



# Drag Racing 201: Racing in the New Economy

*Ike Heckler Jr*

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## **Drag Racing 201: Racing in the New Economy** Ike Heckler Jr

Following the success of his first book, Drag Racing 101, where IH Racing's Team Owner Ike Heckler Jr. explains how to build your first race car and secure sponsorship, Ike now brings you Drag Racing 201 – Racing in the New Economy. After racing at NHRA tracks in the northeast and southeast for the past 10 years in a booming economy where securing sponsorships was relatively easy, Ike takes you on an exciting journey through 2010 and explains what it is like to uproot your personal life in order to pursue the goal of semi-pro drag racing. With over 52 career round wins and national media exposure from SPEED TV's Pinks All Out, NHRA's National Dragster, and NMCA's Fastest Street Car magazine, Ike has secured corporate sponsorships from Lucas Oil, VP Racing Fuels, WIX Filters, O'Reilly Auto Parts, ReMax Realty, Holiday Inn Hotels & Resorts, CARQUEST Auto Parts, and Ken's Speed & Machine. IH Racing's primary sponsor, Premier Properties of the Space Coast, is owned by Mr. Heckler and develops residential and commercial properties in southeast Florida. In Drag Racing 201 Ike explains how to use your own company together with your other sponsors to be able to fund a full race season and be able to travel the hundreds of miles from racetrack to racetrack economically. From getting into the Final 32 at the Pinks All Out event in West Palm, FL to making the WIX All Out 16 at the Pinks All Out event at zMax Dragway in Charlotte, Ike brings you along to all the other races and other fun events he was able to attend in 2010 with the help of good friends and sponsors. You will also ride along as he moves from Florida to North Carolina, then back to Florida just so he could honor his commitment to all his sponsors and race the season. He will also show you how the degrading economy affected his racing operation in 2010 and how he had to adjust and sacrifice his personal life to be able to race and survive. Drag Racing 201 then looks into the future of the sport and projects how it may look a few years from now and gives the reader some valuable tips on how to afford racing a full season and how the racer may have to live differently in order to race and live their dream. Ike also gives the reader some valuable sponsorship tips along the way that will help with sponsor exposure and could make securing sponsorships a little easier. So get in your race car, strap in, and hold on because you are about to experience what it feels like to be "Racing in the New Economy" !! This 80 page full color book has over 75 pictures highlighting the West Palm FL, Charlotte NC, and the Bristol TN Pinks All Out events (and getting on SPEED TV), the Atlanta, NHRA Unleashed event, and what it feels like to work for an NHRA national event. If your goal is to drag race in the New Economy, this book is a must read that will save you money and increase your sponsor exposure !! Follow IH Racing at [www.ih-racing.com](http://www.ih-racing.com)

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