia now," Stroupe explained.

THE LOOK

There's no mistaking a Stroupe race car. In a world where ride height and rake mean so much to the success of a drag racer, Stroupe's cars are that much lower, that much sleeker.

"They do have a look, don't they?" we asked.

"Yes, they do," he agreed. "When all the new cars went to the carbon fiber bodies in 2001, we built a new Grand Am for me to run

Mountain Motor Pro Stock. We showed up at the race track, and ours was sitting like a Pro Stock car does now. It was only like 2 1/2 inches off the ground. Everybody else couldn't get the tires under, and they were sitting like 4 or 5 inches off the ground in the rear. It blew everybody's mind."

Stroupe's chassis innovations include adjustable motor plates for Pro Stock cars with "a jack system on the motor plates and transmission to raise the engine up and down when everybody else was putting shims under everything," he explained. The adjustable strut mounts he developed utilize threads, "like the shocks in the rear," that enable ride height change without affecting shock travel. Currently he's applied for a patent on a new four-link that allows for adjustability "every

5/8 inch forward and back, and you can raise it every 1/8 inch up and down. You can actually go above the motor with the intersect point if you wanted to.

"We have found in the last few years the more horsepower you make, and the higher we keep going with the intersect, the quicker the cars keep going." Dealing with increasing power levels is a continuing challenge. "I've seen some dyno sheets from customers of ours that have been like 4,400 horsepower. It takes a toll on them."

DIESEL CERTIFIED

For all his success building drag cars, Stroupe's formative years were spent in a whole different direction. "My dad had a trucking company, and I went to Caterpillar and Cummins school before I graduated high school. I'm certified Caterpillar and Cummins, and I did that for years." When Stroupe was 15, his father bought him a 1968 Camaro "to fix up," and it wasn't long before he was racing it.

"WE HAVE FOUND IN THE LAST FEW YEARS THE MORE HORSEPOWER YOU MAKE, AND THE HIGHER WE KEEP GOING WITH THE INTERSECT, THE QUICKER THE CARS KEEP GOING."

"Then we wanted to go a little quicker in it," Stroupe recalled. "I think I was 17. We kept trying to get another chassis builder to build us a car, and he kept putting us off. So I just built it myself. Next thing I know, we're winning races like crazy. We won 11 straight weekends in a row and won three races in one weekend—twice. That's when people started wanting me to build cars." For a while he continued working on diesels while building race cars on the side, "but then I had more cars to do than I had time to do diesel work." In 1981, at age 19, he opened Stroupe Race Cars in a shop adjacent to his father's business, "and it kind of progressed from there."

"WE'RE FIXING TO TOP 500 CARS THAT WE'VE BUILT."

Helping to cement his reputation as a builder was his success at the track. After running a Top Sportsman Camaro Z28 and winning at the 1986 IHRA Pro Am Nationals in Rockingham, North Carolina, Stroupe built a Beretta in 1990 for the then-new Pro Modified class. He set a world record ET of 6.81 seconds in 1991, and "after we set the world record, we got really covered up [in work]," he said. "We did that up until 2008." In all, Stroupe has won 61 races so far, "from Pro Stock down to Quick Rod and bracket racing." He'd still be racing—"I got a brand-new car; it's got 15 runs on it, and we've already been to the semifinals in it"—if he had the time.

WITH A VENGEANCE

In the early 2000s, Stroupe Race Cars was building "30 cars a year, and I had 14 people working," Stroupe said. "But toward the end of 2008, when we had the election, it's like you took a switch and just cut it off. I think the whole industry was affected. We went from 30 cars a year down to four. That's a big swipe, and we had to downsize. But when it came back, it came back with a vengeance, and we've been



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Wally Stroupe's 25-year-old son, Luke, has been working in the shop for some four years. "He welds all the cars up, and he's excellent," Stroupe said. SRC Motorsports is a family affair; Stroupe's wife, Gina, and his daughter, Sarah Gann, work in the office.

"I HAVE A LOT OF CUSTOMERS IN AUSTRALIA NOW."

doing it ever since."

Stroupe changed the business's name to SRC Motorsports in 2010, "which stands for the same thing," he pointed out. "Insurance people, they don't ask any questions about 'Motorsports.' When you say 'Race Cars,' they drop you like a hot potato. So we had a name change and went from an LLC to a corporation."

With the amount of work coming in the door, Stroupe would like to expand, ideally growing both staff and square footage. "But right now, you can't find anybody to work. We've been struggling in that case." He admitted that "being right in the middle of all the NASCAR teams" doesn't help. "They suck up all the people."

In another echo of pandemic times, he's suddenly finding it hard to get parts and materials. "It seems to be happening in the last few weeks. I don't know why. We've had five billet rearend housings ordered for four months from a manufacturer, and we've got two so far. And then I've got two brand new cars sitting here, one for Pro Mod and one for Pro Stock, that I'm waiting on all the

suspension for. Everything else is done."

Expanding his shop space has been on Stroupe's mind since before the recession. In fact, blueprints were done for a 40,000-square-foot space on the same property. "Right before I pulled the trigger is when the economy went down, so I kind of shelved it for a while. But if I could get the help right now, I would build it now. That's the only thing I'm waiting on, and just trying to see what this economy is going to do."

BIGGEST CHANGES

When asked what changes he's seen in race car construction over the years, Stroupe first pointed to safety.

"The whole car is different now. Some of the things we used to do in the 1980s, you sit

back and wonder, 'What were we thinking?'" he said, laughing. "When SFI started, that changed everything. Now we're all on kind of a standard deal as far as the safety aspect of it. We still have free reign on what we can do with the front and back of the car. Four-link designs have changed. Struts have changed. Our shock packages are major different. Back then, it didn't really matter what you had on the car. Now it's gotten to the point where, on a Pro Stock car, the rear shocks are \$21,000. Front struts are \$10,000. It's ridiculous. On a Pro Stock deal, if you don't run the inerter shocks, you're gonna be about two-hundredths behind. And now the Pro Mods have got into that. It just drives the cost of racing up. I remember we used to build cars for \$20,000 to \$30,000 back in the 1980s. And that was a nice car back then. Now, the costs are upwards of \$125,000 to \$200,000."

Speaking of costs, Stroupe learned an unexpected lesson when he increased his prices two years ago. "It was getting to the point where we couldn't make a living," he admitted. "So we went up on our prices, and the business doubled."

How did that happen? "I've been told before, 'You're so cheap, the customer thinks they're not getting something,' even though

"WE WENT UP ON OUR PRICES, AND THE BUSINESS DOUBLED."



Melvin Price, seen here, who is also Gina Stroupe's brother-in-law, is a machinist at SRC Motorsports. The tight-knit crew also includes fabricator Cody Williams and assembler Lamar Woods. Finding good help has been a challenge for Wally Stroupe, and being located in NASCAR country doesn't help. "They suck up all the people," he said.

we're building a product that's as good or better." So, he figures, his increased prices aligned with the perceived quality of his cars.

Then again, "other than in the pro categories, this is everybody's play money, right? This is what they work all week for, to play on the weekends. So a lot of people only have a certain amount of budget. That's what blew my mind when we went up on prices and doubled the business. I wouldn't have thought it would do that.

