

# Hoosier Racing Tire extends Sprints On Dirt Agreement through 2019



Putting an exclamation point on the success of the Engine Pro Sprint On Dirt presented by ARP “beyond limits” format, Hoosier Racing Tire has extended its tire agreement with SOD through the 2019 season. The new agreement ensures competitors that they will see no changes in the spec tires for the next three years.

Terry Young, General Manager of Hoosier Tire Midwest, said: “We are pleased to announce our extension of our agreement with Sprints on Dirt for the next several years. Under the leadership of John [SOD president John Naida], the series will see viable growth and continue to improve each season. It has been a pleasure working with John and his group and we are excited to continue to build on that relationship.”

Through the initial shock of the “beyond limits” format introduction prior to the 2016 SOD season, Hoosier staunchly supported the move, providing spec tires that exceeded all expectations. Hoosier Racing Tire produced tires that cost SOD competitors less than most sprint car tires while providing a level of performance that produced a record low number of spins per green flag laps for the entire season.

More competitive, side-by-side racing, and seven different winners in ten races were also highlights of the season.

Engine Pro Sprint On Dirt presented by ARP President John Naida stated that "SOD's 'beyond limits' format would not have been possible without the ongoing support of Hoosier Racing Tire and Hoosier Tire Midwest; their support has been tremendous. Thanks to Hoosier, SOD competitors can now build on the knowledge they have attained through a full season on the spec tires. They can look forward to three years of racing without any changes to their tire program."

Terry Young (Hoosier Tire Midwest – Springfield, IL) administers the agreement and coordinates Hoosier's efforts. Neil Cowman (Hoosier Racing Tire – Lakeville, IN) directs the manufacture and production scheduling of the spec tires. Craig Cowan (Hoosier Tire Midwest – Plymouth, IN) ensures that the tires are distributed to SOD quickly and efficiently.

Hoosier Tire Midwest, Inc., is the largest distributor of racing tires for Hoosier Racing Tire. Their corporate office is located in Springfield, Illinois and they have stores located in Springfield, Brownsburg, Indiana and Plymouth, Indiana. Further information about Hoosier Tire Midwest can be found at [www.racetires.com](http://www.racetires.com). Information about Hoosier Racing Tire is at [www.hoosiertire.com](http://www.hoosiertire.com).

To learn more about Engine Pro, go to [www.enginepro.com](http://www.enginepro.com). For more information about ARP, go to [www.arp-bolts.com](http://www.arp-bolts.com). Follow SOD at [www.sprintsondirt.com](http://www.sprintsondirt.com) and on Facebook at [www.facebook.com/sprintsondirt](http://www.facebook.com/sprintsondirt).

*Engine Pro Sprints On Dirt presented by ARP is brought to you in 2017 by many important sponsor partners including: Engine Pro (Title Sponsor), ARP (Title Sponsor), Hoosier Racing Tire (Official SOD Tire), MAHLE/Clevite (Beyond Limits Challenge Sponsor), Driven Racing Oil (Battlegrounds Bash Sponsor), King Engine Bearings (King of Michigan Sponsor), Engler Machine &*

*Tool (Primary Heat Race Sponsor), COMP Cams (Primary Heat Race Sponsor), RockAuto.com (Primary Heat Race Sponsor), Lane Automotive, KSE Racing Products, and XYZ Machining. In addition, SOD contingency sponsors include: Allstar Performance, ATL Racing Fuel Cells, BR Motorsports, Diversified Machine Inc. (DMI), Hepfner Racing Products, K2W Precision/Keizer Aluminum Wheels, King Racing Products, Kistler Racing Products, License 2 Play, Maxim Racing, Motor City Racing Promotions, Racing Optics, Rod End Supply, Schoenfeld Headers, Simpson Racing Products, Walker Performance Filtration.*

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## **The Perfit Corporation Backs SOD's 2017 Lucky Dog Award**



ERIE, MI (January 27, 2017) – The Perfit Corporation has joined Engine Pro Sprints On Dirt presented by ARP as sponsor of the Perfit Lucky Dog Award that will awards one lucky driver \$100 from a random draw of all competitors at every SOD race in 2017. The award is a long-time favorite of competitors, often surprising them with a little extra cash at the end of a SOD race.

