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Champion Racers Antron Brown and Chris Dyson Headline HPX's Power-Packed Modern Educational Line-Up

CHARLOTTE, NC – Champion racecar drivers Antron Brown and Chris Dyson are headlining the High Performance Expo's power-packed Wednesday, June 4 educational series filled with straight-shooting advice from industry experts who have excelled in business, racing or the performance aftermarket industry. HPX's modern education sessions will take place in the Charlotte Convention Center and promise insights that are anything but ordinary.

Brown and Dyson will participate on a panel discussion, 9:00 - 9:45am, entitled, "Driven to Succeed: Winning Insights from Motorsports Champions" moderated by Amanda Busick, the National Hot Rod Association's (NHRA) multi-media reporter for FOX Sports.

Brown is a four-time NHRA Drag Racing champion who serves as the owner and driver of his AB Motorsports Matco Tools Top Fuel dragster in the NHRA Mission Foods Drag Racing Series. In 2012, he made history by becoming the first Black driver to win a major U.S. auto racing championship when he captured his first NHRA Top Fuel series title. After securing the 2015 and 2016 championships, Brown went on to win his first title as an NHRA team owner in 2024.

Dyson is a two-time IMSA champion in the American Le Mans Series (2003, 2011) and the 2021 and 2022 Trans Am Series national champion. In addition to Trans Am & and prototype sports cars, Dyson has raced professionally in Formula Atlantic and Pirelli World Challenge. His broad array of racing experience also includes appearances in USAC Silver Crown, sprint and midget race cars.

"I'm looking forward to a new experience and I'm excited for a show in the Charlotte area because that's a part of the country that's very important in the motorsports world. I'm honored to speak on the panel, and I'm looking forward to taking it all in and walking a new show floor. In motorsports, it's all about learning and growing and evolving, and that's what this will be all about. Can't wait to check out this all-new HPX show," said Brown.

HPX's Wednesday, June 4, Educational Series lineup with confirmed speakers are listed below. Additional sessions and speakers may be added as speakers and topics are confirmed.

Wednesday, June 4, 8:00 am – 8:45 am

REvenue: Steal Sales Strategies from Million Dollar Businesses

Discover the sales techniques used by top millionaires and how to apply them to your business for maximum revenue.

- Les Rudd, Principal, Bob Cook Sales
- Brian Lounsberry, CEO & Co-Founder, MidwayPlus

Your Marketing Sucks: Here's How to Fix It (and Grow Your Business)

Learn actionable strategies to revamp your marketing efforts and drive business growth with industry expert insights.

- Justin Cesler, Founder, Driveline Studios
- Dr. Jamie Meyer, 6757 Consulting Co-Founder and HPX Industry Consultant

Building Your Brand: Strategies from the Side Hustle Millionaire

Gain valuable tips from successful side hustlers on how to build a powerful and recognizable brand.

- Tony Whatley, Founder, 365 Driven

Shift Gears and Take Control of Your Business – Practical Tools to Grow Your Business Without Burning Out

- John Annunziata, Owner, EOS Worldwide

Communicate Like a Pro: Supercharging Your Message

- Jim Sweeney, Director of Advertising Sales, MyRacePass

Wednesday, June 4, 9:00 am – 9:45 am

Driven to Succeed: Winning Insights from Motorsports Champions

Get inside the minds of motorsports champions and learn what it takes to achieve success in a highly competitive industry.

- Antron Brown, AB Racing
- Chris Dyson, Dyson Racing
- Amanda Busick, FOX Sports (moderator)

Wide Open or Full Stop? The Economic Outlook for Automotive Businesses

Understand the current economic landscape and its implications for automotive businesses from a leading industry economist.

- Barron Akins, Vice President and Banker, J.P. Morgan Private Bank in Charlotte
- Sam Abuelsamid, VP of Market Research, Telemetry

The Road Ahead: Tech, Regs, and What's Driving the Future of Cars

Explore the latest technological advancements and regulatory changes shaping the future of the automotive industry.

- Steve Gilmore, Chief Designer, Ford Motor Company

Dialed In: The Suspension Innovations Shocking On-Road, Off-Road, and Racing

Discover the latest suspension innovations transforming on-road, off-road, and racing vehicles.

- Scott Vickery, Vice President - Performance and Strategic Relationships at Fox Factory

Full Throttle Branding: Building a Corporate Identity That Leads the Pack

Learn how to build a strong corporate identity that sets your company apart from the competition.

- Eric Schwab, Chief Commercial Officer, MotorTrend Group

“Our educational line-up offers insights and tools in the business, technical and personal development areas needed to thrive in the high-performance automotive industry,” said Dana Teague, HPX general manager. “We’ve zeroed in on the issues our attendees and exhibitors care most about—boosting profitability, engaging customers, and enhancing market positioning with actionable strategies. We’re also committed to advancing technical skills with the latest innovations and strengthening leadership and communication competencies.”

HPX [registration](#) and [housing](#) for HPX at the Charlotte Convention Center is OPEN. Registration options include a VIP Experience, All-Access Pit Pass and Thursday Enthusiast Pass. Don’t miss any of the action!

For more information on HPX 2025, go to www.TheHPX.com. HPX is on Instagram @HighPerformanceExpo, and on YouTube, LinkedIn and Facebook @TheHPX.

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. The event will bring together all segments of the automotive aftermarket industry for the first time in the heart of the auto racing community.

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Editors’ note: Media registration for the inaugural High Performance Expo is open at <https://thehpx.com/press-room-2/>. Don’t miss the inaugural High Performance Expo, sign up for your credentials today for access to all of the action.

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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