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Sunoco Race Fuels, the Largest Manufacturer of Racing Fuel in the World, Exhibiting at High Performance Expo

CHARLOTTE, NC – The High Performance Expo (HPX) announced today Sunoco Race Fuels will exhibit at the inaugural High Performance Expo taking place June 3-5 in Charlotte, NC. Sunoco, the largest manufacturer of racing fuel in the world, has a 40-year track record of winning performance.

“Sunoco Race Fuels is exhibiting at the High Performance Expo because this show offers us an exciting new experience to meet new customers and grow our business,” said Ritchie Lewis, partnership sales manager for Sunoco Race Fuels. “HPX offers a tremendous opportunity to showcase our products in the epicenter of racing country and to the multi-billion dollar US domestic automotive racing and aftermarket industry.”

For decades, Sunoco’s fuels have been associated with racing excellence. Since the mid-60s, when Sunoco and the Roger Penske Racing Team with Mark Donohue forged what would be a long and successful alliance, the company has grown into an industry powerhouse.

Today, Sunoco has expanded the reach of its racing fuels line around the world to include all types of professional motor sports and other activities where premium race fuels make a difference. With its unsurpassed innovations and years of experience, it’s easy to understand why more and more engine builders, racers, tracks and sanctioning bodies choose Sunoco over all other racing fuels combined.

“Industry leaders consistently tell us they are looking for a new, fresh event in 2025 that can provide new growth opportunities to connect with new customers,” said Dana Teague, general manager of HPX. “Sunoco is another iconic brand that recognizes the value we offer at HPX, the first new clean-slate industry show in decades.”

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 HPX LIVE at the 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.

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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