FOR IMMEDIATE RELEASE



HeadsUpRacer.com returns as Quick 16 Title Sponsor for 4th consecutive Year

OAKVILLE, ONTARIO (May 12, 2015) — Regional Fast bracket racers will once again have the opportunity within the DSE Automotive Sportsman Racing Series to race for over \$20,000 in event payouts and a \$4000 Year End Program thanks to the return of dedicated DSE sponsor and support Ian Rae and his company HeadsUpRacer.com.

The 2015 HeadsUpRacer.com Quick 16 program will again feature an Open Field of the fastest 16 vehicles with no Dial in restrictions or vehicle restrictions (other than NHRA Safety Rules).



A full race will be contested each day allowing competitors a chance at two races each DSE weekend for the price of only one tow to the track. Entry fee will be \$150 per day; however, Non-Qualifiers will receive a \$90 refund and a \$60 credit towards their next Quick 16 Entry or a Super Pro Entry. Points for the Quick 16 will be claimed by taking a racers best eight Events out

"When Andrew asked me if I wanted to be part of the DSE Series again as sponsor of the Quick 16 program it was an easy decision. Andrew has truly made it a grassroots series that supports the racer. These are the type of people that use the products I sell and it was good to see long-time HUR customer Tom Bene take the title in 2014. In 2015 we are going to offer a rental program where a racer can rent a Racepak Sportsman datalogger for a day and if they choose to purchase one their rental cost goes towards the purchase of the new unit. Even grassroots racers benefit from having data and HUR is here to prove that."

HeadsUpRacer.com (HUR) is an authorized dealer of MSD Ignition Products, RePlay XD cameras and Racepak Data Acquisition systems. HUR is also available for at track support for the Racepak systems as well as one on one tuition. Countless Ontario Racers have used technology and services purchased from HUR to not only win locally but also on the NHRA/IHRA Divisional & National Level as well as on the Big Money Bracket Tours.

The first event in the 2015 season for DSE Sportsman Racing Series Competitors will be the 4th Annual Lowdown Hot Rods Season Opener, which takes place June 6th-7th at Cayuga Dragway of Toronto Motorsports Park. The DSE Sportsman Racing Series boasts a (to date) \$17,000 Year end points fund, and features a point's structure where racers claim their best 8 out of 10 point's races during the season. For more information on the Series and its Marketing Partners, please visit www.SportsmanRacingSeries.ca

Photo Credit Stacee Kenington

of ten.

About HeadsUpRacer.com & Racepak Data Acquisition systems

HeadsUpRacer.com was formally an Internet magazine that covered fast door slammer racing. It no longer operates the magazine but has moved into providing racers with the best data logging systems in drag racing. HUR has been an authorized RacePak data acquisition system dealer and offers sales and track support. Additionally HUR is a dealer for RePlay XD action cameras and accessories. More information can be found on a soon to be updated website at www.headsupracer.com or on Facebook at www.facebook.com/HeadsUpRacer

About the DSE Automotive Sportsman Racing Series

The DSE Sportsman Racing series was formed in 2011 racing season as a way to promote grassroots level sportsman drag racing in Southern Ontario. Entering in its 4th full season, the series will run events with six Championship Sportsman classes ranging from Super/Pro and Modified, to Super/Bike & Sled, Street Eliminator, Jr. Dragster and Quick 16 Program.

Sponsored by DSE Automotive LTD which is managed by David and Andrew Stirk in Brampton Ontario, DSE Sportsman Racing Series is dedicated to creating a competitive series for sportsman level drag racers to participate in which is fun and cost effective, while still providing an excellent racing program for fans and spectators to enjoy.

Visit <u>www.sportsmanracingseries.ca</u> for more series information.

Series Contact Information

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