



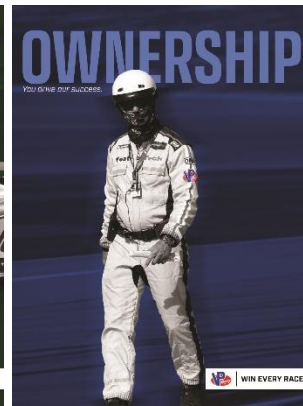
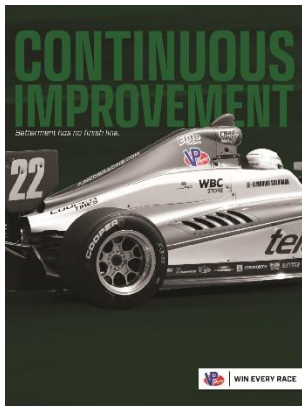
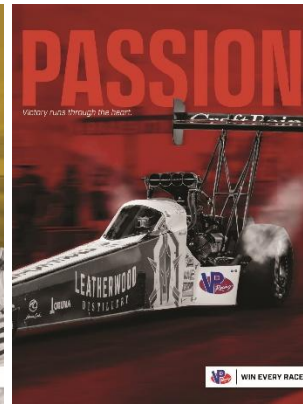
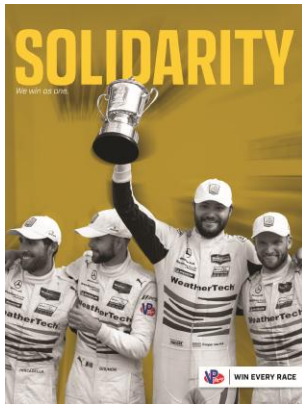
VP Racing Introduces *Win Every Race*



As we speed through quarter one of the New Year, VP Racing introduces a new mantra to spread our winning attitude – ***WIN EVERY RACE!***

In racing and in life, we can't win every race, win every game, or every time. But we should all have the mindset to prepare to win, and there are certain attributes, like dedication, determination, planning, and preparation, that increase your odds of winning.

Whether you win at the track...



Or you win at the plant... **WIN EVERY RACE!**



To Win Every Race, embrace our **VP Racing Values**–

OWNERSHIP – Embrace Responsibility and Accountability. You drive our success!

CONTINUOUS IMPROVEMENT - No Matter How Good We Were Yesterday, Strive For Better Today. Betterment has no finish line!

SOLIDARITY - Think, Work, and Act As One With Your Colleagues. We win as one!

PASSION - For Our Brand, Wear It On Your Sleeve. For our Customers, Show it in Service. Victory runs through the heart!

WIN EVERY RACE



VP Racing has had a history with the NHRA going back to the 1970s when VP began a 20-year ride as the Official Fuel of the series. But now we're back and making a splash in the NHRA Pro Series.

On March 8-10, at the venerable Bradenton Motorsports Park, VP supplied nitromethane, methanol, and other racing fuels at the Inaugural SCAG Power Equipment Pro Superstar Shootout.

The PRO Superstar Shootout featured top drivers from Top Fuel, Funny Car, and Pro Stock, as well as racers from other exciting series, including FTI Performance Top Sportsman, Stock, and Super Stock. Quite a return for VP Racing and a high-profile showcase for our industry-leading fuels.



But we're not finished. To drive our brand's fuels with the NHRA and its fans, our aggressive position will run throughout the season as VP branding will adorn the livery of the exciting JCM Racing Team and the hottest new driver on the circuit, [Ida Zetterström!](#)

Before relocating to the US from Finland, Zetterström made her mark in a big way, competing on the FIA and FIM series circuits in Europe. In addition to her

2023 FIA Top Fuel champion title, Zetterström is a two-time Super Street Bike champion. Look for Ida this season as she has her sights set on the Rookie of the Year title in the NHRA's top series.



On the dirt track scene, VP has made a major double-win as the preferred fuel for Longhorn Chassis, one that comes with the winning heritage of two racing legends.

Longhorn Chassis was founded and is headed by NASCAR Hall of Famers Terry and Bobby Labonte. It is a premier manufacturer of racecar chassis for late models and modifieds. VP Racing fuels partnered with racing royalty!