"You know," he added, "this is a weird business. Business models for a normal business don't seem to work in this business. I can't explain it. It don't make no sense to me. But that's what I found." **PRI**

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Compiled by Christen D'Alessandro





1969 TEXACO CAMARO

JASON BOTTENFIELD | UNIVERSITY PARK, TEXAS

RACE SERIES/CLASS: OPTIMA Ultimate Street Car, GTV class; Goodguys Autocross, Pro class; LS Fest Texas Grand Champion Competitor, Vintage class

ENGINE: 2019 LT5 6.2 crate engine (supercharged V8) built by Chevrolet Performance

CAR: Built by Mike DuSold of DuSold Designs

FEATURES: OPTIMA YELLOWTOP battery, MoTeC C1212 dash and data logging system with video, SADEV full-sequential six-speed transmission, Forgeline Motorsports CR3 Heritage Series wheels, PWR Advanced Cooling Technology custom radiator and intercooler, Centerforce DYAD DS dual clutch, Wilwood Big Brake system, Peterson Fluid Systems three-gallon dry sump system oil tank, Eibach coil springs

FACTS: Bottenfield has owned this car since he was 15, and the Texaco theme is inspired by his grandfather's Texaco station along the old Route 66 in Joplin, Missouri.



2013 MODERN MACHINE WEDGE CHASSIS WITH ALLISON AIRCRAFT ENGINES

TOM AND STEVE BOLLINGER | STONINGTON, ILLINOIS

RACE SERIES/CLASS: Class: National Tractor Pullers Association (NTPA), Modified class

ENGINE: Twin V12 Allison aircraft engines built by Steve Bollinger

TRACTOR: Built by the Money Pit Pulling Team

FEATURES: Arias pistons, methanol fuel injection, MSD Pro Mag 44s, SCS Gearbox, Modern Machine, DeClerck Custom Machine

FACTS: This is one of the few twin Allison aircraft pulling tractors in competition.



1934 FORD ROADSTER (1932 GRILLE)

VANCE KERSHNER | WILMINGTON, DELAWARE

RACE SERIES/CLASS: Southern California Timing Association (SCTA), C Street Roadster class

ENGINE: Ford FR9 engine built by Nick Ramey at Roush Yates Engines

CAR: Built by The Garage Shop in Denver, North Carolina

FEATURES: Goodyear tires, MoTeC ECU with the help of the Zelaya Brothers

FACTS: This is the sister car to The Garage Shop 281 Roadster. Kershner's car is a test bed for all the electronics that will run in the streamliner that The Garage Shop is building.



2022 HYPER RACING 600CC SPRINT

MIKE DICELY/HYPER RACING | LEWISBERRY, PENNSYLVANIA

DRIVER: Steven Snyder, Jr.

RACE SERIES/CLASS: 600cc Outlaw Sprint class (dirt oval track, open wheel)

ENGINE: 600cc GSX-R Suzuki Superbike motorcycle engine built by TRA-CO Racing Engines

CAR: Chassis built by Hyper Racing

FEATURES: Hyper adjustable pedal assembly, EVO+ electronic fuel injection, Jacob's Jacker adjustable roll center bearing carrier

FACTS: The 17-year-old driver has already won several big races in this car, including the Milestone Outlaw Winged Nationals, Small Town Throwdown, Terry Sprague Memorial, and Carolina Micro Showdown. The 600cc sprint class is booming across the nation and has become known as one of the most affordable driver development programs.



1977 TRANS AM NOSTALGIA NITRO FUNNY CAR

NANCY MATTER | DENTON, TEXAS

RACE SERIES/CLASS: National Hot Rod Association (NHRA) Heritage Series, Funny Car Chaos (FCC), United Nitro Funny Car (UNFC) Series, match races

ENGINE: Brad Anderson Enterprises engine with Alan Johnson Performance Engineering (AJPE) cylinder heads and nitro superchargers built by Jeremy Mitchell

CAR: S&W chassis and Hairy Glass body

FEATURES: PAC springs, Bullet cams, RacePak data acquisition, Leahy Command Module, AFT clutch, Don Long fabricated rearend, Mark Williams ring gear, Strange Engineering carbon fiber brakes, Autolite spark plugs

FACTS: This car has a 426 Hemi and is capable of running mid 5s in the 1/4 mile and mid 3s in the 1/8 mile.



1969 MERCURY CYCLONE SPOILER II

MICHAEL CALLAHAN | CINCINNATI, OHIO

RACE SERIES/CLASS: Southern California Timing Association (SCTA) Bonneville Salt Flats

ENGINE: Ford Cleveland engine built by Horsepower Sales

CAR: Fabrication by Cornfield Customs

FEATURES: Tremec TKX, Holley carburetor, Stewart-Warner gauges, Ultra Shield seat, Trick Flow cylinder heads, RaceQuip belts, RJS parachute, Firefox fire system, Powermaster alternator and starter, Moroso oil pan, Melling oil pump, Champion Radiators, MSD

FACTS: This is a real street car with full interior and rear seat, headliner, carpet, and factory dash. Each year, Callahan drives it on the Hot Rod Power Tour and Woodward Dream Cruise, and then he races it at Bonneville. It's unique in that it passes tech at Bonneville and is street driven.



1999 Z28 CAMARO

PHIL VELDHEER | HOLLAND, MICHIGAN

RACE SERIES/CLASS: : No Box class at several Michigan drag strips

ENGINE: 400-cubic-inch small block Chevrolet built by Dave Wood Engines in Williamston, Michigan

CAR: Built by Phil Veldheer, Mike DeVries, and Jay Prosh-Jensen

FEATURES: Harland Sharp roller rockers, C12 VP Racing Fuel, VP Racing synthetic racing oil, A&A Manufacturing chassis parts, Mickey Thompson tires, Howards camshaft, Cometic Gasket, OPTIMA battery, ARP fasteners, PROFORM Parts starter and carburetor

FACTS: This car was found with a salvage title as it was underwater from Hurricane Katrina. It was completely stripped, rewired, and now looks brand new. This is part of a nine-car race team called Phil Veldheer Racing.



2005 CADILLAC CTS

LEE MUHLEMAN/DARING GREATLY RACING | VALPARAISO, INDIANA

RACE SERIES/CLASS: ChampCar Endurance Series, Class C

ENGINE: High Feature GM V6 built by Lee Muhleman

CAR: Roll cage by Red Mist Fabricating, everything else built by Schepel Cadillac, race team members, and Lee Muhleman

FEATURES: Radium Engineering fuel cell with integrated surge tank, Raybestos ST43 brake pads, Nine Lives Racing wing, Revshift bushings, Swift lowering springs, KYB shocks

FACTS: Muhleman and team spent three years building this V6, six-speed-manual-transmission Cadillac CTS to race in the ChampCar Endurance Series. The team of four drivers has raced at Daytona, Road America, GingerMan Raceway, and the Autobahn Country Club since 2019.



2011 CHEVROLET CORVETTE C6 Z06

BETH CONAWAY | IRON STATION, NORTH CAROLINA

RACE SERIES/CLASS: OPTIMA's Ultimate Street Car, GridLife, OPTIMA's DriveAutoX, Accelerating Change: Women's Track Day, Sports Car Club of America (SCCA) Pro Solo, SCCA National Tours, Central Carolina's Region (CCR) SCCA track events, Goodguys Autocross, UMI Autocross Challenge, UMI's King of the Mountain, OPTIMA Ultimate Street Car Invitational; classes include GTS, CamS, L2, Super Late

ENGINE: GM LS7 engine

CAR: All the work on the car is done by Ryan Mathews of After Dark Speed

FEATURES: Carbotech brake pads, StopTech rotors, After Dark Speed sway bars and end links

FACTS: This car has been invited to the King of the Mountain 5.0 and OPTIMA's Ultimate Street Car Invitational in Las Vegas.



