



PERFORMANCE RACING INDUSTRY

2018 PRI SHOW MEDIA FACT SHEET

- What:** The 31st annual Performance Racing Industry (PRI) Trade Show is the only trade show exclusive to the motorsports industry where racing professionals from across the U.S. and around the world gather to conduct business for the upcoming racing season. The trade-only PRI Show is where racers and industry professionals go to discover the latest innovations and technology in motorsports.
- When:** December 6-8, 2018
- Where:** Indiana Convention Center
Indianapolis, IN USA
- Who:**
- More than 1,100 racing businesses exhibiting in over 3,300 booths showcasing the latest developments in racing products, technology, and services.
 - Among the exhibitors are many companies exhibiting at the PRI Show for the first time in 2018.
 - Every type of racing discipline featured under one roof: drag racing, sprint cars, stock cars, road racing, modifieds, dirt late models, karting, off-road racing, tractor pulling, open wheel, muscle car, performance marine, and more.
 - Tens of thousands of buyers and business owners from all 50 states and 70 countries seeking the latest products, services, machinery, simulation and testing technologies, and trailers that will help them succeed.
 - Leading manufacturers displaying their trailer, motorcoach, hauler, and toterhome lineups indoors at Lucas Oil Stadium.
 - More than 100 manufacturers on Machinery Row displaying cutting-edge machining equipment and providing hands-on demonstrations.
 - Thousands of companies showcasing the latest developments in motorsports engine building parts (camshafts, pistons, blocks, bearings, etc.), transmissions (clutches, torque converters), power adders (superchargers, turbochargers, blowers), and more for every type of racing discipline.
- Features:**
- Activity begins December 3 with Race Industry Week, featuring more than 45 conferences, seminars, and social gatherings.
 - Exclusive events: PRI Happy Hour, Grand Opening Breakfast, Student Breakfast/Career Day, International Motorsports Trade Seminar, Advanced Engineering Technology Conference (AETC), International Council of Motorsport Sciences (ICMS) Congress, Race Track Business Conference (RTBC)
 - Unique Features: Featured Products Showcase, Unser Family Tribute exhibit, AETC All-Star Engine Builder Panel
- Impact/Stats:**
- PRI Show occupies 750,000 gross square feet of race products, services, machinery, simulation, and testing technologies throughout the Indiana Convention Center.
 - 91% of buyers say PRI was well worth the time and cost.
 - 92% of buyers say the quality of new racing products is excellent.
 - PRI Show will have an estimated economic impact of over \$70 million on the local economy.

PRI connects manufacturers of racing products and technology with the all-important distribution pipeline of racing retailers, race engine builders, race car builders and warehouse distributors, in addition to thousands of professional race teams. Visit pri2018.com for more information.

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For an electronic version and other media materials, visit pri2018.com.

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