



**Mad Max McLaughlin**  
**2018 Motorsports Marketing Package**

# Meet Mad Max

Max McLaughlin's dream is to follow in his father's footsteps and the talented teen is well on his way. His Dad, Mike "Magic Shoes" McLaughlin was not only a fan favorite in NASCAR but a talented racer in his own right. "Magic Shoes" won the 1988 NASCAR Modified National title and was elected into the DIRT Hall of Fame in 2013 for his skills as a dirt racer growing up in upstate New York.

In 2014 Max began racing in UMP Modified competition, full size cars racing on dirt ovals, producing over 700 horsepower. Needless to say going from a 450 pound kart to a 2450 pound full size race car was a challenge. He won his first career UMP modified event in March of 2015 and following that up with a King of the Carolinas championship at the Carolina Speedway in October.

"I just love to race," said Max. "It doesn't make a difference as long as it has a motor, I want to race it." Max's breakout season also included winning the Millbridge Speedway Outlaw Mini Sprint track championship. His stats for 2015 are staggering with 14 wins and 21 number one qualifying positions in 35 races.

Max's big break came when Big Block modified powerhouse Heinke-Baldwin Racing, HBR, gave Mad Max a shot at driving one of their potent 900 HP race cars at the World Finals in Charlotte, NC in November. "I can't thank HBR enough for giving me a shot to drive at Charlotte," said McLaughlin. "In my wildest dreams I never thought I would become the youngest "Fast Timer" in the 44 year history of the Super DirtCar series." The future looks bright for Max as he prepares for the 2016 racing season...with his sights set on improving on his amazing 2015 season.

"Max is more talented than I ever was," stated his Dad, Mike. "He just has it and each year he keeps growing as a racer. I believe that Max can accomplish whatever he sets his sights on. It's definitely pretty cool to watch your son follow in your footsteps."

In 2017 Max finished 9<sup>th</sup> in the Super DirtCar series points and was awarded the 2017 Most Popular Driver award. Max set five fast times and broke four track records in his sophomore season on tour. He also picked up a win at both Fulton and Brewerton Speedways as well as a Triple 30 Feature at Super Dirt Week. The future looks bright.



# Max McLaughlin Quick Facts

Date of Birth: February 29, 2000  
Hometown: Mooresville, NC  
Nickname: Mad Max

## Accomplishments

- 2011 East Coast Nationals Champion
- 2012 East Coast Nationals Champion
- 2013 Pole Sitter Got Milk Nationals
- 2014 Pole Sitter East Coast Nationals
- 2014 Millbridge Speedway Track Record Holder
- 2015 DirtCar Nationals Pole Sitter Volusia County
- 2015 Won his first career UMP Modified Feature (Skyler Trull Memorial Race at Carolina)
- 2015 Won 600 Wingless Micro Sprint Feature 1<sup>st</sup> career start
- 2015 East Coast Nationals Outlaw Mini Sprint Winner
- 2015 Won King of the Carolinas modified event
- 2015 Millbridge Speedway Outlaw Mini Sprint Champ
- 2015 Became youngest "Fast Timer" in 44 year history of the Super DirtCar Series at the World Finals at the Charlotte Motor Speedway
- 2016 Finished 13<sup>th</sup> in points Rookie Season Super DirtCar Series
- 2016 Super DirtCar Series Rookie of the Year
- 2016 Won Futures Modified Race at Super Dirt Week
- 2017 First Career Podium Finish in Super Dirt Car Series in 1<sup>st</sup> race of 2017, 9<sup>th</sup> in Series points, won at both Fulton and Brewerton Speedway, Picked up Triple 30 win at Super Dirt Week



# Max wins 2017 Super DirtCar Series Most Popular Driver



# Max McLaughlin and Team HBR...the perfect fit



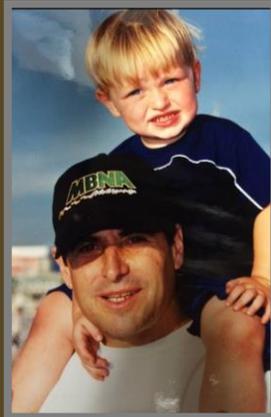
It's all about the team...they make me look good every race...Max McLaughlin

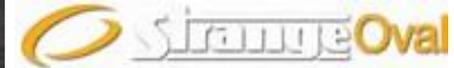
# Max wins Triple Thirty at Super Dirt Week



I have always dreamed of racing at Super Dirt Week and to win one of the Friday Triple 30 races is beyond belief. Then to share victory lane with Billy Decker and Matt Sheppard made it even sweeter.