1968 PLYMOUTH ROAD RUNNER

BILL DICICCO | BRISTOL, CONNECTICUT

RACE SERIES/CLASS: FAST Factory Appearing Stock Tire class, 7.0 Index class

ENGINE: Chrysler 400-based 499-inch low deck engine built with help from Bill Atwood of Auto Service of Old Saybrook

CAR: Chassis is mostly stock but under the eye of Bill Atwood of Auto Service of Old Saybrook

FEATURES: Dwayne Porter of Porter Racing Heads designed the solid roller cam to work with the factory intake and exhaust manifolds, Ross pistons, Total Seal piston rings, Harland Sharp rockers, COMP Cams camshaft and roller lifters, Cope Racing Transmissions converter

FACTS: The car was bought from a junkyard in 1986 to build for stock racing, and it's completely stock appearing inside and out with a best of 11.04 seconds @ 124.2 mph.



1959 PONTIAC BONNEVILLE

RYAN COWAN/COWPRO MOTORSPORTS | PORT PERRY, ONTARIO, CANADA

RACE SERIES/CLASS: United Racing Series, OSCAAR Hot Rods

ENGINE: 602 crate engine built by Stefko Racing Engines

CAR: Built by CowPro Motorsports with chassis by Thinkpath Designs

FEATURES: Klotz racing fuels and lubricants; Hawk Performance brakes; EPIC Racewear suit, gloves, and shoes; Kirkey custom seat, Insta360 onboard cameras

FACTS: This all-steel-bodied race car is a tribute to Smokey Yunick.



1970 DODGE CHALLENGER

ROBERT ELLSWORTH | PRAIRIE FARM, WISCONSIN

RACE SERIES/CLASS: Ultimate Street Car Association, SCCA Time Trial

ENGINE: 6.2-liter Hellcat Gen 3 HEMI built by Prefix

CAR: Built by Ellsworth Racing

FEATURES: SDG Motorsports supercharger, Northern Radiator cooling system, Viking Performance Crusader coilovers, Pyrotec fuel cell, Complete Performance Motorsports camber plates, DeatschWerks fuel pressure regulator, Liqui Moly lubricants, Mantic Clutch USA billet triple disc clutch

FACTS: This car was built by Ellsworth and his family over the span of eight years. It features fully independent Dodge Viper suspension and makes 1,000 RWHP on E85. This car will be on display in the Peterson Fluid Systems booth at the 2023 PRI Show.



1968 CHEVROLET CAMARO

CHRIS AND LUKE DIEHLMAN | OCALA, FLORIDA

RACE SERIES/CLASS: Florida N/T and many other no-time events in the Southeast region

ENGINE: 427 LS engine built by Chris Diehlman

CAR: Originally built in the 1980s and has been updated by CJ Race Cars

FEATURES: Circle D Specialties converter, NK Performance and Racing valvetrain and tuning, wrapped by Speed & Truck World, Innovative Racecraft turbo kit and suspension tuning

FACTS: The car's name is The Raven and was originally Chris Diehlman's dad's race car, which he sold years ago. Diehlman tracked the car down, bought it back, and rebuilt it. Now Diehlman and his son Luke race it.



1987 BMW 325i

JOHN SCHERMERHORN | COLUMBUS, OHIO

RACE SERIES/CLASS: ChampCar Endurance Series, C class

ENGINE: M20B25 engine built by Mark Loy

CAR: Built by John Schermerhorn and McMahan Autosports

FEATURES: Performance Shock, Inc. shock valving, Turner Motorsports springs, Nine Lives Racing wing, RacingDiffs, FAG bearings, VViViD vinyl wrap, PFC brake pads, Jongbloed Racing Wheels, Hankook RS4 tires, Valvoline VR1 racing oil

FACTS: This vehicle has raced in select ChampCar events since it was converted from a bone-stock street car in 2016. It was built and is raced by amateurs with a limited budget who tinker with it a bit more every season to maximize the fun on the track.



2008 CHEVROLET CORVETTE Z06

TRACY GAUDU/TEAM TRACY MOTORSPORT | JOHNSON CITY, TENNESSEE

RACE SERIES/CLASS: : National Council of Corvette Clubs (NCCC), class 1LM; National Auto Sport Association (NASA), classes TT1 and TTU; NASA Super Touring, Super Unlimited class; Sports Car Club of America (SCCA) Appalachian Hillclimb Series, Modified Unlimited class

ENGINE: Eliminator Spec R 427 LS7 engine built by Lingenfelter Performance Engineering

CAR: Built by Barry Trivette and Jeff Dernehl of Roswell Outback Automotive in Cumming, Georgia

FEATURES: RPM Transmissions, Forgeline wheels, Hoosier tires, Pro-System/Alcon brake system, APR Performance wing and carbon fiber front air dam, Faircloth Composites tunneled carbon fiber splitter, Anderson Composites World Challenge style vented carbon fiber hood, Corsa Performance sport exhaust, GSpeed coilovers with double adjustable Penske shock package, full roll cage by Wilson Racing Chassis

FACTS: Gaudu bought this car brand new (stock) in 2007, learned to drive manual transmission in the car, and then won an autocross national title with NCCC in 2008. Whether it's racing door-to-door in NASA's Super Unlimited class or running an SCCA hill climb, this atomic orange Z06 is at the front of the pack fighting for the win.



1995 TOYOTA SUPRA

DAMON ELFF | INDIANAPOLIS, INDIANA

RACE SERIES/CLASS: Drag & Drive, Stick Shift

ENGINE: 2JZ-GTE engine built by Demon Motorsports LLC

CAR: Built by Demon Motorsports LLC

FEATURES: MoTeC M150 ECU, PDM 30, and C127 dash, Precision Turbo & Engine Next Gen 7685, RPM Transmissions T56 transmission, Fathouse Fabrications 4-inch titanium exhaust, Powerhouse turbo manifold, PWR radiator and intercooler, Ignite Red E90 fuel

FACTS: This 1,500-horsepower daily driven stick-shift Supra still has all the creature comforts, and was the 2023 Sick Summer fastest non-V8 and 2023 Hot Rod Drag Week fastest six-cylinder with an 8.90% weekly average and the 2023 Indy SCT Stick Shift runner-up.

PATHWAY TO SPONSORSHIP SUCCESS

Maximize sponsorship dollars with expert advice from authority Alex Striler, who will be presenting two seminars on the topic at this year's PRI Show.

By Alex Striler

Whether you're a seasoned racer or just entering motorsports, there's something undeniably essential that can make or break your racing career—sponsorships. We've curated two powerful sessions that will not only guide you on acquiring sponsorships but will also ensure you're leveraging today's digital tools to maximize value for your sponsors. Don't miss these two educational seminars with one of our most popular sponsorship presenters, Sponsorship Summits host, and bestselling author of "Motorsports Marketing and Sponsorships," Alex Striler, and his guests.

"NETWORKING, PROSPECTING, AND MEETING NEW SPONSORS"

Friday, December 8: 2 p.m. – 3 p.m.
ICC Meeting Rooms 231 – 232

Everyone in racing understands the struggles. You're out there giving your best performance on the track, burning rubber, and hitting those turns just right. But off the track, there's another race—the daunting challenge of securing sponsorships.

No more shooting in the dark or waiting on unanswered emails. This is your chance to meet some influential sponsors up-close and in-person. Discover firsthand how to present yourself at events like the SEMA and PRI Shows or iconic races like the Chili Bowl, Daytona 500, and the Mint 400. Our panel, featuring seasoned marketing pros and sponsorship decision-makers, will give you the real talk on connecting with sponsorship decision-makers. It's all about building trust and understanding before you make the big

ask.

