



Press Release

Hoosier Racing Tire Extends Exclusive Partnership with IMCA Through 2030

Lakeville, Ind. (March 5, 2026) - Hoosier Racing Tire today announced a multi-year extension of its partnership with the International Motor Contest Association (IMCA), continuing as the exclusive tire supplier through 2030. The agreement builds on a relationship that began in 2005 and has spanned two decades of grassroots racing competition.

Under the renewed agreement, the following IMCA divisions will continue to compete exclusively on Hoosier tires:

- **Late Model** NLMT
- **Modified** IMCA G60
- **Northern Sport Modified** IMCA G60
- **Southern Sport Modified** IMCA H500
- **STARS Modified Lite** STARS plated
- **Stock Car** IMCA G60

“Hoosier Racing Tire is proud to extend our long-standing partnership with IMCA through 2030,” said Paul Menting, VP of Sales, Hoosier Racing Tire. “What began with initial tire testing in Boone, Iowa, back in 2005 has grown into a trusted collaboration built on performance, consistency, and a shared commitment to grassroots racing. We look forward to continuing to deliver durable, repeatable, and safe race tire products that support IMCA, its drivers, and its network of tracks and series for years to come.”

Founded in 1915, IMCA is one of the longest-running and most respected grassroots racing sanctioning bodies in the United States. The organization sanctions weekly dirt track competition at hundreds of tracks nationwide and is known for its emphasis on affordability, competitive balance, and consistent rules that support both drivers and promoters.



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“We’re proud to extend our partnership with Hoosier Racing Tire through 2030,” said IMCA President Brett Root. “For 20 years, Hoosier has been a true partner in supporting our drivers, tracks and the foundation of grassroots racing. We appreciate their continued commitment to IMCA and our racers nationwide.”

Additional Informational Links:

Hoosier Racing Tire | www.hoosiertire.com.

IMCA | <http://www.imca.com>

TIRES DESIGNED FOR CHAMPIONS

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Hoosier Racing Tire, the largest race tire manufacturer in the world, has continually promoted passion, pride, and success in the racing industry since 1957. Based in Plymouth, Ind. their state-of-the-art facility, including a fully integrated technology and R&D center, is solely dedicated to engineering, designing, supporting, and manufacturing the over 1,000 different types of racing and high-performance tires currently produced. Instilled with the heritage of champions, Hoosier utilizes a model sales and distribution network to deliver winning results globally. Hoosier Racing Tire is a 100% subsidiary of Continental AG.

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transportation. In 2023, Continental generated sales of €41.4 billion and currently employs around 200,000 people in 56 countries and markets.

Established in 1915, the **International Motor Contest Association (IMCA)** is America’s oldest and largest dirt track auto racing sanctioning body. For more than a century, IMCA has provided affordable, competitive and entertaining racing across the United States. Sanctioning hundreds of tracks and thousands of events annually, IMCA promotes consistency, fairness and innovation through standardized rules, cost-effective competition and strong partnerships with tracks, drivers and sponsors. From weekly grassroots racing to prestigious national events, IMCA remains committed to sustaining and growing dirt track auto racing for future generations.

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