



## **KART EXPO - Press Releases**

*Shown by date of release - latest to oldest*

### **PRESS RELEASE**

December 21, 2009

### **WKA ANNOUNCES 2010 SFI/WKA CERTIFIED TECH INSPECTOR PROGRAM**

Concord, North Carolina - WKA announces the 2010 SFI/WKA Certified Technical Inspector Program. For the fifth year this program will be providing trained and certified technical inspectors for WKA national and divisional racing series events and master tracks. The program is designed to ensure consistency in technical inspection and to recognize our technical inspectors for their proficiency and experience. This year's training will include all of the latest rule changes, specification updates and tech inspection procedures. It will also include more information on the role of the tech inspector, tech room procedures and the protest and appeal process.

In addition to being trained and certified to conduct technical inspection, there are added benefits to becoming certified. Contact information for all SFI/WKA Certified Technical Inspectors is available to all WKA divisional series and master track officials. This helps series and track officials identify inspectors for their events.

Following is the initial schedule for training and certification:

**Jan. 30: Greenville, South Carolina - 4-cycle (At KartFest)**

**Feb. 21 (tentative): Englishtown, New Jersey - 2-cycle and 4-cycle (At Raceway Park)**

**Feb. 27: St. Charles, Illinois - 2-cycle (At Kart Expo)**

Additional seminar locations and dates will be added based on demand. We've already had interest in additional seminars in Florida and Nevada. For those interested in scheduling a seminar, contact WKA Technical Director Dan Stowell via e-mail.

These seminars are open to all WKA members in good standing. To register for a seminar, contact WKA General Manager Marie Borsuk at WKA headquarters. The cost of the seminar and certification examination is \$125. The registration fee must be paid in advance. Marie can be reached at 704-455-1606 Ext. 11 or via e-mail.

Members who wish to become certified as WKA technical inspectors will take the SFI/WKA Certification Examination at the conclusion of each seminar. Those passing the open book examination will receive a two-year WKA/SFI Technical Inspector certification. (Those not passing the examination will have one additional opportunity to take the test.) Based on their technical inspector experience, those who pass the exam will be assigned a certification level.

**Level 3 - Certified to lead technical inspection at WKA national, divisional and local events**

**Level 2 - Certified to lead technical inspection at WKA divisional and local events**

**Level 1 - Certified to lead technical inspection at WKA local events WKA/SFI technical inspectors are certified for two years. Those inspectors who received their certification in 2008 must attend a seminar and take the examination again in 2010 to maintain their certification.**

Inspectors who are certified at Level 1 and Level 2 may apply to move up a level at any time. To move from Level 1 to Level 2, inspectors must have some technical inspection experience. They must also attend at least two divisional or national events and demonstrate their skills by completing a full engine technical inspection under the supervision of a current Level 2 or 3 inspector. They must also demonstrate their ability to deal with competitors and show their knowledge of the protest and appeal process.

Level 2 technical inspectors can also apply to move up to a Level 3 at any time. To move from Level 2 to Level 3, inspectors must have extensive technical inspection experience at Level 2. They must attend at least two national events and demonstrate their skills under the supervision of a Level 3 inspector. They must also demonstrate their ability to deal with competitors and show their knowledge of the protest and appeal process.

It is important to note that the use of WKA/SFI Certified Technical Inspector credentials is limited to WKA sanctioned events and WKA master tracks only. Although WKA/SFI certified inspectors may work at non-sanctioned events, they may not use their credentials or their affiliation with WKA as part of their work at the non-sanctioned event. Promotion or use of the WKA/SFI certification at non-WKA sanctioned events may result in the loss of certification.

## **PRESS RELEASE**

December 16, 2009

### **KART TEAM ENDURANCE RACE CONFIRMED DURING KART EXPO WEEKEND**

*6th year for the traditional indoor event during the famed trade show!*

Addison, Illinois - Chicago Indoor Racing will be hosting the 6th Annual Team Endurance Race on Friday, February 26, 2010 at Chicago Indoor Racing located in Addison, IL. With many from the Karting community in town for the Franklin Kart Expo presented by NKN in St. Charles, IL, this is the perfect opportunity to catch up with friends, kick back, relax and either take part in or watch a great event, all in the comfort of Chicago Indoor Racing's new Addison (Illinois) facility.

