

# SOD spec tires now available



FORT WAYNE, IN (March 22, 2019) – With the season fast approaching, teams may want to purchase tires now. The Lane Automotive Sprints On Dirt powered by King Bearings / MSD / Motul spec tires are the same tires that have been required since the SOD “beyond limits” format inception before the 2016 season.

To purchase tires, call 260-668-4912 or email [dave@icarracing.com](mailto:dave@icarracing.com). Tire prices are \$200 per SOD spec right rear, \$190 per SOD spec left rear, and \$180 per standard front.

**Remember that SOD spec rears and Hoosier fronts are mandatory for all Sprint On Dirt races.**

Lane Automotive Sprints On Dirt is brought to you in 2019 by:

- *Lane  
Automotive (Title Sponsor)*
- *King  
Engine Bearings (Presenting Sponsor)*
- *MSD Ignition  
(Presenting Sponsor)*
- *Motul (Presenting  
Sponsor)*
- *Hoosier*

- Racing Tire (Official SOD Tire)*
- *Benic Enterprises (Fast Masters Sponsor)*
- *Engler Machine & Tool (Heat Race Sponsor)*
- *King Engine Bearings (Heat Race Sponsor)*
- *MSD Ignition (Heat Race Sponsor)*
- *MAHLE Aftermarket (Hard Charger Sponsor)*
- *Allstar Performance (Better Luck Next Time Sponsor)*
- *COMP Cams (Lucky Dog Sponsor)*
- *Allstar Performance (Sportsman of the Year Sponsor)*
- *Noizee 1 Motorsports (Special Awards)*

SOD 2019 contingency marketing partners are:

- *Allstar Performance*
- *BR Motorsports*
- *Diversified Machine Inc. (DMI)*
- *Hepfner Racing Products (HRP)*
- *Keizer Aluminum Wheels*
- *King Racing Products*
- *KSE Racing Products*
- *Maxim Racing*
- *Pyrotec Racing Cells*
- *Racing Optics*
- *Rod End Supply*
- *Saldana Racing Products*
- *Schoenfeld Headers*
- *Simpson Racing Products*
- *Ti22 Performance*

## COMP Cams returns as SOD partner for 2019



FORT

WAYNE, IN (March 12, 2019) – Lane Automotive Sprints On Dirt powered by King

Bearings, MSD, and Motul is proud to announce that COMP Cams has returned as a marketing partner for the 2019 season.

COMP Cams

will award a \$100 certificate to the Lucky Dog award winner at each 2019 SOD

race. The certificate will be awarded to the driver that is selected in a random draw from all entries.

For more than 35 years, the COMP Cams mission has never changed: to produce the highest-performing products possible, provide customers with superior service, and to lead the industry in technological development. While the COMP Performance Group has grown to multiple companies and hundreds of employees, COMP Cams still retains the competitive spirit and

desire to be the very best that has positioned it as the absolute leader in valve train components.

COMP Cams works with the best teams in sprint car racing and fits perfectly as a partner with Sprints On Dirt.

Lane

Automotive Sprints On Dirt powered by King Bearings, MSD, and Motul appreciates

its long partnership with COMP Cams and works tirelessly to keep the COMP Cams name out front. For more information about COMP Cams, go to [www.compcams.com](http://www.compcams.com).

Also check out these websites:

Lane Automotive – [www.laneautomotive.com](http://www.laneautomotive.com)

King Engine Bearings – [www.kingbearings.com](http://www.kingbearings.com)

MSD Ignition – [www.msperformance.com](http://www.msperformance.com)

Motul – [www.motul.com/us/en-US](http://www.motul.com/us/en-US)

Sprints On Dirt – [www.sprintsondirt.com](http://www.sprintsondirt.com)

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**New Sprints On Dirt title and  
presentation sponsors  
introduced**



FORT WAYNE, IN (March 4, 2019) – Sprints On Dirt is pleased to announce a new series title sponsor starting in the 2019 season. Long-time SOD marketing partner, Lane Automotive of Watervliet, MI, has stepped up to become the series' title sponsor. Joining Lane as presenting sponsors will be King Engine Bearings, MSD, and Motul.

Dave Muzzillo, Sprints On Dirt President, and John Naida, Sprints On Dirt Director of Operations, issued this joint statement: "Sprints On Dirt is honored to have Lane Automotive as our title sponsor. The Lane family has made immense contributions to all types of motor sports and is recognized for the same integrity and honesty as SOD. We are also excited to have King Engine Bearings, MSD, and Motul join us as presentation sponsors."

John Berglund, Lane Automotive Advertising Manager,

commented, "It's exciting to increase our level of participation with Sprints On Dirt in 2019. I was able to attend many of their events in the past and saw a well-run professional operation with a great group of racers, teams, and fans. The SOD name has a positive reputation and we look for bigger things under the new ownership and continued leadership of the Naidas."

Lane Automotive was founded in 1964 as a part-time venture in George Lane's garage. Now known the world over as a premier supplier of performance parts and accessories for racers, hot rodders, truck and off-road enthusiasts, Lane Automotive's divisions include Motor State Distributing, Allstar Performance, and the Lane Automotive Showroom. The company serves customers around the world from a 416,000 square foot distribution center/office complex located in Watervliet, Michigan.

MSD, founded forty-eight years ago, is a leading name in ignition system products, EFI products and high-performance parts. MSD designs, develops, tests and assembles its entire line of ignition boxes, crank triggers, distributors, EFI systems, transmission controllers, spark plugs, coils, spark plug wires, and other performance parts from its 150,000+ square feet headquarters in El Paso, Texas, where it employs over 400 people.

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.

Motul started its very first enterprise in 1853. Motul displays a dedication to the best, from its suppliers, through its innovation to its clients. Pioneers in synthetic lubricants, Motul has developed the 300V Motorsport range based on the unique ESTER Core® technology that gives you unrivaled power increase, outstanding lubrication and optimal protection. Motorsport has been Motul's prime creative and innovative laboratory since its first steps into racing in the 1950s.

For more information, check out these websites:

Lane Automotive – [www.laneautomotive.com](http://www.laneautomotive.com)

King Engine Bearings – [www.kingbearings.com](http://www.kingbearings.com)

MSD Ignition – [www.msperformance.com](http://www.msperformance.com)

Motul – [www.motul.com/us/en-US](http://www.motul.com/us/en-US)

Sprints On Dirt – [www.sprintsondirt.com](http://www.sprintsondirt.com)