The Perfit Corporation is part of the largest engine parts network in the country, Engine Pro, servicing Michigan,

Indiana and Ohio from its Grand Rapids, MI; Livonia, MI; locations. The Engine Pro network of 35 distribution centers provides engine builders and machine shops across the country with a full line of brand name internal engine components.

The Perfit Corporation has been the primary engine parts supplier for hundreds of automotive machine shops in the Michigan, Ohio, Indiana region for more than 30 years. It has built its business on outpacing its competitors, including online-only retailers/vendors.

The Perfit Corporation has the right people. Its salespeople know what they are talking about. Many have raced in the past or are currently competing at the street, drag and circle track level. Most have been with Perfit for more than 20 years.

The Perfit Corporation supports racing at the grass roots level. The Engine Pro brand is front and center not only with Engine Pro Sprints On Dirt presented by ARP, but at numerous of local tracks and racing venues across the Michigan, Ohio, Indiana region.

Meet The Perfit Corporation at [www.perfitenginepro.com](http://www.perfitenginepro.com). To learn more about Engine Pro, go to [www.enginepro.com](http://www.enginepro.com). For more information about ARP, go to [www.arp-bolts.com](http://www.arp-bolts.com). Follow SOD on Facebook at [www.facebook.com/sprintsondirt](http://www.facebook.com/sprintsondirt).

Engine Pro Sprints On Dirt presented by ARP is brought to you in 2017 by many important sponsor partners including: Engine Pro (Title Sponsor), ARP (Title Sponsor), Hoosier Racing Tire (Official SOD Tire), MAHLE/Clevite (Beyond Limits Challenge Sponsor), Driven Racing Oil (Battlegrounds Bash Sponsor), King Engine Bearings (King of Michigan Sponsor), The Perfit Corporation (Lucky Dog Sponsor), Engler Machine & Tool (Primary Heat Race Sponsor), COMP Cams (Primary Heat Race Sponsor), RockAuto.com (Primary Heat Race Sponsor), Lane Automotive, KSE Racing Products, and XYZ Machining. In

addition, SOD contingency sponsors include: Allstar Performance, ATL Racing Fuel Cells, BR Motorsports, Diversified Machine Inc. (DMI), K2W Precision/Keizer Aluminum Wheels, King Racing Products, Kistler Racing Products, License 2 Play, Maxim Racing, Motor City Racing Promotions, Racing Optics, Rod End Supply, Schoenfeld Headers, Simpson Racing Products, Walker Performance Filtration.

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## ENGINE PRO SOD PRESENTED BY ARP 2017 SCHEDULE UPDATE – January 23



After the success and popularity of its new beyond limits format of Engine Pro Sprints On Dirt presented by ARP in its inaugural year, the 2017 Engine Pro Sprints On Dirt schedule has been eagerly awaited. It has now been released and SOD will return to Butler Speedway, Crystal Motor Speedway, Hartford Speedway, Merritt Speedway, and Thunderbird Raceway. In addition, Baer Field Motorsports Park and Manistee County Fairgrounds Speedway will also host SOD races. The season will open on April 29<sup>th</sup> at the traditional home of the SOD

season opener, Crystal Motor Speedway. The season will end at Crystal Motor Speedway on September 2<sup>nd</sup> with SOD's biggest race of the year, the Mike Olrich Memorial Race.

### **Three Mini-series in 2017**

The ever-popular MAHLE/Clevite Beyond Limits Challenge will once again be a highlight of the 2017 schedule. Joining the BLC in 2017 will be two more mini-series, the Driven Racing Oil Battlegrounds Bash and the King Engine Bearings King of Michigan. Each mini-series will have its own point fund and will pay its champion \$1,000. Each champion will have a guaranteed starting spot in the Mike Olrich Memorial Race.

