

# Jim Coffey & Son Plumbing & Heating backs SOD Deuced It! Award

ERIE, MI (March 27, 2018) – Finishing second anytime may get you called a lot of things, but one isn't winner. Engine Pro Sprints On Dirt presented by ARP partner Jim Coffey & Son Plumbing & Heating will help ease the pain of finishing second through its Deuced It! Award that will pay a \$100 cash bonus to the second-place finisher for all 2018 SOD features.



Jim Coffey & Son Plumbing & Heating, located in Jackson, Michigan, has been part of open wheel racing in Michigan for many years on both dirt and pavement. Sprints On Dirt is honored that the business has selected SOD to partner with.

Jim Coffey & Son Plumbing & Heating serves thousands of residential, commercial, and industrial customers throughout Jackson, Calhoun, Ingham, Lenawee, and Washtenaw counties. Check out the business at <https://goo.gl/mRb82o>

Last year, Engine Pro Sprints On Dirt presented by ARP paid out \$76,535 in contingency cash and awards thanks to its

marketing partners who have benefitted from SOD's work to put the PRO in promotion. Follow along with us as we work for them in 2018 and please support our partners listed below.

For a complete list of all 2018 SOD payouts, awards, and requirements, go to <https://goo.gl/MxLu6W>

Helpful links:

Engine Pro at [www.enginepro.com](http://www.enginepro.com)

ARP at [www.arp-bolts.com](http://www.arp-bolts.com)

SOD at [www.sprintsondirt.com](http://www.sprintsondirt.com)

SOD Facebook page at [www.facebook.com/sprintsondirt](http://www.facebook.com/sprintsondirt)

Engine Pro Sprints On Dirt presented by ARP is brought to you in 2018 by:

*Engine Pro (Title Sponsor)*

*ARP (Title Sponsor)*

*Hoosier Racing Tire (Official SOD Tire)*

*MAHLE/Clevite (Beyond Limits Challenge Sponsor)*

*King Engine Bearings (King of Michigan Sponsor)*

*Lane Automotive (Fast Masters Cosponsor)*

*MSD Ignition (Fast Masters Cosponsor)*

*Engler Machine & Tool (Heat Race Sponsor)*

*COMP Cams (Heat Race Sponsor)*

*RockAuto.com (Heat Race Sponsor)*

*ARP (Lucky Dog Sponsor)*

*KSE Racing Products (Hard Charger Sponsor)*

*Allstar Performance (Better Luck Next Time Sponsor)*

*The Perfit Corporation (Series Rookie of the Year Sponsor)*

*The Perfit Corporation (Sprint Car Rookie of the Year Sponsor)*

*Jim Coffey and Son Plumbing & Heating (Bonus Awards)*

*XYZ Machining (Sportsman of the Year Sponsor)*

*XYZ Machining (Crew Chief of the Year Sponsor)*

*Noizee 1 Motorsports (Bags o' Money Awards)*

SOD 2018 contingency sponsor partners are:

*Allstar Performance*

*Benic Enterprises*

*Diversified Machine Inc. (DMI)*

*J & J Auto Racing*

*King Racing Products*

*Motor City Racing Promotions*

*Rod End Supply*

*Simpson Racing Products*

*ATL Racing Fuel Cells*

*BR Motorsports*

*Hepfner Racing Products (HRP)*

*Keizer Aluminum Wheels*

*Maxim Racing*

*Racing Optics*

*Schoenfeld Headers*

*Walker Performance Filtration*