In Friday's seminar, you'll meet:

- **Alex Striler, bestselling author and host of SponsorshipSummits.com**
- **Jacklyn Donahue, group marketing manager-Aftermarket, Nittera North America (NGK)**
- **Chris Dickerson, president, Horizon Hobby**
- **Julian Gill, CEO, Eibach Springs**
- **JR Twedt, president, K1 Race Gear**

Striler will interview the executives who allocate funds and have heard thousands of pitches and received countless decks and proposals. These experienced pros will help you understand how to find and meet new sponsors. But securing a meeting is only half the battle. The real challenge is to make a good impression. The panelists will explain what catches their attention in a deck, what they value in a proposal, what they're looking

Getting sponsors isn't about cold calls, emails, or templated proposals. It's about meeting the right people, building relationships, understanding needs, and customizing a win-win partnership for everyone involved.

Seats are limited and trust us, they fill up fast! Arrive early and buckle up for some mind-blowing insights. Stick around after; there's a good chance you'll get some one-on-one time with Striler and the panelists to answer your personal questions.

"USING SOCIAL MEDIA & TECHNOLOGY TO CREATE VALUE FOR SPONSORS"

Saturday, December 9: 10 a.m. – 11 a.m.
ICC Meeting Rooms 240 – 241

The digital revolution is in full throttle. We're in an era where social media isn't just about posting your breakfast pics or vacation snaps. It's the new-age race track, where

IN THE WORLD OF SPONSORSHIPS, ONE RIGHT MOVE CAN SET YOU ON THE PATH TO SUCCESS, WHILE A SINGLE MISSTEP CAN CLOSE DOORS.

for, and the best ways to get that information to them.

In the world of sponsorships, one right move can set you on the path to success, while a single misstep can close doors. Equip yourself with the knowledge to always put your best foot forward.

visibility equals success, and your online brand persona can attract the sponsorships you dream about.

As the name suggests, this session is designed to make you a pro in the digital world. Sponsorship guru Alex Striler and social media coach Megan Meyer



will unravel the latest digital tools, from algorithms to analytics. They will explore tools designed to catapult your online presence and create digital value. Discover how to increase your worth in the eyes of potential sponsors.

Social media isn't just about follower count. It's about impactful content and connecting with the right audience. Learn why expansive platforms are overshadowing restrictive ones, and how to strategically position yourself for maximum visibility. Your online reputation can resonate louder than the roar of a race car engine. Equip yourself to maximize the digital tools at your disposal. Go beyond generic posts. Create content that not only amplifies your brand but also showcases the immense value you offer to sponsors (and yourself).

If you don't have a lot of social media followers, it doesn't matter anymore. The new algorithms today reward content, not connections. As [YouTube star] Mr. Beast says, "Replace the word 'algorithm' with 'audience,' and that's what makes

your content go viral." Give the audience something they want to see, and they will share it, which gets picked up by the algorithms.

Steer your racing career toward unparalleled success. Join us as we demystify sponsorships and navigate the fast-paced lanes of social media and technology. Together, let's make your racing dream a well-funded reality with long-term sponsorship support.

Remember, in today's world, racing isn't just about speed—it's about making the right connections, both online and off. After the session, grab the opportunity for a personal Q&A with Striler and Meyer. We look forward to seeing you there!

These two PRI Education seminars are not merely presentations, they're transformative experiences. Your next big sponsor might just be a conversation away, or your online strategy might just need that one tweak to go viral.

Check out SponsorshipSummits.com and MotorsportsMarketingTips.com for more information. **PRI**

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BEARING TRAUMA AND ENGINE HARMONICS

As the weight of race components becomes lighter, horsepower increases, rpm continues to rise, and oils become thinner, which leads to new challenges with bearings and engine harmonics. Hear from experts in the fields of engine bearings and crankshaft balancing at their PRI Education seminar at the December PRI Show.

By Dan Begle

As engine building becomes more complex with newer technologies, it is critical to learn what is happening inside the engine.

The PRI Education program at this year's PRI Show will include "Bearing Trauma and Engine Harmonics," presented by Randy Neal, president and owner of CWT Industries; Kimm Karp, MAHLE head of NA Corporate Research; and Dan Begle, MAHLE aftermarket technical sales engineer. Begle's previous experience includes working 27 seasons in NASCAR engine shops and nine years as the reliability specialist at Roush Yates Racing Engines.

We will discuss the engineering and fluid dynamics involved in creating a reliable, functioning engine, and what happens when

We will explain bearing wear and failure with a diagnosis of what caused these problems. A comprehensive explanation will be discussed about engine forces and how they can change based on engine components. A deeper review of the function of engine bearings and the wear they show will provide a clearer understanding of what is happening inside the engine. It is important to remember that all parts have a story to tell. Understanding what they are "saying" will help build better quality engines.

In theory, crankshafts appear to be a robust solid connection to transmit the power from engine combustion to the flywheel. Have you ever thought about the flex on a crankshaft inside the engine and the effects it has on overall engine reliability and performance? All crankshafts will have an Achilles heel: harmonics. This affects the balance, power, and ability to properly transmit the power of the engine, as well as its reliability.

MAHLE will display FEA (finite element analysis) data to show what happens when an engine is operating and the impact of individual cylinders firing in a multiple-cylinder engine. An in-depth conversation on crankshaft balancing as it relates to multiple order vibrations and harmful harmonics will be covered by CWT (a leader in crankshaft balancing) and will include theories on proper balancing techniques and explanations of how improper balancing can create engine problems. Harmonic balancers can dampen the global torsions on the crankshaft, and an understanding of how the individual cylinder affects the front-to-rear torsion helps the engine builder create a more reliable and powerful product.



It is important to remember that all parts have a story to tell. Understanding what they are "saying" will help build better quality engines. Seen here is bearing wear as a result of crankshaft flex.



the bearing capacity is exceeded. An engine bearing is not simply a stamped piece of metal. New issues resulting in crankshaft grinding chatter and polishing lobing can have detrimental effects on the bearing. Do you really know how much oil pressure you have? Galley oil pressure is important, but we seek to provide a better understanding of what bearing film pressure is, how this affects film thickness, and the breakdown of results when either is compromised.

When an engine is operating, it creates its own harmonics or tone. Due to the technology changes, the overall harmonics shift how the engine components interact with each other. This educational presentation will aid in understanding the effects of harmonics in today's engines and the resulting differences in performance. Issues such as main cap fretting on the main caps to block and/or fretting on the harmonic balancer to crankshaft can be seen. Some components, such as pushrods and valve springs, may not leave such visual indications, but they still are generating a frequency that can be detrimental.

We look forward to discussing these and more topics at "Bearing Trauma and Engine Harmonics," on Friday, December 8, from 10:00 a.m. – 11:30 a.m. in ICC Meeting Rooms 234 and 235. **PRI**

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PRI TECH

RACE CAR SETUP STRATEGIES

Developing an understanding of the various setup components and how they interact is crucial to determining the perfect balance.

By David Cardey

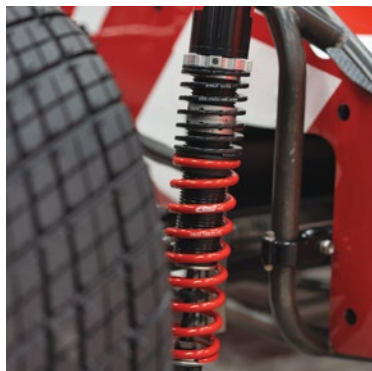
Race car setup might seem like a straightforward task, but in reality, it's an intricate process that requires a deep understanding of how various components work together to make the car perform at its best. We here at Eibach, Inc. often get calls from racers asking for "setup advice" to improve their performance without any other info given. The truth is, it's not that simple.

