



Press Release

Hoosier Racing Tire and Hoosier Tire West Announce Three-Year Partnership with the Open Wheel Showdown

Lakeville, Ind (February 5, 2026) - Hoosier Racing Tire and Hoosier Tire West are proud to announce a new three-year partnership with Davey Hamilton Jr. in support of the Open Wheel Showdown, an annual racing event that features Winged Sprint Cars, Super Modifieds, Modifieds, INEX Legends, and Bandoleros. Now in its fourth year, the event takes place at the Bullring at Las Vegas Motor Speedway with Hoosier signed as a partner beginning in 2026 through 2028.

This multi-year agreement underscores Hoosier's continued commitment to grassroots and professional open-wheel racing, as well as its support of premier events that showcase top-level competition and fan engagement. The Open Wheel Showdown has quickly established itself as a marquee event on the racing calendar and brings elite drivers, teams, and fans together at a premiere racing destination.

"Davey Hamilton Jr. has built something special with the Open Wheel Showdown," said Paul Menting, Vice President of Sales, Hoosier Racing Tire. "His vision, professionalism, and dedication to racers and fans alike align perfectly with Hoosier's values. We're excited to be part of the event's growth over the next three years."

Hoosier Tire West echoed that enthusiasm, highlighting the importance of regional partnerships and customer support.

"The Open Wheel Showdown represents everything we want to support - competitive racing, strong fields, and a first-class experience for teams and spectators," said Rick Gerhardt, President, Hoosier Tire West. "Partnering with Davey (Hamilton Jr.) and this event is a natural fit for Hoosier Tire West."



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Hamilton Jr. welcomed the partnership, noting the significance of Hoosier's involvement.

"Hoosier Racing Tire and Hoosier Tire West are synonymous with excellence in motorsports," said Hamilton, Jr. "Having their support for the next three years is a huge boost for the Open Wheel Showdown and the racers who compete in it."

The Open Wheel Showdown at the Bullring continues to grow as a destination event for open-wheel racing, and this partnership positions it for continued growth in the years ahead.

For more information about the Open Wheel Showdown, visit openwheelshowdown.com.

Additional Informational Links:

Hoosier Racing Tire | www.hoosiertire.com.

Hoosier Tire West | www.hoosiertirewest.com

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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.

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