The event is setup to be competitive, but friendly, with Team members ranging from racers to retailers, tuners to distributors. In fact, anyone involved in the business that enjoys competition, hanging out with friends and having a good time is more than welcome to attend the event, whether as part of a team or as a spectator - the adjoining restaurant and lounges provide excellent opportunity to socialize while watching, or taking a break from, the race.

The event will be held on Chicago Indoor Racing's Track 8, which at just under a 1/4 mile in length, produces lap times of just over 30 seconds for experienced drivers. As in the past, we will NOT be permitting regular CIR Endurance Teams to take part, although other teams are free to recruit regulars to join their team. The organizers reserve the right to refuse entry to teams stacked with CIR regulars.

All teams must provide at least 2, but no more than 6 drivers. All drivers must be at least eighteen (18) years of age (drivers with prior experience at CIR in adult karts will be permitted to join teams and younger drivers may be permitted to take part, subject to CIR being

able to assess their racing experience and the driver being able to safely race an adult kart). Teams will "pick a number from the hat" to select their kart from a closely matched grid and then take part in a 20-minute qualifying/timed practice session. The fastest individual lap time for each team will determine the starting position for the main event. The driver finishing practice will start the 200 lap race, once the karts have been assembled into qualifying order. All teams will be required to make a minimum of five driver changes and a refueling stop. Driver changes and refueling strategies are determined by each team.

## **Schedule**

**6:00pm: Arrival, Registration & Driver Briefing**

**7:00pm: Twenty minute qualifying/timed practice followed by 200 lap race**

Trophies will be awarded to the top three teams followed by celebrations and additional Bench Racing at the bar!

Further information and Entry Forms are available by contacting Brian Dopp at the e-mail address below or by calling him at **(847) 941-9440**. Entries are limited and will be awarded on a first come - first served basis.

## **PRESS RELEASE**

December 8, 2009

### **3 MORE JOIN KART EXPO INDUSTRY ROUNDTABLE PANEL**

The Franklin Motorsports Presents Kart Expo brought to you by NKN 2010 recently announced this year's Kart Industry Roundtable times and topics. The roundtable has been entitled "*The New Normal – Evolve Or Face Extinction In A Very Different World*" and will be held on Friday, February 26, 2010 at The Pheasant Run Resort, St Charles, Illinois starting at 9AM. This is one day before Kart Expo opens its doors.

The Roundtable Board Roster is now complete with the additions of Mike Clements, Jim Keasling and Curt Paluzzi making this industry gathering a significant, must-attend-event for everyone and anyone in the business of karting.

**Mike Clements** Brings 4-Cycle Insight And History Of Engine Innovation To Stellar Kart Industry Roundtable Board--  
Well respected in the karting industry, Mike Clements is the prime innovator of all things 'Billet' for Briggs & Stratton Racing engines. An engine with all the aftermarket billet components designed by Mike Clements sits in the Briggs & Stratton lobby in Milwaukee since it was first requested by them in 1994. He has earned 3 U.S. Patents on Internal Combustion Engine design that have proven to help reduce harmful exhaust emissions from gas and diesel engines In the Summer of 1992 Mike set a World Land Speed record for 4 cycle karts on the Salt Flats of Bonneville, Utah. His kart ran 144.832 mph with the help of the Tecumseh Star power and the Emmick chassis.

**Jim Keesling**, Innovative Owner of Denver's Track at Centennial--  
Jim Keesling is an innovative thinker and is the owner of The Track at Centennial, one of the most modern kart racing facilities in the US. Located just south of Denver near the Denver Technology Center, The Track at Centennial is recognized as one of the nation's top tracks to host renters, private events and competitive kart drivers. The Track will host the six race Mile High Challenge club series, the 24-hours at The Track endurance race, Rotax of the Rockies qualifying series for the Rotax Grand Nationals, and will deliver the four race competition regional series, Racing the Rockies in 2009.