Top-tier racing teams, like those in Formula 1 and NASCAR, employ teams of experts, including engineers, wind tunnel specialists, and simulator technicians to fine-tune their race car setups. They spend countless hours testing different combinations of springs, shocks, component angles, tire

"YOU HAVE ALL THE SMARTEST PEOPLE IN THE INDUSTRY UNDER ONE ROOF, SO GO SPEND SOME TIME WITH THEM AND PICK THEIR BRAINS."

pressures, aero loads, and more to find the winning formula. It's a science, and it takes a lot of work to get it right.

Why do some racers or car owners think it's as easy to find the perfect setup for their cars as calling



the local dealer who knows nothing about their team, cars, or drivers and asking for help? Or they might see someone dominating locally and assume that copying their setup will guarantee success. But racing is not a one-size-fits-all kind of sport. Each car, track, and driver combination is unique, and what works for one may not work for another. You see it regularly in NASCAR these days since the cars are nearly identical, yet the same teams aren't always finishing together.

TOOLS NOT IN YOUR TOOLBOX

What exactly should racers be looking at when it comes to their car setup? There are numerous components that contribute to a winning setup. Choosing the right chassis; springs rates, lengths, and loads; shock valving; drive angles; wheel loads; weight transfer tools; aero tools, and more all play a role in how the car handles on the track. Understanding how each of these components works and how they interact with other parts is crucial to finding the perfect balance.

This is a tender/main stacked-spring setup, with the tender spring above the main spring. This allows for tuning combinations throughout a night of racing, or slight changes from track to track. The dual rate provides a slightly lighter combined rate, while storing the energy of the compressed spring helps the vehicle transfer weight and build grip.

Suspension components are precisely made, and the more precise their setup on the race car, the better the results. That's why data collection is essential to proper setup, turning "feelings" into "facts."

How do you learn about all of this? Trade shows like the PRI Show are a great place to meet people and learn. You have all the smartest people in the industry under one roof, so spend some time with them and pick their brains. Once you do that, take a minute and write down some notes. Three straight days of talking with people is hard to retain in your brain, trust me.

The Internet is also a powerful tool and probably should be your go-to most of the time. There are tons of online classes and seminars available at your fingertips without leaving the shop.

Manufacturers also regularly have seminars on their products in person as well. Any time you can be in the same place with other like-minded people you are guaranteed to learn a thing or two.

Another crucial aspect to the puzzle is data collection. Data is essential in today's racing world and turns "feelings" into "facts." It allows teams to visually analyze valuable information like travel measurements, spring and shock loads, geometry of suspension components, and dynamic aero positions. Surprisingly, some racers are hesitant to use



data collection tools. Perhaps it's seen as cheating or going against the spirit of grassroots racing, but in fact, this is already happening with the majority of the front-running teams. Travel indicators, wheel-load devices, temperature gauges, or even cameras are great ways to gather this info. You can also do the same with driver input to see throttle, brake, and steering positions, and really see how one is affecting the other. Please check with your sanctioning body first to see when and where you can use them.

Testing is another critical element of race car setup. On race day, there's very little time to try new things. That's why the saying, "Races are won in the shop" holds true. Successful teams spend as much time testing and fine-tuning their setups off the track as they do racing on it. Spring and shock dynos among other things are a must to be successful these days. Teams that have them spend hours upon hours trying different combinations looking for that edge.



This view shows the right rear suspension of a dirt late model car from the rear. As you can see, the spring and shock portion is only one small piece of the complicated pie called the setup.

Those who don't have them end up calling us and asking what the teams that do have them are doing.

Also, you need to have a plan of what you want to test once you get to the track. Don't just show up and think you're going to turn

laps and see what happens—you do that already on race day. Again, remember to think like a professional, be prepared, and take notes like a professional.

In the end, the driver's comfort and confidence behind the wheel are what truly matter. It's not just about having the most expensive components or the latest gadgets. It's about understanding how each one of these parts affects the other one and being able to make decisions based on "facts" not "feelings." Ultimately a setup that makes the driver feel at ease and in control will lead to better performance on the track. **PRI**

David Cardey has been the National Sales Manager at Eibach for 12 years. Cardey has also competed in various racing series including USAC CRA, NASCAR West, and Skip Barber. Eibach specializes in high-quality aftermarket performance and suspension products and is best known for its springs on and off the track.

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ADVOCACY CORNER

Tracking legal, legislative, and regulatory developments impacting the racing and performance industry.

Edited by Laura Pitts

PRI's Washington, DC-based legal and advocacy teams work continuously to protect and support motorsports venues, sanctioning bodies, and businesses around the nation. We are tracking several initiatives this month, including a longtime industry advocate's visit to an Oklahoma performance manufacturer, how PRI Membership is uniting the industry with special events, and a look at the many benefits and perks available to PRI Members. As a reminder, an active PRI Membership is required to attend the PRI Show, December 7–9, in downtown Indianapolis.

INDUSTRY ADVOCATE US SEN. MARKWAYNE MULLIN (R-OK) VISITS DEATSCHWERKS

When Congress was out of session for the month of August, US Senator Markwayne Mullin (R-OK) used the time away from Washington, DC, to visit with his constituents throughout Oklahoma, including DeatschWerks, a PRI Member and longtime PRI Show exhibitor, at the company's 36,000-square-foot headquarters in Oklahoma City.

As co-chair of the Congressional Automotive Performance and Motorsports Caucus, Sen. Mullin enjoyed learning about DeatschWerks' high-performance electronic fuel injection (EFI) fuel system solutions and speaking with the company's leadership and employees during his visit.

"Sen. Mullin is an incredible advocate for automotive enthusiasts, racers, and over a million men and women who work in the

specialty automotive aftermarket," said Eric Snyder, PRI Senior Director of Federal Government Affairs. "We thank Sen. Mullin for his leadership on legislation to protect the specialty automotive aftermarket, for being a stalwart ally of the industry, and for his leadership on key issues that impact our Member companies and enthusiasts."

Sen. Mullin is a longtime supporter of the specialty automotive aftermarket and motorsports. He is a former competitive

rock crawler and an automotive enthusiast with a vehicle collection that includes a 1967 Shelby Cobra, 1972 Chevy C-10, and a 2021 Shelby GT500.

While a political career was never a part of his plans, Sen. Mullin ran for the US House of Representatives in Oklahoma's 2nd Congressional District in 2012 in response to government overreach that threatened his business. During his five terms in the House, Sen. Mullin advocated for simplifying regulations on small businesses and helped to lead the fight to provide certainty to racers and motorsports parts businesses surrounding the conversion of street vehicles into race cars.

There is no better way for PRI Members to develop a relationship with their federal and state lawmakers than by inviting them to tour their businesses. PRI's Washington,



From left to right, PRI Sr. Director of Federal Government Affairs Eric Snyder, DeatschWerks Vice President of Sales Mike Deatsch, US Senator Markwayne Mullin (R-OK), DeatschWerks President and Founder David Deatsch, and DeatschWerks Technical Director Matt Patrick.

