



Press Release

## Hoosier Racing Tire Named Presenting Sponsor and Official Tire of Street Car Takeover

Lakeville, Ind. (March 12, 2026) - Hoosier Racing Tire has announced a new multi-year partnership with Street Car Takeover (SCT), becoming the Presenting Sponsor and Official Tire of one of the fastest-growing and most high-energy street-car series in the country.

SCT is a national race event series that blends drag racing, roll racing, and large-scale car shows into an adrenaline-charged weekend built around street-car culture. Events bring together thousands of racers, enthusiasts, and spectators to compete across a wide range of classes featuring everything from street-driven builds to highly modified performance cars.

As the Presenting Sponsor, Hoosier will have a major presence across all SCT events, including the pre-party, race events, collaboration events and car shows. Hoosier will also serve as the official tire for SCT racing classes, reinforcing its commitment to supporting the racers and the culture that power the sport.

“Street Car Takeover represents the heart of grassroots street-car performance, showcasing real racers, amazing cars, undeniable competition and an incredible lifestyle scene,” said Nic Moncher, Head of Marketing, Hoosier Racing Tire. “At Hoosier, our mission has always been to fuel passion, pride, and success. We’re proud to partner with SCT, bringing even more performance, competition and excitement to every event.”

To further support competitors throughout the season, a Hoosier Racer Incentive Program will be implemented. Racers competing on Hoosier tires will receive additional championship points in every class across the series, rewarding those who run Hoosier throughout the SCT tour.

“Hoosier Racing Tire is an iconic brand in drag racing, and we couldn’t be more excited to welcome them as the Presenting Sponsor and Official Tire of Street Car Takeover,” said Chase Lautenbach, founder of Street Car Takeover. “Their reputation for performance, innovation, and racer support makes them a perfect fit for our racers and our fans.”

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Extending beyond the staging lanes, Hoosier's partnership will also encompass the SCT car shows, held at every event. Additional incentives and awards will be presented for standout vehicles running Hoosier tires.

Together, these initiatives highlight Hoosier's continued commitment to supporting grassroots racers and enthusiasts while rewarding competitors who choose Hoosier.

The Street Car Takeover Series kicks off this weekend with the first of 17 race events in 2026 at Famoso Raceway in Bakersfield, California where racers and fans alike will once again come together for a weekend of speed, show cars and non-stop action. For the full schedule and additional information about the Street Car Takeover championship, visit [StreetCarTakeover.com](http://StreetCarTakeover.com).

### **Additional Informational Links:**

Hoosier Racing Tire | [www.hoosiertire.com](http://www.hoosiertire.com).

Street Car Takeover | [www.streetcartakeover.com](http://www.streetcartakeover.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.

**Street Car Takeover (SCT)** is one of the premier street-car drag racing event series in the United States, bringing together high-performance street cars, racers, and fans for adrenaline packed weekends at some of the country's most iconic drag strips. Known for its high energy atmosphere and fiercely competitive racing, SCT events feature roll racing, drag racing, car shows, burnout pits, vendor midway experiences, and thousands of passionate automotive enthusiasts.

Founded to celebrate the culture of real street cars competing at the highest level, Street Car Takeover has become a nationally recognized brand in grassroots motorsports, attracting some of the fastest street cars in the country along with top automotive brands and sponsors.

With a focus on competition, community, and entertainment, Street Car Takeover continues to grow its national footprint while delivering unforgettable experiences for racers, fans, and partners alike.

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