

Arena Racing gets some NASCAR exposure

By [Josh Slagter](#) | [The Grand Rapids Press](#)

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Courtesy Photo/Randy Ellen

Kyle Busch, center, the NASCAR Sprint Cup points leader, appeared with the Arena Racing cars during Sunday's NASCAR Raceday television show on The Speed Channel, prior to the Sprint Cup race at Michigan International Speedway.

Arena Racing USA Grand Rapids received a big boost of exposure last weekend when officials were asked to haul down two of its cars to Michigan International Speedway in Brooklyn.

The cars and series were then featured on Sunday morning's "NASCAR Race Day" on The Speed Channel. The show included an appearance by NASCAR Sprint Cup points leader Kyle Busch, who had plenty of praise for the series, which will be coming to Walker's DeltaPlex in October.

"We were really excited about the opportunity," said Todd Wilfong, the president of Arena Racing Grand Rapids. "They told us they picked the Michigan race to air this segment because we have a track here, and to have people like Kyle Busch talk about it, and to have Jimmy Spencer and Kenny Wallace hop in and drive it, gives us a lot of credibility."

Wilfong said it was a phenomenal event and having it on national television gave Arena Racing great exposure and positive feedback.

Arena Racing made its West Michigan debut with an exhibition in March, and organizers were excited with the turnout, which drew over 4,300 spectators. The season will open Oct. 18 and continue with 15 racing dates spread out through March 8, 2009.

Wilfong said the series has sold 18 of the half-scale NASCAR Sprint Cup race cars, with the goal being 30. Up to 56 cars are available for purchase, and each car costs \$12,500.

"We are working on a (6,200 square foot) building addition (to DeltaPlex), and it's in the approval process with the city," Wilfong said. "It will be used as a storage facility for the track."

Wilfong said they are also in the process of searching for a notable, respected race director, as well as experienced flagmen, tech guys and officials.

Interested parties may visit arenaracinggr.com for employment information, as well as information on purchasing tickets or a car.

Arena Racing was introduced in Norfolk, Va., seven years ago before being brought to Charlotte, N.C.