DC, team makes it easy for companies to develop relationships with their lawmakers through congressional site visits. If your company is interested in hosting your member of Congress, PRI can help you coordinate the meeting, prepare your employees for the event, provide talking points, and join the session to help make the most of it. If you would like to host your elected officials, please email Eric Snyder, PRI's Director of Congressional Affairs, at erics@sema.org.

PRI MEMBERSHIP HQ HOSTS MEMBER EVENT TO KICK OFF NHRA US NATIONALS

The PRI Membership Headquarters, located on Main Street in Speedway, Indiana, recently hosted a meet-and-greet exclusively for PRI Members to help kick off the famed NHRA US Nationals at Lucas Oil Raceway in Indianapolis.

Dozens of drag racing enthusiasts were able to get autographs from some of the sport's most notable drivers, including Eddie Krawiec (Pro Stock Motorcycle), Krista Baldwin (Top Fuel), Julie Nataas (Top Alcohol), Cruz Pedregon (Funny Car), and PRI Founding Member Antron Brown, who also secured his second, back-to-back Top Fuel win at the US Nationals that very weekend! Pedregon also treated the crowds by firing up his Funny Car in the PRI HQ parking lot.

Thank you to all of the PRI Members who joined the fun. Keep an eye on your PRI Member Monday email newsletter for similar industry events and gatherings.

For more information, including how to sign up for the Member Monday newsletter, contact PRI Membership at membership@performanceracing.com.

LOG IN TO THE PRI MEMBER PORTAL AND ACCESS RACING PERKS AND DISCOUNTS

PRI Membership allows the racing community to showcase its passion and pride for the industry. By uniting motorsports professionals, PRI is actively addressing challenges and needs, such as providing support for race tracks to

"SEN. MULLIN IS AN INCREDIBLE ADVOCATE FOR AUTOMOTIVE ENTHUSIASTS, RACERS, AND OVER A MILLION MEN AND WOMEN WHO WORK IN THE SPECIALTY AUTOMOTIVE AFTERMARKET."

prevent them from closing, advocacy for the racing community against current legal threats, and educational programs that help businesses and racers succeed.

View the long list of companies and brands committed to boosting the performance and motorsports industry with special deals and discounts only available to PRI Members through the PRI Member portal (benefits.performanceracing.com). Note: Discounts vary based on Membership tier and are subject to change. Log in to the PRI Member portal for the most up-to-date list.

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As a reminder, an active PRI Membership is required to attend the PRI Show, December 7–9, in downtown Indianapolis. For more information, visit performanceracing.com/membership or check the PRI Member newsletter delivered to inboxes every Monday.

Does your company want to offer a discount to PRI Members? If so, reach out to PRI Membership Benefits Manager Mike Kirks at mikek@performanceracing.com.

PRI



David Deatsch, left, and Sen. Markwayne Mullin, right.

INDUSTRY NEWS

NASCAR PHILANTHROPIST SHERRY POLLEX, 44

Sherry Pollex, a champion of the NASCAR community known for her philanthropic efforts to fight cancer, has passed away. She was 44.

The longtime former partner of NASCAR Cup Series driver Martin Truex Jr., Pollex founded multiple charities dedicated to fighting cancer and inspired millions with her own courageous battle against cancer. Her philanthropic efforts include helping found the Martin Truex Jr. Foundation in 2007, the Catwalk for a Cause in 2010, and the Sherry Strong Foundation, following her diagnosis of ovarian cancer in 2014.

In 2020, Pollex's foundation partnered with Novant Health in Charlotte, North Carolina, to open the Sherry Strong Integrative Medicine Oncology Clinic.

ANDRETTI AUTOSPORT TO REBRAND AS ANDRETTI GLOBAL

Andretti Autosport has announced a major rebranding initiative that will see the international motorsports organization adopt the branding of Andretti Global, the identity previously named as the parent company to the US-based race team.

The new Andretti Global name will unite all aspects of the organization under a single identity. Andretti Global currently operates in eight motorsports platforms racing across six continents, with a goal to expand its worldwide footprint into other major motorsports series.

Along with the name change, the current Andretti Autosport shield will be replaced with the Andretti Global logo. Andretti Formula E was the first of the Andretti Global teams to take on the new branding as the reigning Drivers' World Championship team kicked off Season 10 with testing in October.

HONDA PERFORMANCE DEVELOPMENT BECOMES HONDA RACING CORPORATION USA

Honda Racing Corporation (HRC) in

Sakura, Japan, and Honda Performance Development (HPD) in Santa Clarita, California, have jointly announced that HPD will formally become Honda Racing Corporation USA (HRC US) starting with the 2024 motorsports season.

With this change, HRC US will play an integral role in Honda's global motorsports activities, which includes contributing to the company's Formula 1 program. Collaborating as one global HRC entity, the two independent racing arms of Honda will combine their unique expertise and resources to strengthen Honda's overall motorsports capabilities.

The 2024 Rolex 24 at Daytona, scheduled for January 27–28, will mark the inaugural race for the new HRC US, with the defending champion Acura ARX-06 prototypes to sport HRC logos on their racing liveries.

SPIRE BOLSTERS TRUCK SERIES OPERATIONS, PURCHASES KYLE BUSCH MOTORSPORTS

Kyle Busch announced that he has sold Kyle Busch Motorsports and Rowdy Manufacturing to Spire Motorsports, representing a major team ownership shakeup in the NASCAR Craftsman Truck Series.

Included in the sale are the assets of Busch's NASCAR Craftsman Truck Series team and the assets of Rowdy Manufacturing's chassis building operation and CNC machine shop. The transaction also includes the 77,000-square-foot facility that houses KBM and Rowdy Manufacturing in Mooresville, North Carolina.

The arrangement signals the end of a 14-year tenure for the Kyle Busch-owned organization, which scored its 100th Truck Series win earlier this season and won two series championships with Erik Jones in 2015 and Christopher Bell in 2017.

SPEC MX-5 TO BECOME SCCA RUNOFFS CLASS IN 2024

The Mazda Spec MX-5 (SMX) car class, part of select SCCA Road Racing events

for several years, will be recognized as an SCCA Road Racing Runoffs class beginning January 1, 2024.

All SCCA US Majors Tour and Hoosier Racing Tire SCCA Super Tour weekends will include an SMX class, and the group will have an official race at Road America in 2024 as a fully recognized National Championship Runoffs class.

Based on the 2006–2015 Mazda Miata MX-5 (NC) chassis, the SMX class is designed as an affordable, reliable, tech-able and fun-to-drive option for SCCA racers.

NATIONAL PROFESSIONAL OFF-ROAD SERIES, 2024 PLANS ANNOUNCED BY AMERICAN OUTDOOR EVENTS

Officials have announced a new national short-course racing series backed by American Outdoors Events (AOE), the Oklahoma-based organizer of motorsports events.

The professional off-road series, which has yet to be named, will officially launch at the 2023 PRI Show in Indianapolis on December 7–9. The series will reportedly feature \$1.5 million in total payouts, with organizers having announced seven events set for iconic locations from California to the Midwest. Fans can expect a lineup of Pro4, Pro2, Pro Lite, Pro Buggy, Pro Turbo SxS, and Pro N/A SxS classes.

NEW INDIANA-BASED WINGED 410 SPRINT SERIES ANNOUNCED

Organizers have announced a new winged 410 sprint car series called the Honest Abe Roofing Winged Mavericks Sprint Car Series, led by roofing company president and CEO Kevin Newton and JS Promotions' Joe and Jill Spiker.

