



FOR RELEASE: Oct. 2x, 2024

## **Poole-Adams Racing and the High Performance Expo Announce Partnership**

**CHARLOTTE, NC** – Poole-Adams Racing, Inc., and the High Performance Expo (HPX) announced today that they are partnering to showcase the new trade show which will be held June 3-5, 2025, in Charlotte. Two of the team's Chevrolet COPO Camaros are currently racing in the NHRA Division 1 and 2 races with the HPX livery.

Driver Steve Foley from Poole-Adams Racing won the Rockingham Raceway NHRA Division 2 race on Oct. 20 and will be racing in his lucky HPX COPO at the Maple Grove Raceway in Mohnton, PA in Division 1 on Oct. 27-28.

“Partnering with HPX makes a lot of sense for us. I’ve always tried to be an ambassador, advocate and voice for drag racing and this feels like a natural extension of our mission,” said Daren Poole-Adams, owner of Poole-Adams Racing, Inc. “HPX found a sweet spot in North Carolina, the heart of racing. It just makes so much sense – there’s nothing else like it on the East coast. I consider this our home turf, as do many race teams. I’m looking forward to exhibiting and having my racing family at the show.”

Poole-Adams is a businessman who has worked in the textile industry by day and followed his passion for racing in his spare time at night and on weekends. He’s a builder, a racer and team owner who loves the racing community and gives back to the sport through Rock-It Racing, a program he and his wife Veronica founded, to encourage young racers. Most recently during Hurricane Helene relief efforts, they provided oil to keep the chainsaws working to clear storm debris.

“Daren Poole-Adams is a quiet giant in NHRA Stock Eliminator racing, and HPX is excited to partner with him and his team to increase awareness of and to bring another element of racing to next year’s trade show,” said Dana Teague, HPX general manager. “We are working hard to develop an inclusive show that offers real value to attendees, exhibitors and enthusiasts.”

While we are in the final stages of this year’s NHRA season, Poole-Adams said he’s looking forward to next season with a new car that he will be unveiling soon.

The inaugural High Performance Expo (HPX), the exclusive business and enthusiast show of the North Carolina Motorsports Association (NCMA), will be held from June 3-5, 2025, at the Charlotte

Convention Center (CCC), followed by area-wide enthusiast activities. The event will bring together all segments of the automotive aftermarket community for the first time in the heart of the auto racing industry.

To get more information about HPX 2025, go to [www.TheHPX.com](http://www.TheHPX.com). HPX is on Instagram @HighPerformanceExpo, and @TheHPX on X, YouTube, LinkedIn and Facebook.

###

### **About the High Performance Expo**

HPX's mission is to advance the automotive industry, racing, and the high-performance lifestyle. The High Performance Expo is dedicated to advancing the business of the automotive aftermarket. HPX will be a modern customer-focused expo for the car enthusiast and professional. The first HPX is scheduled for June 3-5, 2025, in Charlotte.

### **About the North Carolina Motorsports Association (NCMA)**

NCMA is the leading organization for motorsports in North Carolina. NCMA is committed to promoting, preserving and advancing this thrilling sport. Founded in 2002 to promote and serve the motorsports community in North Carolina, the association has members that range from race teams and tracks to attorneys and accountants. Its mission includes legislative representation at the state level to ensure that the industry's best interests are served. NCMA also offers opportunities for members to interact as well as attend seminars that benefit the self-employed as well as large corporations.

### **Media Contact:**

High Performance Expo  
Dan Flores  
[danflo7273@gmail.com](mailto:danflo7273@gmail.com)  
313-418-2374