Their team's driver, Brandon Sheppard, has spent the last decade cementing his name in the history books as one of the greatest ever to drive a super late model on dirt.

He has 4 World of Outlaws Titles, 5 Dirt Track World Championships, 3 Prairie Dirt Classics, 3 World Finals Wins in Charlotte, 2 Silver Dollar Nationals, and numerous other Crown Jewel and big money wins. Yes, champions choose VP.



We love racing, and we love fuel sales. That's how we started the season with the Federated Auto Parts Dirt Nationals, selling drums on top of drums of VP's Late Model Plus and Late Model Plus Advanced. It was great racing in the dirt and great fuel volume from one of the highest-profile dirt series of 2024.



The CP Team continues to make great strides in gaining distribution, retail shelf space, and sales nationwide with the most coveted retailers. But this time, Consumer Products won their new distribution off-shelf.

Rural King, one of the country's biggest farm and rural lifestyle retailers, stocked seven, yes seven, new SKUs of [VP's Outdoor Equipment Fuel](#). And they did it with a bang – setting up large endcap displays at all 134 stores!

Aggressive merchandising like that is a testament to the growing popularity of VP's products and our sales team's efforts... and it answers the age-old question, "What makes Rural King king?"



The CP Team also expanded the VP product mix at one of the country's behemoth retailers, Lowe's. Recognizing that spring is close to being in the air, Lowe's has stocked up on [VP's Fix-It-Fuel](#)® at all 1,745 stores nationwide and then added our popular [VP EZ-Spout™](#) to the order.

And being leading innovators like VP Racing, they decided to try our new, industry-leading 2.5-gallon package of [50:1 and 4-Cycle fuels](#) in 277 stores with more to come!

Given the number of SKUs involved, the conversion to these new label graphics is a massive undertaking and will continue through next year.



Finally, the CP sales crew went ridin' with the big boys of Powersports at the AIM EXPO 2024 in Las Vegas. VP is the leading fuel and lubricants

manufacturer for powersports globally, and we made our presence known with our fuels and our new campaign for lubricants, “You’ll Love Our Lubes.”



AIMEXPO
POWERSPORTS TRADESHOW | MC • ATV • SXS



VP Racing [Motor Oils](#) continues to expand in the world of motorsports with racers, engine builders, distributors, and retail dealers. Two new prominent additions to our family of user fans are Wilkins Motorsports and Mike Christopher Jr.

Wilkins Motorsports is the engine-building powerhouse of famed NHRA Top Sportsman 2019 World Champion Sandy Wilkins. Wilkins is a new distributor of VP Racing’s lubricants line, proving once again that Champions Choose VP!



Working his way to the champion's podium, Mike Christopher Jr. is now running on VP Racing lubricants in his New England Asphalt Modifieds runs, bringing more VP motor oil dominance to a competitor's series. Taking it to the competition!



VP Racing Hobby Fuels continues to lead the industry, in no small part, because of the pros on the circuit that run on VP and have lent their name to VP. One of the standouts in this regard is Ty Tessmann, running his RC cars on VP's popular [30% Ty Tessmann Proprietary](#), or 30% TT.



Now, after 20 years of racing RC around the world and taking VP Hobby Fuel with him, Ty is retiring from the circuit. Ty will be spending more time with his wife and their first child, due in a few months. It's been a great ride with you, Ty. Everybody at VP Racing thanks you and wishes you and your family the very best!

Back on the circuit, the VP championship runs continue – VP Racing drivers crowded the podium at The Dirt in Perris event in Perris, California. The top-of-the-line A-Main Challenge Pro Buggy Class winners were –

- 1st – Spencer Rivkin - 30% Pro Car Nitro Fuel,
- 2nd – Ryan Maifield - 30% TT Nitro Fuel, and
- 3rd – Ryan Lutz - 30% RL Nitro Fuel.





VP Racing's Branded Retail Team continues to build our nationwide network, most recently adding two outstanding distributors covering the Southwest, West Coast, and Northwest.

