



VP Racing Launches Bold New Packaging At The Equip Exposition

San Antonio, TX (September 17, 2024) – VP Racing Fuels, the leading brand in race fuel, outdoor equipment fuels, oils, and automotive performance products, is gearing up to introduce new packaging for its increasingly popular line of Outdoor Equipment Fuels and Oils. This exciting launch is set to take center stage at the Equip Exposition from October 15 – 18 at the Kentucky Exposition Center in Louisville, Kentucky.

"We can't wait to unveil our fresh, bold look at the Equip Expo," shared Tiffany Dodd, National Sales Manager, Consumer Products at VP Racing. "We're confident that everyone who stops by will immediately notice the impact of our new packaging and how effectively it communicates product features and benefits. Make sure to check it out at booth #1200!"

To see the full release with graphics visit VPRacingFuels.com