

PRI

PERFORMANCE RACING INDUSTRY

ABOUT US

Performance Racing Industry (PRI) fuels the passion for motorsports by building, promoting, and protecting the worldwide racing community.

- *Headquartered in Speedway, Indiana*
- *Established in 1986*
- *Founded by racing entrepreneur Steve Lewis*
- *Purchased by SEMA in 2012*

RACING REPRESENTATION

- *Diesel*
- *Dirt Late Models*
- *Drag Racing*
- *Drift*
- *EV*
- *Karting*
- *Marine Performance*
- *Modifieds*
- *Off-Road*
- *Open Wheel Short Track*
- *Rally Racing*
- *Stock Car*
- *Street/Strip*
- *Track/Tractor Pulling*
- *UTC*
- *Vintage*

PRI SHOW

The PRI Show is the must-attend event for the racing industry, serving as the premier platform for innovation, networking, and business development in the motorsports world. Held annually in Indianapolis, the Show plays a pivotal role in uniting the global motorsports community under one roof.

MEMBERSHIP

PRI Membership allows the racing community to showcase their passion and pride for the industry. By uniting the industry, PRI is actively working to address challenges and needs, such as providing support for race tracks to prevent them from closing, advocacy for the racing community against current legal threats, and educational programs that help businesses and racers succeed.

MAGAZINE

The award-winning PRI Magazine is the most closely read business magazine in the racing trade. From its inception in 1986, PRI has served tens of thousands of racing entrepreneurs as their key source for industry trends, merchandising ideas, new products, business strategies, and much more. PRI Magazine is available in both print and digital formats.

SOCIAL MEDIA

1M+ FOLLOWERS ACROSS ALL SOCIAL MEDIA PLATFORMS

- **Facebook:** www.facebook.com/performanceracing
- **LinkedIn:** Performance Racing Industry (PRI)
- **Instagram:** @myprishow
- **TikTok:** @myprishow
- **X:** @prishow
- **YouTube:** @performanceracing



More Information: www.performanceracing.com

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PRI SHOW

DECEMBER 11-13, 2025 | INDIANAPOLIS

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The PRI Show is the largest trade show, by footprint, in the state of Indiana, accessing the entire Indiana Convention Center, Lucas Oil Stadium, and the connector of the two, utilizing over 1.1M square feet of space.

SOCIAL MEDIA

- **Facebook:** www.facebook.com/performanceracing
- **LinkedIn:** Performance Racing Industry (PRI)
- **Instagram:** @myprishow
- **TikTok:** @myprishow
- **YouTube:** @performanceracing
- **X:** @prishow

MORE INFORMATION:
www.performanceracing.com/tradeshow

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BY THE NUMBERS

- **25%** of attendees are under 35 years old
- **\$70M+:** PRI Show's estimated local economic impact
- All **50 states** represented
- **39 countries** represented
- **350+** racetrack operators & sanctioning bodies
- **80+** educational classes
- **420+** media representatives in attendance

FEATURES

- **Featured Product Showcase** – Highlights the newest and most popular motorsports products
- **Hall of Fame** – Honors the outstanding achievements and contributions of individuals and entities in the motorsports industry
- **Machinery Row** – 100+ race shop machining manufacturers all in one place
- **Indoor Trailer, Motorcoach, and RV Exhibits** – Large-scale display of state-of-the-art race trailers, haulers, RVs, and accessories at Lucas Oil Stadium
- **Education** – Hands-on program featuring 80+ seminars led by industry experts
- **Sim Racing Area** – A dedicated area in Lucas Oil Stadium that features daily invitational SIM races and live action demonstrations
- **TOPS (Track Operators, Promoters, and Sanctioning Bodies)** – Hosts targeted presentations, roundtables, and panel discussions geared towards track operators, promoters, and sanctioning bodies