[Ramos Oil Company](#) is the leading distributor of fuel, oil, and other petroleum products in California and Nevada. With over 73 years of experience servicing gas stations, Ramos Oil brings best-of-class operating procedures to the retail station business. This expertise is also applied to eight other business channels, including aviation and marine, giving Ramos Oil and VP Racing unique advantages and perspectives for servicing customers in the region.



Promoting and growing the VP Brand in the northwest, [Wilcox & Flegel](#) is the premier distributor of fuel, oil, and other petroleum products throughout Washington, Oregon, and Idaho.

With years of experience servicing gas stations and operating 14 stations of their own, Wilcox & Flegel brings best-of-class operating procedures to the retail station business. Similar diligent practices are extended to their marine and commercial servicing business.



Celebrating Excellence, [VP Racing International](#) is proud to announce the 2023 international award winners, those partners from around the world who have demonstrated outstanding performance and dedication:

Distributor	2023 Awards	Country
DJR Racing Products	Latin America Distributor of the Year	Venezuela
Masat Al-Jud	Middle East Distributor of the Year	Iraq
VP Racing Fuels Australia PTY-LTD	Asia Pacific Distributor of the Year	Australia
Shennli Auto Co.	East Asia Distributor of the Year	Taiwan
Old Hall Performance LTD	Europe Distributor of the Year	United Kingdom
Mad 4 Performance	Newcomer of the Year	Colombia
V2 Parts for Trading	Top Fuel Distributor	Qatar
Shennli Auto Co.	Top Additive Distributor	Taiwan
Masat Al-Jud	Top Lubricant Distributor	Iraq
VP Racing Fuels Australia PTY-LTD	Top Traction Compound Distributor	Australia
Old Hall Performance LTD	Top Jugs & Plastic Distributor	United Kingdom
Masat Al-Jud	International Distributor of the Year	Iraq

Please join us in Congratulating these Outstanding Performers for 2023!

Working with these outstanding distributors to keep the momentum going in 2024 and beyond, the International Sales Team is building its geographic

coverage, capabilities, and industry expertise. Please welcome the following professionals to the VP Family:

- Philippe [REDACTED]: Director of Sales Europe
- Jean-Baptiste [REDACTED]: Business Development Manager Europe
- Mard [REDACTED]: Business Development Manager Asia

Each of these professionals brings experience and talents that will help our International distributors grow their business and the VP Racing brand globally.

While we celebrate outstanding performers of 2023 and build our team for 2024, be sure to SAVE THE DATE - mark your calendars for an event you won't want to miss - our 2024 International Distributor Conference!

Join us in San Antonio, TX, from November 8th to 11th, 2024, immediately following SEMA. It promises to be an engaging and informative experience and will include a look behind the scenes at VP's product production at the company's storied plant in Elmendorf, TX.



VP Apparel is growing and blowing- this quarter, we're offering two terrific deals. First, we have a new retail merchandising display coupled with a mix of some of our most [popular T-shirts](#), plus the always popular [black trucker cap](#) with 8-row stitching on the bill, a 3 1/2" mid-profile crown, and matching snapback closure – all gear that's certain to fly off the display!

VP MERCH DISPLAY
WHERE WINNING MEETS STYLE, COMFORT, AND FASHION

VP Racing Fuel has taken major steps to upgrade branded apparel and promotional items so that you can promote and sell more VP Racing Fuel products. VP has created this display program to add an additional revenue stream for your store.

VP - Apparel Display \$1,650.00*
(Price does not include tax or shipping)

85% OFF MSRP - \$3,000+

Display Kit Includes: Trucker Hat Bundle

- VP Trucker Hats (24 units)
- VP Racing Across America T-Shirt (24 units)
- VP Racing Fuel Logo Shirt (24 units)
- VP Stripes of Glory Shirt (24 units)
- VP American Made Power T-Shirt (24 units)
- Free POP (Display Stand) (210) value
- Shirt size breakdown by style:
 - S (2), M (6), L (6), XL (6), XXL (2)

Available while supplies last.
ORDER TODAY!