The new winged 410 series is anticipated to offer a 10- to 12-week schedule in 2024, with races slated at Lincoln Park Speedway in Greencastle, Indiana, and Bloomington Speedway in Bloomington, Indiana, with additional dates and venues to be determined.

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INDYCAR TO HOST \$1 MILLION CHALLENGE IN 2024 AT THERMAL CLUB

The NTT IndyCar Series will hold a unique, made-for-TV racing exhibition at The Thermal Club in Riverside County, California, during the 2024 season. The special event will offer a \$1 million prize to the winner and will receive a network broadcast showcase on NBC.

Race day for the \$1 Million Challenge is set for Sunday, March 24, with an open test and qualifications to take place Friday and Saturday, March 22 and 23. While championship points will not be on the line, the event will feature a multimillion-dollar purse.

2023 NATIONAL MIDGET AUTO RACING HALL OF FAME CLASS REVEALED

Chuck Gurney, Jim Hettinger, Larry Howard, Gene Pastor, Stevie Reeves, and Roy Richter have been announced as the latest inductees into the National Midget Auto Racing Hall of Fame.

NASCAR INDUSTRY VETERAN JOSH HARRIS NAMED DARLINGTON RACEWAY PRESIDENT

Darlington Raceway officials have announced NASCAR executive Josh Harris will become the next president of the historic South Carolina track dubbed "Too Tough to Tame." Harris is currently Darlington Raceway's vice president, business operations, with more than a decade of experience within the NASCAR industry.

In January, Harris will succeed Darlington Raceway President Kerry Tharp, who is retiring after nearly eight years at the helm.

BRANDON BROWN NAMED NEW GENERAL MANAGER AT SOUTH BOSTON (VA) SPEEDWAY

Officials with South Boston Speedway in South Boston, Virginia, have appointed Brandon Brown as the new general manager.

A native of Gerrardstown, West Virginia, Brown led the marketing, communications, and digital content management efforts for North Wilkesboro Speedway's Racetrack Revival in 2022. In addition, Brown currently works with Dale Earnhardt Jr.'s Dirty Mo Media as a producer and with the CARS Tour as a digital media manager.

Brown will transition into his full-time role as South Boston Speedway's general manager, effective January 1, 2024.

PURE DRIVETRAIN SOLUTIONS, BONINFANTE FRICTION JOIN FORCES, NAME LEADER

Pure Drivetrain Solutions, led by Chris Miller, and Boninfante Friction, led by Rob Boninfante, have joined forces to create a new company called Standard Drivetrain, based in Wilmington, Delaware. The company will be led by industry veteran Michael Cargill, who will serve as CEO.

Standard Drivetrain is associated with the following brands: Jase Composites, Pure Drivetrain Solutions, CMR (Chris Miller Racing) Productions, Sterling Auto Group, Boninfante Friction, ProTorque, BMF Engineering, and Kenny's Diesel & Pullin'.

UNITED AUTOSPORTS RELOCATES US HQ FROM FLORIDA TO MOORESVILLE, NC

United Autosports is moving its Florida operations to a new 18,000-square-foot workshop located in Mooresville, North Carolina.

The new facility is currently home to IMSA LMP3 race team Jr III Racing, with state-of-the-art equipment and three 53-foot race transporters. This space will provide a headquarters for the United Autosports IMSA operations, with the team operating between its Normanton, United Kingdom, and Mooresville facilities.

CHARLIE MELLILLO JOINS EXECUTIVE TEAM AT WORLD RACING GROUP

World Racing Group in Concord, North

Carolina, has expanded its executive team by adding Charlie Mellillo as its chief media and marketing officer.

Most recently, Mellillo led Global Client Services for Endeavor Streaming, the direct-to-consumer technology division of Endeavor. In his new role, Mellillo will oversee all areas of content creation, production, distribution, and marketing for all World Racing Group properties, including the World of Outlaws NOS Energy Drink Sprint Car Series, the World of Outlaws CASE Construction Equipment Late Model Series, the Super DIRTcar Series, as well as its direct-to-consumer platform DIRTVision.

TED GOLAS TO RETIRE FROM SPECIALTY PRODUCTS COMPANY (SPC)

After 23 years as the vice president of sales and marketing for Specialty Products Company (SPC), Ted Golas is set to retire at the end of 2023.

Golas joined SPC in 1986, working for the Longmont, Colorado-based alignment and suspension manufacturer for five years before helping pioneer Pole Position, a racing suspension manufacturing company later acquired by SPC. Golas was instrumental in developing several key distribution accounts and contributed to significant product developments such as FastTrax and adjustable control arms.

MGP CONNECTING RODS APPOINTS WAYNE ROBERTS AS NEW SALES MANAGER, ENHANCING CUSTOMER EXPERIENCE

MGP Connecting Rods—the provider of aluminum connecting rods and a member of the Race Winning Brands family—has announced the appointment of Wayne Roberts as its new sales manager.

Roberts will take over duties from Ross Clark, who has embarked on a new venture in the OEM field. Roberts previously worked as a plant superintendent at Ford Motor Company for 15 years. He is also a passionate racer, piloting an NA 10.5 car in NMCA and personally building his motors.

JUNCOS HOLLINGER APPOINTS DAVID P. MORGAN AS TEAM MANAGER

Juncos Hollinger Racing, the Indianapolis, Indiana-based IndyCar racing team, has announced the appointment of David P. Morgan as its new team manager.

With a distinguished career spanning more than four decades, including positions in virtually every role associated with team operations within the NTT IndyCar Series ecosystem, Morgan is a familiar face to many in the racing paddock.

KEYSTONE AUTOMOTIVE OPERATIONS NAMES MIKE KATZ VP OF SALES

Keystone Automotive Operations has announced that Specialty Segment Vice President of Sales Fred Petrivelli will retire after 13 years with the company, effective at the end of 2023.

Mike Katz, a long-time aftermarket industry professional, will join Keystone as its new vice president of sales. Katz brings an extensive aftermarket industry background that includes a lengthy tenure with Weather Guard/Werner and, most recently, spending six years with HD Supply/Whitecap.

REPORT FINDS SPECIALTY AUTOMOTIVE AFTERMARKET SUPPORTS MORE THAN 1 MILLION AMERICAN JOBS, \$100 BILLION IN WAGES AND BENEFITS

A new study on economic data shows the significant impact that the specialty equipment aftermarket for motor vehicles has on America's economy.

The "SEMA Economic Impact Report," which was conducted by John Dunham & Associates and based on 2023 US economy data, found that the specialty-equipment industry supports more than 1.3 million American jobs and \$104 billion worth of wages and benefits. Additionally, the industry accounts for more than \$40 billion in taxes and contributes more than \$336 billion to the American economy annually.

FLUIDYNE HIGH PERFORMANCE ACQUIRED BY DPI VENTURES

FLUIDYNE High Performance, the Mooresville, North Carolina-based manufacturer of cooling products, has been acquired by DPI Ventures, a private equity firm.

As part of the announcement, FLUIDYNE will now be run by Frank Kuperman, Jr., who has more than 25 years in the performance automotive aftermarket and most recently oversaw the Race Winning Brands transmission division.

IRACING ACQUIRES NASCAR TEAM PROPERTIES' EXCLUSIVE SIM-STYLE CONSOLE RACING GAME LICENSE

NASCAR, iRacing, and Motorsport Games Inc. announced that iRacing has acquired NASCAR Team Properties' (NTP) exclusive simulation-style console racing games license from Motorsport Games.

The sale will see the license transfer from 704Games, a wholly owned subsidiary of Motorsport Games, to iRacing, which will begin developing a NASCAR console game expected in 2025.

