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**Industry Icons Jeff Gordon and Jeff 'JB' Brown Headline Inaugural
High Performance Expo Opening General Session
NASCAR Hall of Fame's Winston Kelley to moderate discussion focused on
accelerating performance, growth and the importance of culture**

CHARLOTTE, NC – The High Performance Expo (HPX) announced today the inaugural show's opening general session on Tuesday, June 3, from 8:45-9:45 am will feature a moderated panel with Jeff Gordon and Jeff "JB" Brown, from the Hendrick organization. The two motor sports and automotive industry icons will provide their perspectives on how leaders can accelerate individual and team performance, how to unlock an organization's growth potential and the importance of creating a people-first culture. The power panel will be moderated by Winston Kelley, executive director of the NASCAR Hall of Fame, and take place in the Crown Ballroom of the Charlotte Convention Center.

Gordon is the vice chairman of Hendrick Motorsports and a four-time NASCAR Cup Series champion, having won the title in 1995, 1997, 1998, and 2001. He also won the Daytona 500 three times in 1997, 1999, and 2005.

Brown, president of Hendrick Automotive Group, is widely regarded as a culture builder and people-first leader. He previously served as the CEO of Ally Financial and today oversees the largest privately held network of car dealerships in the United States. Brown has a wealth of senior executive management experience in the automotive and financial services industries.

"Our turbo-charged opening session is a powerful way to kick off the inaugural High Performance Expo," said Dana Teague, HPX general manager. "Jeff and JB are going to share their perspectives and unique insights that attendees can't get anywhere else. This session will excite performance professionals, attendees, exhibitors and enthusiasts, alike, and is yet another reason why HPX will quickly become the show racing and high-performance communities wish to attend."

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

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

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). 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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Editor's 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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