

# Engine Pro Renews Title Sponsorship

By Mike Strevel

The Engine Pro Sprints on Dirt presented by ARP series is excited to announce that again in 2014 Engine Pro has signed on as the series title sponsor with ARP again on board as presenting sponsor. SOD is proud to have these great supporters for its 35th season.

Series Director Mike Strevel was quoted "it is wonderful to have such great supporters of the Sprints on Dirt such as Engine Pro and ARP." "This great relationship started years ago and continues to grow, this shows that SOD remains attractive to sponsors, racetracks and race teams such as the many that are currently involved with one of the longest running series in the Great Lakes area."

"We are excited to once again be affiliated with the Sprints on Dirt Series. This series is full of action packed racing and all-around good people so it's very easy to be a partner with them at the grass roots level of racing. The Sprints on Dirt Series has also become a valuable marketing partner by promoting the Engine Pro name along with the products that are now manufactured by Engine Pro and sold under the Engine Pro label. We look forward to a season of fun and exciting racing in 2014," stated Scott Overlund, Sales & Marketing Manager of Engine Pro in Grand Rapids, MI.

The Engine Pro Sprints on Dirt presented by ARP series sanctions winged Sprint Car races at speedways throughout Michigan, Ohio, Indiana and the Canadian province of Ontario.

The Engine Pro Sprints on Dirt presented by ARP is excited to announce the return again in 2014 of two promotions that add

to the level of support that Engine Pro of Grand Rapids already provides. The first is the exciting Engine Pro Lucky Dog program that will award a driver an additional cash award amount of at least \$100 per feature race. A random finishing position will be drawn by the feature race winner and that driver will be awarded the \$100 prize if he has decided to participate in the Lucky Dog program and has placed the large Engine Pro decal on their nose wing. If the position drawn does not have the decal the amount will roll over to the next race and increase to \$200. This will continue over the course of the season for all SOD sanctioned events. If someone wins the prize it will start again at \$100 and this will be an exciting promotion for the entire 2014 season.

The second exciting story is the July 19, 2014 Engine Pro Sprints on Dirt presented by ARP event scheduled for Crystal Motor Speedway. Crystal is the only track to host the series for every year of the 35 year history of the group and to celebrate this occasion the track will host a 35 lap feature event paying \$2,035 to win and \$300 to start the feature. Also the National Racing Alliance (NRA) series from Ohio has agreed to co-sanction the event and will add to what is expected to be an incredible night of 360 winged sprint car racing. NRA driver Randy Hannagan scored this prestigious event again in 2013. It also will debut its new name as the Mike Olrich Memorial Race.

Additional information regarding the Engine Pro Sprints on Dirt presented by ARP is available at [www.sprintsondirt.com](http://www.sprintsondirt.com).