**Curt Paluzzi**, Editor/Publisher of National Kart News--  
Curt Paluzzi is the Editor/Publisher of Indiana-based National Kart News, the country's leading karting magazine since 1986. His deep passion and dedication to the sport is widely recognized by the karting industry and is evident in the coverage in the magazine each month. Mr. Paluzzi was also the founder and driving force behind the extremely popular Elkhart (IN) Grand Prix during the 1990's. At that time, the annual street race was the largest event of it's kind in the world.

Comments From Franklin Presents Kart Expo Director Darrell Sitarz: "I am confident that this will be one of the most significant and important industry gatherings of this decade. My thanks to Tony Stewart for taking the lead in bringing this stellar roster of experts to Kart Expo."

"As Tony has said in the previous press release, the karting industry is not immune to the new economic landscape and you either adopt or you cease to exist. This Kart Industry Roundtable has some of the genuine and accomplished leaders of the industry and they represent

the core of the major categories comprising our business.”

**The complete roster for the 2010 Kart Industry Roundtable:**

Tony Stewart, Owner of Chicago Indoor Racing;  
John Doonan, Director of Motorsports MAZDASPEED;  
Garry Lobaugh, Owner MRP & NKN Columnist;  
Tony Granata, WKA Board Member;  
Jamie Sieracki, Franklin Motorsports;  
Chris Berg, Kart Racer and e-KMI columnist;  
Marc Miller (Moderator), MMP Design;  
Jim Perry, Owner CKT Racing Engines, WKA Tech Rep.  
Mike Clements, 4-Cycle Engine Expert;  
Jim Keesling, Owner “The Track at Centennial”;  
Curt Paluzzi, Editor/Publisher of National Kart News

Attendance to this FREE session is open to anyone and everyone with in interest in the business of karting, whether a dealer, distributor, manufacturer, track, kart club or race team.

**PRESS RELEASE**

December 5, 2009

**2010 KART INDUSTRY ROUNDTABLE SCHEDULED**

*Kart Industry Gathering Is Entitled "The New Normal"*

Wheaton, Illinois - The Franklin Motorsports Presents Kart Expo 2010 brought to you by NKN has announced this year's Kart Industry Roundtable times and topics.

The roundtable has been entitled "The New Normal - Evolve Or Face Extinction In A Very Different World" and will be held on Friday, February 26, 2010 at The Pheasant Run Resort in St. Charles, Illinois starting at 9AM. (One day prior to the opening of Kart Expo.)

This year's edition of the industry gathering will be anchored by well-known kart-racing businessman Tony Stewart, owner and developer of Chicago Indoor Racing. Although he is an indoor specialist the roundtable will tackle industry-wide issues and Stewart is setting the tone.

Stewart said, "The roundtable will be devoted to all aspects of karting as we cope with this new economic landscape. The title says it all, The New Normal, which means that all areas of karting from track

management, series management to shops and teams must come to terms with the knowledge that this economic environment is not going to change anytime soon, everyone needs to adjust if they don't want to fail."

The Roundtable Members include some of the industry's best known experts including:

Tony Stewart, Owner, Chicago Indoor Racing

John Doonan, Director of Motorsports of MAZDASPEED

Garry Lobaugh, Owner MRP Motorsport & NKN Columnist

Tony Granata, WKA Trustee & Kart Racer

Jamie Sieracki, Franklin Motorsports

Jim Perry, Owner CKT Racing Engines

Chris Berg, Karter moving to F2000 and e-KMI Columnist

Marc Miller (Moderator), MMP Design

Stewart said, "We aren't aiming to have all the answers. Our intention is to work together to develop suggestions and ideas so the audience can leave with a new perspective on growing their business in the next very difficult years."

*The 2010 Kart Industry Roundtable is produced by Kart Marketing International, owners and producers of The Franklin Motorsports presents Kart Expo and is the owner of the Kart Expo™ trademark.*

## **PRESS RELEASE**

October 12, 2009

### **FRANKLIN KART EXPO ANNOUNCES NATIONAL KART NEWS AS PRESENTER SPONSOR!**

Wheaton, Illinois - National Kart News, the leading magazine and internet kart racing publication has joined the 2010 Franklin Kart Expo as presenter sponsor it was announced today.