MAHLE/Clevite Beyond Limits Challenge – Known as the MAHLE/Clevite Short Track Challenge until last season, the MAHLE/Clevite Beyond Limits Challenge has been a big hit with racers and fans alike for several years. The BLC will once again be held at five different speedways this season. MAHLE/Clevite Beyond Limits Challenge dates and speedways are:  
May 20 @ Baer Field Motorsports Park                      June 10 @ Thunderbird Raceway  
June 24 @ Merritt Speedway                                      July 15 @ Crystal Motor Speedway  
August 4 @ Manistee County Fairgrounds

Driven Racing Oil Battlegrounds Bash – New for 2017, the Driven Racing Oil Battlegrounds Bash will give Butler regulars and SOD competitors an opportunity to face off against each other during all three SOD races held at Butler Speedway. The races will be held on three weekends that draw broad interest since two are during the Michigan International Speedway NASCAR weekends and the other during the MIS Faster Horses Festival weekend. Driven Racing Oil Battlegrounds Bash dates are:  
June 17                                      July 22                                      August 12

King Engine Bearings King of Michigan – The King Engine Bearings King of Michigan, traditionally a prestigious single

race event, has been expanded to include all four SOD races held at Hartford Speedway. The combination of Engine Pro Sprints On Dirt presented by ARP (Hartford's most popular races over the last three years), the expanded KoM format, and the new Hartford track configuration is sure to be a spectacular crowd pleaser. King Engine Bearings King of Michigan dates are:

May	19	June	9	August
11		September	1	

The three mini-series give competitors an opportunity to achieve success on a smaller scale than the full, season-long SOD series. While bad luck can put a racer behind the eight ball, they will now have three separate mini-series in which to make up for their misfortune.

### **Engine Pro Sprints On Dirt presented By Arp 2017 Schedule**

Saturday, April 29 (rain date May 6) – Crystal Motor Speedway, Crystal, MI

Friday, May 19 – Hartford Speedway, Hartford, MI, King Engine Bearings King of Michigan Race 1

Saturday, May 20 (rain date May 21) – Baer Field Motorsports Park, Fort Wayne, IN, MAHLE/Clevite Beyond Limits Challenge 1

Friday, June 9 – Hartford Speedway, Hartford, MI, King Engine Bearings King of Michigan Race 2

Saturday, June 10 – Thunderbird Raceway, Muskegon, MI, MAHLE/Clevite Beyond Limits Challenge 2

Saturday, June 17 – Butler Speedway, Quincy, MI, Driven Racing Oil Battlegrounds Bash Race 1

Friday, June 24 – Merritt Speedway, Lake City, MI, MAHLE/Clevite Beyond Limits Challenge 3

Saturday, July 15 – Crystal Motor Speedway,  
Crystal, MI, MAHLE/Clevite Beyond Limits Challenge  
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Saturday, July 22 – Butler Speedway, Quincy, MI,  
Driven Racing Oil Battlegrounds Bash Race 2

Friday, August 4 – Manistee Co. Fairgrounds,  
Onokama, MI, Onokama Days, MAHLE/Clevite Beyond  
Limits Challenge 5

Friday, August 11 – Hartford Speedway, Hartford,  
MI, King Engine Bearings King of Michigan Race 3

Saturday, August 12 – Butler Speedway, Quincy, MI,  
Driven Racing Oil Battlegrounds Bash Race 3

Saturday, August 19 – Merritt Speedway, Lake City,  
MI, Allstar Performance Open Wheel Spectacular

Friday, September 1 – Hartford Speedway, Hartford,  
MI, King Engine Bearings King of Michigan Race 4

Saturday, September 2 – Crystal Motor Speedway,  
Crystal, MI, Mike Olrich Memorial Race

The Engine Pro Sprints On Dirt presented by ARP schedule lists only confirmed dates. Tentative, TBA, and dates under consideration are not listed. The schedule subject to change at any time, so check the SOD website regularly.

To learn more about Engine Pro, go to [www.enginepro.com](http://www.enginepro.com). For more information about ARP, go to [www.arp-bolts.com](http://www.arp-bolts.com). Follow SOD at [www.sprintsondirt.com](http://www.sprintsondirt.com) and on Facebook at [www.facebook.com/sprintsondirt](http://www.facebook.com/sprintsondirt).