For more information reach out to your VP Racing Sales Rep today or contact us at VPInfo@vpracingfuel.com

VP Item #176 1000 - 007

OWN YOUR STYLE, OWN ANY SEASON

LIMITED-EDITION VP 4-IN-1 JACKET FOR ONLY \$350
YOU SAVE \$149 - ALMOST 50% OFF!
THIS WON'T LAST LONG, SO GRAB YOURS TODAY!

SAVE \$149 ON YOUR VP 4-IN-1 JACKET

MOVE FAST, ORDER TODAY!

CONTACT YOUR REGIONAL VP RACING REP TO ORDER.
TAX AND FREIGHT ADDITIONAL.

Then, we're offering a springtime special on our most flexible jacket, the VP 4-in-1 jacket. Wear it in the Spring, wear it in the Winter, wear it as a vest, and wear it all the time! It also makes a great gift for your top salespeople!

Finally, check out these three hot new items –

The stylish [Red & Grey Trucker Hat](#) with step 'n repeat VP logos on the underbill.





The Men's [Speedster Checkered T-shirt](#).



And the travel-friendly, packable [VP Turbo Jacket](#).





As VP Racing expands internationally, we keep signing up seasoned business leaders around the world. This is no exception in Iraq.

Beginning just two years ago, in 2022, Ihsan Atiyah Chnani Aldhaheri and his team at Masat Al-Jud have taken the VP Racing brand on an accelerated growth trajectory unmatched in the Middle East or globally. Focusing on the consumer passenger car and truck market, VP motor oils, other lubricants, and fuel additives have become an established preferred choice throughout Iraq.

Masat Al-Jud could not be more pleased with its decision to join with VP -

“Working alongside VP Racing has been an enriching journey marked by trust, collaboration, and shared success, said Ihsan. “Their unwavering confidence in our capabilities as their representative in Iraq has empowered us to forge a partnership based on mutual understanding and respect.”

Masat Al-Jud has been an aggressive marketer, as evidenced by their retail presence in the major cities in Iraq, with eye-catching storefronts and interior displays attracting passersby, as their VP products and high-octane service attract an increasing number of destination shoppers seeking out VP Racing products.



At VP International's 2023 Conference, Masat Al-Jud was named Top Lubricant Distributor, Middle East Distributor of the Year, and International Distributor of the Year. To say that Ihsan and his team took the Winners Circle would be an understatement, indeed!



VP Racing's Sales Force Network is second to none, and the Regional Offices and Distribution Centers are a huge part of that network. To keep that network up and running on all cylinders, it takes a team of pros. No VP pro is more critical than VP Midwest Office Manager Deanna [REDACTED]

Deanna, aka Dee, is a 16-year veteran of VP, having joined the team after several years in retail and a bit of time as a bartender, the latter of which does a lot to explain Dee's affable nature with folks, customers, and team members alike.

Starting as a receptionist in the Indiana office, Dee's outgoing personality had her recruited for duty at NHRA national events, engaging with fans, handing

out stickers and company info, while selling a good amount of VP Racing merchandise and products too! Dee was a natural!

As the years passed, Dee's experience grew and her talent became obvious, so she was promoted to the position she holds today, Office Manager (and master merchandiser at races).

Her daily duties have her apply a sizable dose of glue that holds the office operations together. And she still travels to set up the merchandising trailer and tents at the larger events.

Major events include Sick Week and Sick Summer, Hot Rod Drag Week, Drag and Drive events, the Monster Energy AMA Amateur National Motocross Championship at Loretta Lynn's Ranch, and the Crandon Off-Road Championship in Crandon, Wisconsin.

Recently, Dee covered many miles traveling to and from Sick Week tracks in Florida and Georgia, about a 3,000-mile trip. A big event across four different tracks, Sick Week provides an equally big opportunity to sell VP Racing merchandise. That, of course, calls for setting up in the morning and tearing down in the evening every day, then driving to the next track. An assignment made for a pro like Dee.

When not keeping the VP Midwest operation, well, operating, or being master merchandiser, Dee loves to hang out with her daughter, [REDACTED] and four grandbabies, [REDACTED], 10, [REDACTED], 5, [REDACTED], 3, and [REDACTED] (Grammy's side kick) is 2 years old.



By the looks of things, Dee, being a Master Merchandiser, is definitely in the family DNA!