Kart Expo Director Darrell Sitarz said, "Our show has had some great new sponsors join in the last few weeks and having a media-giant like NKN supporting the show really rounds out our growing roster of corporations."

National Kart News is celebrating its 24th year of publishing and has the largest circulation of any US karting magazine. NKN is published by longtime kart racing executive Curt Paluzzi.

Paluzzi said, "It is only natural for NKN to present The Franklin Kart Expo. We have been involved with Darrell almost since its inception and with the changing landscape of journalism and publishing we felt that now was the time to put our name on Kart Expo along with our friends at Franklin Motorsports."

Mike Burrell is Editor of NKN and he said, "Certainly this makes sense for us. We have continued to grow in multiple directions and with multiple media such as our groundbreaking NKN e-TV video coverage of the industry. NKN e-TV provides our web viewers with video coverage of product testing, race events, track tests and technical advice so sponsoring Kart Expo is perfect for highlighting this continued leadership growth."

The Franklin Motorsports presents Kart Expo will take place on February 27-28, 2010 at the DuPage Expo Center located on the Pheasant Run Campus in St. Charles, Illinois, USA (West Suburban Chicago). The 18th annual event is the largest show of its type in North America. For additional information, see [www.e-KMI.com](http://www.e-KMI.com), then go to "[Kart Expo Update](#)".

## **PRESS RELEASE**

September 23, 2009

### **FRANKLIN MOTORSPORTS ENTITLES 2010 KART EXPO**

Wheaton, IL - Kart Expo, the oldest and largest kart racing trade and consumer show in North America, announced a new title sponsor today with the signing of Franklin Motorsports of New Berlin, Wisconsin. The Franklin Motorsports logo and name will be added to the well-known Kart Expo logo and the official name of the show will become Franklin Motorsports Presents Kart Expo.

Darrell Sitarz, Kart Expo Director said, "I am extremely pleased and excited that Franklin Motorsports has come onboard as title sponsor of Kart Expo. Franklin Motorsports, a staple in karting for years, has long been an important part of the sport both here in the Midwest and throughout the country. I am also happy that George (Sieracki) recognizes the need for the karting industry to have an identity of its own by supporting this showcase for the sport which is recognized as the premiere kart show in the world."

The Kart Expo is entering its 18th season as the foremost kart racing exposition having relocated to the popular DuPage Expo Center across the street from Pheasant Run Resort in St. Charles, Illinois. The show will be held February 27-28, 2010. Kart Expo has attracted more than 50,000 attendees over the past decade making it the largest show of its kind in the United States.

Franklin Motorsports is located in New Berlin, Wisconsin and is a leader in the karting industry with over 50 years of combined karting experience. They are the exclusive importer of Merlin Karts as well as the largest dealer of the brand's chassis and parts. Franklin Motorsports offers a large on-line product selection through their successful web-catalogue and also participates with support at key track events. The company recently opened their new showroom and shop facility in New Berlin, WI just west of Milwaukee.

Jamie Sieracki of Franklin Motorsports said, "Kart Expo has always signified the start of the kart racing season for Franklin and the entire industry. Franklin Motorsports has made some significant strides in the last few years and we felt that titling the Kart Expo helps to underscore that growth and keeps it moving forward."

**ABOUT KART EXPO:** The official new name of the expo will be Franklin Motorsports presents Kart Expo and will be held for the second year at the DuPage Expo Center in St. Charles, Illinois just west of Chicago. The show continues as the established leader in providing a centralized location for all manufacturer's and distributors of kart racing products and services. For those companies wishing to exhibit they may contact Darrell Sitarz, Director at **630.653.7368**. (Note: Kart Expo is a trademark owned by Kart Marketing International, Inc.)

**ABOUT FRANKLIN MOTORSPORTS:** Franklin Motorsports is the largest dealer of Merlin Karts & Parts in the US and is also an official US distributor of Tillett racing seats and accessories. The company's online catalog is located at [www.franklinkart.com](http://www.franklinkart.com) and the shop headquarters can be reached directly at **262.814.5400**.