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Sponsor), Driven Racing Oil (Battlegrounds Bash Sponsor), King Engine Bearings (King of Michigan Sponsor), Engler Machine & Tool (Primary Heat Race Sponsor), COMP Cams (Primary Heat Race Sponsor), RockAuto.com (Primary Heat Race Sponsor), Lane Automotive, KSE Racing Products, and XYZ Machining. In addition, SOD contingency sponsors include: Allstar Performance, ATL Racing Fuel Cells, BR Motorsports, Diversified Machine Inc. (DMI), K2W Precision/Keizer Aluminum Wheels, King Racing Products, Kistler Racing Products, License 2 Play, Maxim Racing, Motor City Racing Promotions, Racing Optics, Rod End Supply, Schoenfeld Headers, Simpson Racing Products, Walker Performance Filtration.

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## King Engine Bearings King of Michigan announced for SOD at Hartford Speedway



King Engine Bearings has signed on as the title sponsor for the prestigious Engine Pro Sprints On Dirt presented by ARP

## 2017 King of Michigan at Hartford Speedway.

When confirming the partnership, Phillip Data, National Sales Manager for King Engine Bearings, wrote: "We are very excited to partner with the prestigious Engine Pro Sprints on Dirt and the fantastic racing venue at the Hartford Speedway. The Engine Pro Sprints on Dirt is truly one of the most exciting race series around and has been one of the premier sprint car racing sanctioning organizations for 38 years. The Hartford Speedway is a top of the line venue and their new track configuration promises to be a real crowd pleaser. The 2017 season looks to be the best yet and we are so excited to be a part of the fast paced action."

The King of Michigan had long been a SOD tradition as a single race before 2016, but has now been expanded to include all four 2017 SOD races at Hartford Speedway. The King Engine Bearings King of Michigan returns bigger and better with heightened excitement about the newly reconfigured 3/8 mile track and the expanded schedule. The 2017 KoM Champion will be crowned at the series finale on September 1.

The King Engine Bearings King of Michigan will pay a point fund that will award \$1,000 to the series champion. In addition, the champion will have a guaranteed starting spot in the Engine Pro Sprints On Dirt presented by ARP Mike Olrich Memorial Race at Crystal Motor Speedway on September 2<sup>nd</sup>.

The King Engine Bearings team are bearing specialists. King Engine Bearings was founded in 1960 with one simple objective: to supply the highest quality bearings available in the marketplace. By specializing in engine bearings, King has built an extensive product offering that includes a wide range of engine bearings for automobiles, light duty and heavy duty trucks, marine, aviation, standby power and many other types of internal combustion engines. Every King bearing utilizes the highest quality materials and the most advanced designs to ensure complete customer satisfaction.

For more information about SOD's newest sponsor partner, go to [www.kingbearings.com](http://www.kingbearings.com). Check out Hartford Speedway at [www.hartfordspeedway.net](http://www.hartfordspeedway.net). Meet Engine Pro at [www.enginepro.com](http://www.enginepro.com). For more information about ARP, go to [www.arp-bolts.com](http://www.arp-bolts.com). Follow SOD at [www.sprintsondirt.com](http://www.sprintsondirt.com) and on Facebook at [www.facebook.com/sprintsondirt](http://www.facebook.com/sprintsondirt).

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## **Engine Pro Sprints On Dirt by ARP back at Thunderbird Raceway in 2017**



Engine Pro Sprints On Dirt presented by ARP will return to Thunderbird Raceway on June 10.

Engine Pro Sprints On Dirt presented by ARP made a dramatic appearance at Thunderbird Raceway last year. Before a packed grandstand, SOD put on an exciting, crowd-pleasing show that left spectators begging for more. They will now get their wish with this announcement.

Long-time racer/promoter Tom Sprague purchased Thunderbird Raceway in 2015 and reopened it last year, saying it was an important moment for local racing fans after the 50-year-old track was closed for three years. Sprague has turned more than a few laps at Thunderbird Raceway himself.

For more information about Thunderbird Raceway, go to [www.thunderbirdracewaymi.com](http://www.thunderbirdracewaymi.com). For more information about Engine Pro, go to [www.enginepro.com](http://www.enginepro.com). For more information about ARP, go to [www.arp-bolts.com](http://www.arp-bolts.com). Keep up with SOD here on the Sprints On Dirt website and the Sprints On Dirt Facebook page.

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