

Sprints On Dirt Announces New Series Director

GRAND RAPIDS, Mich. (September 26, 2014) – With one race to go in the 2014 season, the Michigan-based Engine Pro Sprints On Dirt (SOD) Presented by ARP is pleased to announce their new Series Director for 2015 and beyond.

Jamie Osborn, from Wyoming, Mich., has agreed to take over the reins from the ever-popular Mike Strevel going into the 2015 season. Osborn, who has been the Head Scorer for the series since 2005, has also handled various race control duties as the “eye in the sky” for the series.

“During my time as Series Director, I’ve worked side by side with Jamie, and honestly, I don’t have a single doubt about her ability to lead SOD in the future,” said Strevel. “She has some great plans for the series and I look forward to seeing the direction she heads in.”

“Our theme for 2015 and beyond is growth. We want to grow the fan base, grow our social media presence and give the SOD teams a larger presence in the motorsports world,” said Osborn. “We want our fans to feel like they are getting more for their dollar when they come to our events and we want drivers to feel like they are able to give their sponsors more than ever.”

With plans to increase the marketing reach and make attending a sprint car race feel more like the exciting atmosphere of other professional sports, Osborn and her team will be working tirelessly in the off season to make that happen.

“I believe that if we work hard to make all of that happen, then our car count will grow organically,” noted Osborn. “If we can make SOD a series where drivers and teams know they will get good media exposure and even better fan exposure, I

hope the cars will come and our tracks will want us back.”

Running a relatively traditional schedule, Osborn believes that fans can expect a similar schedule in 2015, including several co-sanctioned events with the Ohio-based NRA series.

“We have a lot of work to do this winter – we are planning to attend the Performance Racing Industry show in Indianapolis in December, we want to hear from the drivers and promoters and we want to make sure lines of communication are open and ready to go,” said Osborn. “I am very excited for this opportunity and excited for the future of the series.”

SOD has one event left after this evening’s race at Berlin Raceway, the Season Championship at Plymouth Speedway on October 4th. With two races left, Ryan Ruhl holds a 27 point lead over former Series Champion, Dustin Daggett.

Follow the Sprints On Dirt series on Facebook at www.facebook.com/sprintsondirt , Twitter @sprintsondirt and their website at www.sprintsondirt.com

Sprints On Dirt is supported by Engine Pro, ARP, Engler Machine and Tool, Allstar Performance/Comp Cams/Lane Automotive, Butlerbuilt Racing Seats, Hoosier Tire, Brodix Cylinder Heads, MAHLE/Clevite, AFCO Racing Products, ATL Fuel Cell, Rocket Headers and JE/SRP Pistons. The November 8th Champions’ Banquet is sponsored by: XYZ Machining, Schoenfeld Headers, Brodix Cylinder Heads, Hoosier Tire, Miles Petroleum and Holiday Inn Express of Howell, Mich.