

## The Alternative to Illegal Street Racing

The *Take it to the Track*™ public awareness campaign was founded in 2002 by Toyo Tires, to promote a safe alternative to illegal street racing. Street racing has become more prominent in the news, as related accidents lead to stiffer legislation toward both enthusiasts and the automotive industry as a whole, due to the risk of serious injury and even death to both participants and innocent bystanders.



According to Gregg Vandermark, Manager of Performance Events and Activities for Toyo (USA), the "goal is to make young enthusiasts aware that there are local race tracks available for their use (with) a variety of events designed to provide not only an opportunity to race their cars, but to enjoy any number of fun, entertaining activities associated with each event. This way, they will consider the race track their home base for their activity, rather than taking risks on public roads."

The *Take it to the Track*™ message precedes many NHRA® Summit™ Sport Compact Drag Racing events and supports the NHRA Street Legal Drags™ program. Professional drivers such as Team Toyo's Abel Ibarra (right), Craig Paisley, Stephan Papdakis and Scott Kelley promote the program on TV news and radio interviews.

www.takeittothetrack.com, the program's website, provides updated information on how to get started in legal racing at a local track, and includes a comprehensive racetrack guide. Streaming video is currently being integrated into the site, which will discuss the strengths of the program and the negatives of illegal street racing.

Support materials are available at no charge to young drivers and organizations such as schools, driver training programs, tracks and law enforcement. ■

