

## **IH Racing Releases Drag Racing 101 - From Building Your First Race Car to Securing Sponsors**

*By IH Racing, LLC*

*Dated: Jun 15, 2009*

*IH Racing today announced that they had released Drag Racing 101 - From Building Your First Race Car to Securing Sponsors; the 1st book to be released of a series.*

Drag Racing 101 takes the reader on a visual journey of the various builds of the team's '67 Pontiac LeMans while explaining how to get into drag racing and what it's all about, including how to secure sponsorship.

This 103 page book has over 85 assembly pictures and includes time slips that show how the race car evolved from 16 secs in 1994 to a 14 sec bracket car in 2005 all the way to a 10 sec full-out race car in 2009 !!

Besides detailed shots of: fuel system, exhaust, rollbar, seats, and suspension, we also include sponsor artwork getting applied and some other fun pictures. If you are building a drag race car, these pictures will save you hours of aggravation and prevent many \$\$\$\$ of re-work or the wrong parts.

Drag Racing 101 is first being made available as a downloadable e-book via PayPal, the #1 trusted source for online sales, and is priced for a beginning racer, at [www.ih-racing.com](http://www.ih-racing.com) and later it will be published as a regular book and be available at the traditional bookstore outlets.

### About the Author

Ike Heckler Jr., Team Owner of IH Racing and driver of the Nostalgia Super Stock 1967 Pontiac LeMans featured on the cover, has drag raced for the past 10 years and has had over 50 round wins at various tracks across the national NHRA drag racing circuit. During the past 5 years, Ike has secured corporate sponsorships from such companies as CARQUEST Auto Parts, Remax Realty, VP Racing Fuels, Holiday Inn Hotels & Resorts, Mortgage America, Giant Recreation World, and Hunyady Auction Company.

Ike and his '67 LeMans have gained national recognition from articles in National Dragster, Fastest Street Car, and High Performance Pontiac magazines, and in various episodes on SPEED channel's PINKS All Out ! and PINKS All Outtakes !

Each year with sponsor support, Ike races at about 20 events across the country and each of these events has very high visibility for IH Racing's sponsors. In 2008, IH Racing attended the PINKS All Out ! events at Gainesville Raceway in Florida, and Atlanta Dragway in Georgia. Coverage from these events ranged from on track viewership of over 50,000 race fans to national television coverage to about 6 million households.

As you read this book, Ike takes you on a visual journey showing how he started out in 1985 with the same '67 LeMans you see on the cover and how the project has progressed over the years to become the successful racing operation it is today.

For more information contact:

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IH Racing owns and runs a 10 sec 1967 Pontiac LeMans in PINKS ALL OUT events, NMCA events, and Super Pro bracket races. Drag Racing 101 - From Building Your First Race Car to Securing Sponsors is available for INSTANT DOWNLOAD for only \$19.95 [www.ih-racing.com](http://www.ih-racing.com)

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