#### FOR IMMEDIATE RELEASE



# Canadian Performance Retailer Helping Take Racing Off the Street and to the Track

## Performance Improvements returns to title sponsor Street Eliminator Class

TORONTO, ON (May 31, 2015) – Performance Improvements will once again be sponsoring the DSE Sportsman Racing Series Street Eliminator category for the 2015 season by contributing \$1000 in certificates to the year end Points fund as well as awarding ten \$50 certificates to one Street Eliminator racer at each event who has the best first round loosing package.

The Performance Improvements Street Eliminator class is designed to give Automotive enthusiasts who



wish to race their Street vehicles a safe and organized place to run against other street legal vehicles at the drag strip in a no pressure environment. Vehicles in the category must run drive tires stamped DOT approved for street use, and must use full exhausts with commercially available mufflers. Vehicles will not be allowed to run any bracket racing aids such as delay boxes, two steps, or air/electric shifters unless it was installed with the vehicle from the factory.

The race will be run as a standard bracket race where competitors dial their cars in, and handicap starts are given to the slower vehicle, however instead of using the standard Sportsman tree, the class will run on a .600 PRO Tree, which over the past two season's has proven to be a hit with the racer's.

Performance Improvements have multiple locations around Ontario, plus one in Pierrfonds Quebec and are one of the few remaining Canadian Owned Performance Parts retailers in Canada. Their stores carry one of the largest selections in Canada of performance auto parts and accessories from major manufacturers which include K&N Performance Filters, Lumen H.I.D Headlights, Edelbrock, Royal Purple and Red line Synthetic Oils, Bully Dog, SCT and Edge computer programmers, MSD Ignition, Magnaflow, TKO Performance, AutoMeter Gauges, Mr. Gasket, and much more.

In addition to their support of the Street Eliminator Category, Performance Improvements has also contributed car dusters and P.I Certificates that will be awarded to racers who are chosen to run in the 2<sup>nd</sup> Annual Mike Marshall Memorial Shoot-Out. Proceeds generated from the Mike Marshall Shoot-out will be donated to the Canadian Cancer Society.

The first Event in the DSE Automotive Sportsman Racing Series is the 4<sup>th</sup> Annual Season Opener which takes place June 6<sup>th</sup> -7<sup>th</sup> at Cayuga Dragway of Toronto Motorsports Park. The DSE Sportsman Racing Series features Six different Championship Classes, and 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 <a href="https://www.SportsmanRacingSeries.ca">www.SportsmanRacingSeries.ca</a>.

Photo Credit: Darwin Kent

#### 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 4<sup>th</sup> 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.

#### **About Performance Improvements.**

Performance Improvements Speed Shops has locations across southern Ontario. In business since 1964 with 2 generations of Canadian ownership, PI is a leader in aftermarket automotive parts & accessories. Their annual Midnight Sale demonstrates their on-going commitment to delivering the best value & advice in the industry to automotive enthusiasts. For more information on Performance Improvements please visit their website at <a href="https://www.performanceimprovements.com">www.performanceimprovements.com</a>

### **Series Contact Information**

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