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Drag Racing Takes the Spotlight at High Performance Expo with Poole-Adams Racing Partnership

**NHRA Stock Eliminator Division 2 Racing Season HPX Livery COPO Camaros
HPX Booth with Exclusive Parts and COPO Vehicle Display
First-of-its kind modified production vehicle display from new OEM relationship**

CHARLOTTE, NC – Poole-Adams Racing, Inc., and the High Performance Expo (HPX) announced today the two organizations will continue their partnership centered around their mutual love of drag racing.

Poole-Adam's two Chevrolet COPO Camaro dragsters will don the HPX livery as the 2025 NHRA season gets underway to highlight the inaugural trade show, which is scheduled for June 3-5, 2025, in Charlotte. The Poole-Adams' Chevrolet COPO Camaros will again compete in the NHRA Stock Eliminator Division 2 series. Last season, Poole-Adams Racing COPOs donned the HPX livery for two races late in the season and took the checkered flag at the Rockingham Raceway NHRA Stock Eliminator Division 2 race on Oct. 20 with driver Steve Foley.

During the opening weekend of the 2025 NHRA racing season, Foley drove his HPX-wrapped COPO Camaro to the runner-up position in the NHRA Division 2 Stock Eliminator series on February 23rd at the Orlando Speed World Dragway in Orlando, FL.

Poole-Adams' COPO Camaros are currently scheduled to race at the following 2025 NHRA Division 2 Stock Eliminator events:

- Feb 27-Mar 02 - NHRA D2 Gainesville
- Mar 6-9 - NHRA Gatornationals
- Apr 24-27 - NHRA Charlotte 4-Wide Nationals
- May 29-June 1 - NHRA D2 South Georgia
- June 06-08 - NHRA Bristol Nationals
- June 20-22 - NHRA Virginia Nationals
- July 9-10 - NHRA Sports Nationals Columbus
- July 11-12 - NHRA D3 Columbus
- Aug 27-Sept 1 - NHRA Indy National
- Sept 4-7 - NHRA D1 Virginia
- Sept 12-14 - NHRA D2 Darlington
- Sept 19-21 - NHRA Carolina Nationals

Poole-Adams Racing will also be an exhibitor at HPX 2025, which will be the racing team's first time as an exhibitor at any show. In addition to one of the HPX COPO Camaros, Poole-Adams will be displaying a new drag car entry from an emerging OEM relationship, and marketing and selling exclusive drag racing parts and kits engineered and developed with key manufacturers during the building of this new entry.

"HPX is going to be a drag racers dream, and I'm looking forward to introducing my new car, the new drag parts and kits we created as a result of this new relationship, showing off my COPOs and everyone experiencing zMAX – the greatest drag venue in the country," said Daren Poole-Adams, owner of Poole-Adams Racing, Inc. "This coming season will be my 30th year racing and I consider Charlotte our home turf, so it just makes sense to partner with HPX on this new fresh approach to showcasing the industry in the epicenter of motorsports and performance."

Poole-Adams gives back to the sport through Rock-It Racing, a program he and his wife Veronica founded, to encourage young racers. Last year during Hurricane Helene relief efforts, they provided oil to keep the chainsaws working to clear storm debris.

"Daren Poole-Adams is an accomplished drag racer and has an outstanding reputation as a racing advocate and HPX is excited to partner with him and his team to increase awareness of HPX and HPX LIVE to bring another element of racing to our inaugural show floor," said Dana Teague, HPX general manager. "We are working hard to develop an inclusive show that offers real value to attendees, exhibitors and enthusiasts."

The inaugural High Performance Expo (HPX), the exclusive business and enthusiast show hosted by the North Carolina Motorsports Association (NCMA), will be held from June 3-5, 2025, at the Charlotte Convention Center (CCC), followed by weekend activations at zMAX Dragway in Concord, North Carolina, in partnership with MotorTrend (June 6-7). The event will bring together all segments of the automotive aftermarket industry for the first time in the heart of the auto racing community.

HPX [registration](#) and [housing](#) for the June 3-5 trade show at the Charlotte Convention Center is OPEN. Sign-up for an All-Access Pit Pass and don't miss any of the action! Registration for HPX LIVE (June 6-7) will open soon. Manufacturers and merchandise vendors are welcome to [email](#) interest in securing exhibit space.

The registration link: <https://HPX.customreg.net/register/0e9a0160-95c0-4d03-af20-0a8538ddcee5>

The housing link: [High Performance Expo 2025 - Start your reservation](#)

Email link: info@thehpx.com

To get more information on HPX Live, and the High Performance Expo, please visit www.TheHPX.com. HPX is on Instagram @HighPerformanceExpo, and @TheHPX on X, YouTube, LinkedIn and Facebook.

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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.

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