# Down Memory Lane with Max





**Proud to have such an awesome group of partners  
in 2017...here's to another great season in 2018**

*Max McLaughlin*



**When it comes to marketing...  
It's all about you**

Together we will build a customized program that will fit all of your current sales goals and promotional objectives, interaction with NEW and existing customers...because the bottom line is...it's all about you.

- ✓ Brand recognition
- ✓ B2B & B2C Introductions
- ✓ Develop New Customers
- ✓ Product Exposure
- ✓ Client Engagement
- ✓ At Track Activation
- ✓ Extensive Media Coverage
- ✓ Powerful Social Media
- ✓ Merchandising
- ✓ Promotional Opportunities
- ✓ Employee Morale & Teamwork Theme



# Race Fans are Loyal

**75%**

ARE LIKELY TO TRY YOUR  
PRODUCT OR SERVICE

**73%**

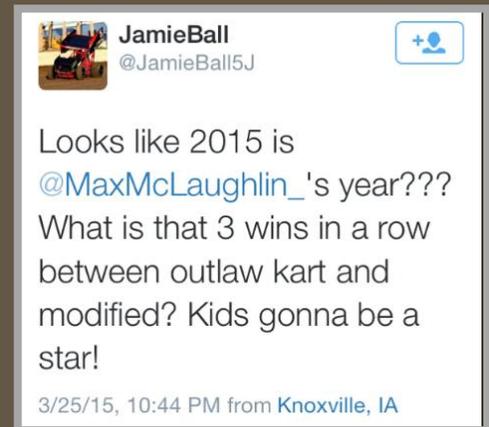
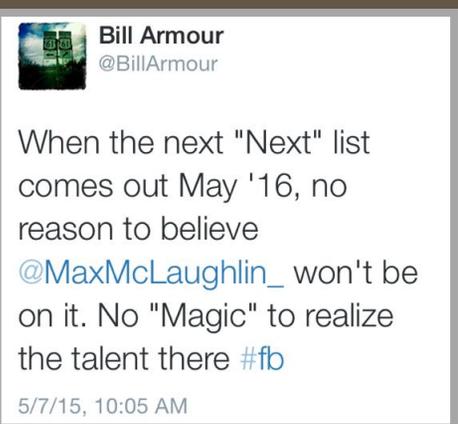
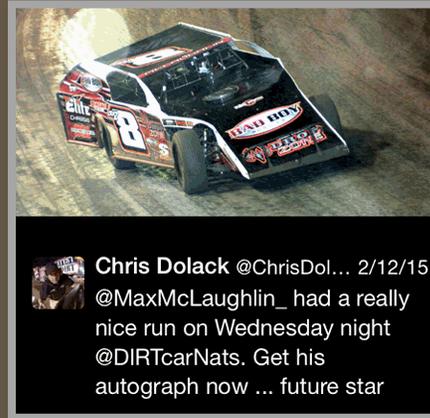
ARE LIKELY TO CONSCIOUSLY  
SUPPORT YOUR PRODUCT OR  
SERVICE

**63%**

ARE LIKELY TO RECOMMEND  
YOUR PRODUCT OR SERVICE

**83% STATE THAT SPONSORSHIP OF RACING MAKES THEM FEEL GOOD ABOUT  
A PRODUCT OR SERVICE...THAT'S A POWERFUL TOOL IN YOUR POCKET**

# Sometimes you **TWEET** your own horn...



**Other times...  
you let the **TWEETS** do the talking**

# Max McLaughlin

## The Final Word

Max McLaughlin is primed and ready for greatness. He has displayed a talent far superior than those that are his age. He comes from a family that brings an understanding of the sacrifices and dedication it takes to make it to the most elite levels of racing. Join Max in 2018 and beyond.

Max McLaughlin  
704.746.5331

