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To: HSR Drivers, Teams, Partners, and Friends
From: John Doonan, President, HSR
Date: July 7, 2025
Subject: 2025 Mid-Season Thank You, Reflection and Updates

With half of 2025 already in the books and three successful full HSR events under our belts, I wanted to take this time to reflect on the year so far and thank all of the competitors, teams, and fans who have joined us to date in 2025. We still have four more events left this year, and I look forward to each and every lap, as I hope you all do as well!

First, on behalf of all my HSR teammates, please accept our sincere appreciation for coming to race with us at the HSR Classic 12 Hour at Sebring presented by MISSION FOODS, the 47th HSR THE MITTY presented by Hagerty at Michelin Raceway Road Atlanta, and the Classic 6 Hour at Watkins Glen presented by MISSION FOODS. These events have shown strong entry and spectator counts and give HSR fantastic momentum for the rest of the season and beyond.

We've also made tremendous strides on the partnership front this season. **Mission Foods**, as the title sponsor of the HSR Endurance Classic Championship, has brought new energy and visibility (including many grocery store point-of-sale displays!) to our marquee endurance events. In addition, brands like **Hagerty, Hoosier, Michelin, and Goodyear** have joined the HSR family, each bringing valuable support, expertise, and activations that enhance the experience for competitors and fans alike. These partnerships not only strengthen our events but also reflect the growing recognition of HSR as a vibrant and valuable platform within the motorsports world. And we're not done yet—stay tuned for more exciting partner announcements in the near future.

Looking forward, our next event at VIRginia International Raceway is coming up on September 4 – 7, 2025. This HSR VIR Historics event represents feedback from you, our competitors, based on last year's Membership Survey. This demonstrates that we hear you, we consider your feedback, and that we will continue do our ever best to support you by delivering value to you, our members and HSR family.

For the VIR event, alongside our regular content, HSR plans to feature Group 4, HSR's Open Wheel classes, to help grow that group's presence for future HSR events. We also plan to celebrate the HSR NASCAR Classic presented by Goodyear group, due to the sheer number of NASCAR Classic eligible cars in the surrounding regional area and at the request of the VIR track promoter. . Registration is now open for the HSR VIR Historics event, and I look forward to seeing all who can attend.

Looking even further down the road, we are closer than ever to releasing our 2026 HSR Full Season Schedule. Getting the 2026 schedule out - sooner than ever before - will not only help us put on great events with much more advanced planning, but we hope it will also help you plan well ahead for each of the events you wish to enter.

Finally, I wanted to share my personal gratitude for the incredible vibe of camaraderie and culture we have felt at the events so far this year. Getting to spend time with all of you, come to a paddock that feels like what I remember from my early days of going to the race track with my grandfather and my dad, and watching all of you enjoy HSR – for me – is what it is all about. The 'Family Reunion' during THE MITTY was a particularly great example of who we are as a group.

Thank you again and see you at the track again soon!