



FOR RELEASE: March 20, 2025

Engine Pro™ Sponsoring HPX Theater at High Performance Expo HPX Theater to Host Daily Power Talks and PerformancePLUS Competition

CHARLOTTE, NC – The High Performance Expo (HPX) announced today, Engine Pro, a manufacturer of high-performance engine parts, will sponsor the HPX Theater during the inaugural show June 3-5, 2025, at the Charlotte Convention Center. The HPX Theater powered by Engine Pro includes a series of daily Power Talks as well as the PerformancePLUS competition.

“This isn’t the run-of-the-mill kind of educational lineup that you’re used to,” said Dana Teague, general manager of HPX. “The HPX Theater is designed to share exclusive insights and expertise from top industry leaders and insiders with attendees and exhibitors, offering knowledge that they won’t find anywhere else in one place.”

The HPX Theater powered by Engine Pro will feature a series of 20-minute “Power Talks” on automotive racing, performance and the aftermarket Tuesday – Thursday.



TUESDAY JUNE 3										
10:30 AM - 10:50 AM	10:50 AM - 11:10 AM	11:10 AM - 11:30 AM	11:30 AM - 11:50 AM	11:50 AM - 12:10 PM	12:10 PM - 1:00 PM	1:00 PM - 2:00 PM	2:00 PM - 2:30 PM	2:30 PM - 2:50 PM	2:50 PM - 3:10 PM	3:10 PM - 3:30 PM
POWER TALK 20 MINUTES	BREAK Refresh	 POWERTALK	BREAK Refresh	POWER TALK 20 MINUTES	LUNCH	 PerformancePLUS Competition New Product Introductions		POWER TALK 20 MINUTES	BREAK Refresh	 POWERTALK
WEDNESDAY JUNE 4										
10:30 AM - 10:50 AM	10:50 AM - 11:10 AM	11:10 AM - 11:30 AM	11:30 AM - 11:50 AM	11:50 AM - 12:10 PM	12:10 PM - 1:00 PM	1:00 PM - 2:00 PM	2:00 PM - 2:30 PM	2:30 PM - 2:50 PM	2:50 PM - 3:10 PM	3:10 PM - 3:30 PM
POWER TALK 20 MINUTES	BREAK Refresh	 POWERTALK	BREAK Refresh	POWER TALK 20 MINUTES	LUNCH	 STATE OF THE INDUSTRY	BREAK Refresh	 POWERTALK	BREAK Refresh	POWER TALK 20 MINUTES
THURSDAY JUNE 5										
10:30 AM - 10:50 AM	10:50 AM - 11:10 AM	11:10 AM - 11:30 AM	11:30 AM - 11:50 AM	11:50 AM - 12:10 PM	12:10 PM - 1:00 PM	1:00 PM - 2:00 PM	Show closes @ 3:00pm			
POWER TALK 20 MINUTES	BREAK Refresh	POWER TALK 20 MINUTES	BREAK Refresh	POWER TALK 20 MINUTES	LUNCH	 INFLUENCER'S HOUR				

Topics and speakers will be announced closer to the show.

The PerformancePLUS Competition will be a high-octane showcase of eight select brands during the show's New Product Introductions starting at 1:00 pm on Tuesday, June 3. This product showdown will feature presentations by HPX exhibitors pitching their recent innovations and hottest designs hitting the performance marketplace. Eligible products must have an introduction or launch date between June 2024 – June 2025. Competing exhibitors will each give a three minute presentation on their innovation or product followed by a two minute Q&A session with the audience. A panel of judges will select the winning product while the audience will award the "People's Choice" from the eight competing brands.

"Engine Pro is excited to participate in the new HPX event, and we wanted to do more than just exhibit. We believe the HPX Theater offers more than an education opportunity - it serves as a platform for industry experts to share their knowledge, elevating the capabilities of the entire industry and empowering the next generation to excel in our market segment," said Tim Odom, president of the AAM Group. "We have also found that the interaction which occurs in these formats fosters a greater sense of communities among participants."

The AAM Group (AAM USA, Inc.) is the leading program distribution group and specialty marketing firm dedicated to the growth and success of its partners, from warehouse distributors and suppliers to local retailers and installers. Engine Pro is a partner of the AAM Group.

Engine Parts Group, Inc. (the parent of Engine Pro) was founded in 1989 by independent engine parts distributors looking for a way to work cooperatively in buying and marketing. Today, it functions as a distribution network for brand-name internal engine parts and as a specialty engine parts producer, marketing under the Engine Pro name. Engine Pro produces high-performance engine parts under the Engine Pro name. As part of its tradition of specializing in distributing engine parts to engine professionals, Engine Parts Group serves thousands of customers from 37 distribution centers across the US, Canada and Australia. Engine Pro brand products are designed to offer the highest quality in high-performance parts and a moderate price to give racers and performance engine builders a more affordable way to do what they do best—win races.

"The industry is looking for a new, fresh event in 2025 that can provide new growth opportunities to connect with new customers," said Teague. "Engine Pro and the AAM Group are two organizations within this industry looking for a new experience on the East Coast and they've found it in HPX."

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 on June 6-7 at HPX LIVE at the zMAX Dragway in Concord, North Carolina, in partnership with MotorTrend. 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 the June 6-7 HPX LIVE event will open soon. Manufacturers and merchandise vendors are welcome to email interest in securing exhibit space.

To get additional information about HPX 2025, go to www.TheHPX.com. HPX is on Instagram @HighPerformanceExpo, and on YouTube, LinkedIn and Facebook @TheHPX.

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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 car enthusiasts and professionals. The first HPX is scheduled for June 3-5, 2025, in Charlotte, North Carolina.

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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