**Hoosier Introduces the Hoosier Hero Program**

**Indianapolis, Ind. – December 08, 2022.**

Through the last 65 years, Hoosier Racing Tire has become the largest race tire manufacturer in the world with a factory solely dedicated to engineering, designing, supporting and producing race tires. Hoosier’s success as an integral part of the racing industry has grown because of the passion, pride and success of those dedicated racers that rely on Hoosier to help fuel their desire to reach victory lane. Hoosier is proud to announce the inaugural class of Hoosier Hero drivers from the 2022 racing season at the Performance Racing Industry (PRI) show in Indianapolis.

“Hoosier Heroes is a concept that was created to recognize accomplished competitors from around the world who share our passion for success,” stated Joerg Burfien, President and CEO of Hoosier Racing Tire Corp. “We are proud to include a diverse spectrum of racers representing dirt, asphalt, motocross, drag, UTV, and circuit from all levels of achievement and background.”

In honor of those who embody our mission of fueling passion, pride and success, on and off the track, the Hoosier Heroes program was developed to annually recognize accomplished competitors from around the world.

“Beginning in 2023, we will have a nomination period where global submissions will be accepted on behalf of those racers who embody our values,” stated Nic Moncher, Director of Marketing. “We will then have a voting process involving media and industry members in September and will announce the 2023 Hoosier Heroes at the PRI show.”

Join us at the Hoosier booth to meet a few of the racers that are being acknowledged in our first Hoosier Hero program. They will be signing autographs at various times. We will also be auctioning off two special hero cards during the PRI show. One during a silent auction, the winner will be announced on the last day of the show and all proceeds will go to Alex’s Lemonade stand.

**2022 Hoosier Heroes**

* Andrew Aquilante – SCCA - Circuit
* Dennis Erb – World of Outlaws Late Model – Oval Dirt
* Doug Gordon – NHRA – Drag
* Donny Schatz – World of Outlaws Sprint – Oval Dirt
* Felix Budzisch – DSM - Slalom
* Johan Schwartz – Endurance – Circuit
* Robert Loire – UTV – Off Road
* Landon Huffman – Late Model – Asphalt Oval
* Julian Wagner – eWRC - Rallye
* Justin Grant – USAC – Oval Dirt
* Matt Hirschman – NASCAR Modified - Asphalt Oval
* Michael Hicks – Arenacross – Motocross
* Nick Sanchez – ARCA – Asphalt Oval
* Ryan Repko – Micro Sprints – Oval Dirt

For more information on Hoosier racing tires, contact your nearest [Hoosier Racing Tire Distributor](https://www.hoosiertire.com/distributors/). A complete list of locations can be found at [www.hoosiertire.com](https://www.hoosiertire.com/). Follow us on [Facebook](http://www.Facebook.com/HoosierTire), [Twitter](http://www.Twitter.com/HoosierTire), and [Instagram](http://www.Instagram.com/HoosierTire).

*TIRES DESIGNED FOR CHAMPIONS*

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**Hoosier Racing Tire** is the largest race tire manufacturer in the world. Hoosier has grown to produce over 1,000 different types of race tires. The company has its own 300-mph test wheel; a technology center; state-of-the-art, fully-integrated production facilities recently adding a high-tech mixing plant, with enough capacity to produce not only for Hoosier Racing Tire, but to have the ability to produce rubber for additional entities as well as a model sales and distribution network. Hoosier Racing Tire is a 100% subsidiary of Continental AG.

**Continental** develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transportation. In 2020, Continental generated sales of €37.7 billion and currently employs more than 192,000 people in 58 countries and markets. On October 8, 2021, the company celebrated its 150th anniversary.

Alex’s Lemonade Stand Foundation (ALSF) is changing the lives of children with cancer by funding impactful research, raising awareness, supporting families and empowering everyone to help cure childhood cancer.

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**Links**

[www.hoosiertire.com](http://www.hoosiertire.com)