QUALCAST EXPANDS TO TEXAS WITH NEW AMARILLO WAREHOUSE

QualCast, the distributor of aftermarket engine products, has launched a new warehouse in Amarillo, Texas. The new facility will help eliminate extra shipping time for customers in the region.

The 11,000-square-foot facility marks the company's first Texas location and joins QualCast's eight additional warehouses. QualCast also distributes high-performance and racing products through QualFast and Black Lightning.

For all the latest motorsports industry news, visit primag.com/industrynews.

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The Holley EFI 5-inch Digital Dash comes out of the box, ready to plug and play with a Gen 1 Sniper EFI, Terminator X or X MAX, and Holley EFI Dominator or HP ECU. The touchscreen display is pre-loaded with three easy-to-read layouts that provide critical system information, such as throttle position, manifold air pressure, air fuel ratio, battery voltage, engine coolant temperature, rpm, and speed.

Contact: 866-464-6553



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jesel.com

Jesel's belt-driven distributor drives are a direct bolt-on accessory to its camshaft belt drives and are designed to eliminate timing inaccuracies due to camshaft deflection and cam walk. By driving the distributor drive directly off the camshaft pulley, ignition timing stays constant and will not deviate from the initial settings.

Contact: 732-901-1800



MELLING ENGINE PARTS

melling.com

Melling offers new camshaft actuators for GM 2.8L, 3.0L, 3.2L, and 3.6L engines. This is designed to be a stock replacement part. Part number VCTA-1013H.

Contact: 517-787-8172



PRECISION TURBO & ENGINE

precisionturbo.net

The Next Gen 6670 turbocharger is made to bridge the gap between the responsiveness of the 6466 Gen 2 and the power capabilities of a 6870 Gen 2 turbo. The Next Gen 6670 is rated at 1,000 horsepower and will be available in both an HP compressor cover, which features a 4-inch inlet and 3-inch outlet, and the all-new SCP (S Cast Ported) compressor covering, offering a 4-inch inlet and 2.5-inch outlet.

Contact: 855-996-7832



SUMMIT RACING EQUIPMENT summitracing.com

When used with the included low-profile sockets, the Milwaukee M12 FUEL INSIDER Box Ratchet's 35% slimmer head provides over 3/4-inch of clearance compared to similar cordless ratchets. Other features include 60 lbs-ft of torque and 350 rpm no-load speed, dual LED lights to illuminate work areas, extended paddle switch for multiple grip positions, and more.

Contact: 800-365-2645



TALLADEGA GRAN PRIX RACEWAY

talladegapp.com

This facility features a 1.40-mile track with a clear view for spectators from nearly any vantage point. The track holds various racing events and also offers open track days, bookings for private events, overnight camping, and more. Amenities include plenty of paved parking, shaded paddock areas, private individual showers, a spacious classroom, and much more.

Contact: 256-252-9200



TILLETT RACING SEATS tillett.co.uk

The B10XL seat is designed to be stylish, lightweight, rigid, and compact. Its cutaway sides allow convenient use of the stock belts with the added benefit that getting in and out of the seat is also easier. This seat is available in Carbon/GRP or GRP composites.

Contact: +44 (0) 1795 420 312



WILWOOD wilwood.com

The Forged Narrow Superlite 6R Big Brake Front Brake Kits are configured for dedicated road racing and require 17-inch or larger wheels designed with additional inside clearance. The six-piston FNSL6R/ST radial mount calipers feature a forged aluminum body with a Type III Mil-Spec hard anodized, medium gray color finish. Thermlock pistons are used to reduce heat transfer from the pads.

Contact: 805-388-1188

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SOCIAL STATUS

Social media can successfully tell your company's PRI Show story as it draws more visitors to your booth, showcases your brand, and accomplishes your goals at the event.

The 2023 PRI Show is right around the corner! This is the most influential business event in motorsports, featuring the newest parts and technology, access to countless manufacturers and service providers, and virtually unlimited opportunities to network face-to-face with industry leaders. If you're in the business of racing, you must be at the PRI Show. And that means, if you're an exhibitor, it's imperative that you promote your presence at PRI 2023 to draw more visitors to your booth, showcase your brand, and accomplish your goals at the event.

"Our goal is to show support for the aftermarket automotive industry," explained Roddy Merritt of Edelbrock, Olive Branch, Mississippi. "We also want to connect with new enthusiasts, builders, and all interested in our industry and hobby, but also reconnect with longtime partners and friends. We hope to increase knowledge of our products, but also show off our very hard work, dedication, and passion for what we do and why we do it."

One of the easiest, most affordable, and most effective ways to highlight your company's involvement at the PRI Show is through social media. "We utilize social media as a platform to showcase our exclusive products available solely at PRI during the trade show. Additionally, we use it to inform attendees about our booth location so that they can easily find us," explained Crystal Covarrubias of FiTech Fuel Injection, based in Riverside, California. "We build anticipation through videos showing what

our product does."

The PRI Show is a bucket-list item for many people in the motorsports industry, observed Kasey Tarnutzer of QA1, Lakeville, Minnesota, "so we like to document a lot of activities throughout the week on our Facebook and Instagram Stories while also posting organically in the feeds. We also like to use our influencers and sponsored drivers to help promote us, whether they come to the booth and create a quick video for their channels or they post about their attendance at the Show and mention to stop by our booth.

"We always make sure to share a few posts leading up to the event, sending the message that we will be there and what our booth number is," she added. "If we have a booth vehicle, we like to post an unveiling to help get people to our booth as well."

Along with the above suggestions, the following are various other content ideas and social media practices for PRI Show exhibitors prior, during, and even after the event utilizing imagery, video, collaborations, and more.

Build excitement around the event and your specific booth with pre-Show teasers. This could be a preview of the booth, unveiling a race car that will be in the booth, behind-the-scenes footage of the booth being set up, new product teasers, etc.

Also, use the event hashtags (#PRIShow and #PRI2023) anytime you're posting about it. You can even create your own unique hashtag for the event and encourage people

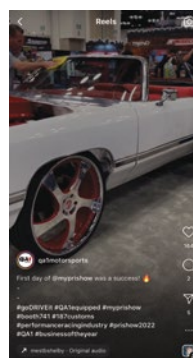
to use it. Make sure to monitor that hashtag and repost or share relevant content.

Encourage attendees or drivers/influencers who you partner with to share their experience through social media and give product testimonials or booth highlights while they're visiting you at the PRI Show. Additionally, take the opportunity yourself to capture video or photos of those partners to create your own highlight Reels or testimonial videos for future promotion.

Live streaming during the PRI Show can also be beneficial. Showcase live demos happening on Machinery Row, interview company team members or partnered drivers, interact with attendees, and more. All of this can engage a broader audience.

Another way to attract more people to your booth is through contests or giveaways. Using your social media platforms, promote incentives for stopping by the booth, or have your followers engage in or share content for a chance to win products or other merchandise.

And lastly, tell the PRI Show story through social media. Create countdown posts leading up to the event to build anticipation, which also lets people know to expect update posts throughout the event. Utilize various tools that platforms offer to share your experience at the PRI Show, including Instagram, Facebook, and TikTok Stories, Reels, the main feed, etc. And to conclude the PRI story, create a post-event recap to highlight key aspects and thank customers for their support. **PRI**



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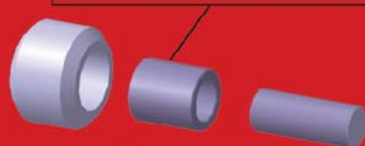


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