

## HPX Announcement Quote Sheet

“The High Performance Expo will be a car-centric playground showcasing the best of auto racing and the automotive aftermarket like no other. There is no better place to hold this annual event than Charlotte, North Carolina, home of auto racing and a community rich in history and passion for modifying and racing the automobile.”

- Greg Walter, NCMA chairman of the Board, and executive vice president and general manager of the Charlotte Motor Speedway

“The North Carolina racing industry has long wanted to design an experience like HPX to more easily connect our industry and our passionate fans. HPX 2025 will celebrate this great industry through the lens of our unique community, bringing a level of authenticity featuring VIPS, drivers, celebrities and experts, which can only be done in one place – Charlotte.”

- Scott Lampe, vice chairman of NCMA and CFO of Hendrick Motorsports.

“The car culture and racing community in the southeast is like no other – it’s authentic, high quality and so passionate. This community deserves an event that they can call their own. That’s why we are launching the High Performance Expo. The support from the NCMA, race teams, local industry leaders including financial, and tech has been incredible. Charlotte is the perfect East Coast location with natural ties and partnership opportunities for this dynamic industry. Stay tuned for big name sponsors, partners, exhibitors and consumer-facing activities.”

- Jenn Heinold, president of HPX and Taffy Event Strategies

"In the vibrant heart of Charlotte, NCMA’s High Performance Expo will showcase not only the latest advancements but also foster invaluable connections. The NCMA holds significant importance to the region serving as a catalyst for innovation, workforce development, advocacy, and representation in the motorsports sector. From supporting grass roots racers to NASCAR’s top teams, the NCMA provides individuals and businesses with a platform to connect, learn, grow, and thrive in the high-performance arena.”

- John Dodson, vice president, Business Alliances and NASCAR, and NCMA Board member

"The High Performance Expo is igniting the engines of innovation in Charlotte, NC for 2025! As a beacon for the motorsports industry in North Carolina, this event revs up opportunities for growth, collaboration, and cutting-edge technology, propelling our state to the forefront of high-speed excellence."

- Ali Starnes, Muddy Creek Experiential and NCMA Board member

“Charlotte is where racing and performance is bred, and I can’t think of another location that would be a better venue for this show because of the regional access to something bigger than you have ever experienced, including racing teams, racing attractions, beautiful venues like the Convention Center, the Charlotte Motor Speedway and the NASCAR Hall of Fame to name a few. The NCMA has found the right show management partner in Taffy Event Strategies to help make HPX a gateway for enthusiasts, consumers and businesses to experience our extraordinary community in a new and exciting way.”

- David Miller, NCMA executive director