



KOD CRATE SPORTSMAN SERIES FORMED

Fonda, Lebanon Valley, & Albany Saratoga To Host Series In 2015

December 22, 2014 (Fonda, NY) – When Mayhem Motorsports owner Rob Hazer takes on a project it simply must succeed. The veteran racing personality lives by an undeniable logic, which led to the pairing with Duell- Mayhem Promotional partner Scott Duell to offer one of the most anticipated Crate Sportsman races of the season in conjunction with Albany-Saratoga Speedway; the Northeast Crate Nationals. In 2015 another project will come to life when drivers throw down for the King Of Dirt crown.

King Of Dirt Crate Sportsman Series was something simmering on the back burner for quite some time. After trial development efforts for another project revealed both pros and cons, it was time to push forward with KoD. The series will tour three of the most talked about racing facilities in the Northeast; Albany Saratoga, Fonda, and Lebanon Valley Speedways. Each track will host two events in the 2015 season making KoD one highly sought after title for drivers in and around the Capital Region.

“The Northeast Crate Nationals is near and dear to me. I love that race; the idea of a super dirt week type event on a short track for crate cars has a certain buzz to it, which is due to the Crate Sportsman drivers being the headliner that day. It was going to be part of something last season, but that fell through and we believe for the better,” stated Rob Hazer (Founder, Owner, and Promoter of King Of Dirt).

“I’m excited for a number of reasons about King Of Dirt. First I have to thank Lyle DeVore and Matt DeLorenzo. Lyle worked with Scott and I to let us have a Nationals race that proved to be outstanding last season and when I approached him about my series he was more than willing to help. It meant a lot to have his support right away,” Rob Hazer continued.

“Matt DeLorenzo and I have a fun relationship also. I joke with him a lot and he in return jokes with me much like I do with Lyle. That builds a comfort level you can’t replace, so it made Matt’s decision to work with us on the series easier I think. Plus he saw what I had to offer last season with other projects and that was positive. It’s nice to see these promoters working together and allowing me to work along with them on a small part of their season,” said Rob Hazer.

King Of Dirt Crate Sportsman Series inaugural season will have six races, which the season starts and ends at the track of champions. The first race will be April 4, 2015 at Fonda Speedway, as part of the Ice Melt season opener that will include Modifieds, Crate Sportsman, and practice for other divisions. A full tentative schedule is set waiting final

approval with some premiere shows included during Mr. Dirt Track USA, Northeast Crate Nationals, and Mohawk Valley Weekend.

With any series building a point fund takes precision money management skills. KoD is no different, as Mayhem Motorsports developed entry fees reasonable at each event along with a driver rewards program coming in its very own press release after the beginning of the near year. One key component of any successful series is the support it gets from businesses and drivers. KoD waited until the time was right to announce primary title sponsorship from nationally recognized Basement Systems.

“We’re super excited to have Basement Systems on board for 2015. It started with a phone call between Todd Lutinski and I, which led to the marketing partnership. Todd is a really enthusiastic guy and I like that. He races at Lebanon Valley and owns his own franchise Dry Zone Basement Systems. He works hand-in-hand with Adirondack Basement Systems, which is another franchise in New York. The Basement Systems Network is nationwide,” said Rob Hazer about KoD primary sponsor.

Basement Systems Inc. is a world leader in developing and providing products that result in dry below grade space, such as basements. Larry Janesky who founded the company has built the award winning and successful enterprise from Seymour Connecticut to over 400 dealers in 3 different countries. Janesky began his business with self-employment at the age of 17, which he passes along his work ethic to his franchise dealers of Basement Systems like Todd Lutinski.

“Honestly I was just doing concrete and making a living when my brother Mike Lane who works for Basement Systems corporate offices put in a good word for me with Larry. From there I was offered a territory in the network in Boston Massachusetts, because the New York territory was already taken by my good friend Kevin Koval,” said Lutinski.

“Racing became an addiction early on. My father raced for years a majority of the time at Danbury Speedway in Connecticut, but he did race at Malta when it was paved and dirt. He gave us the itch and in 2010 we bought a JR Heffner small block car from Dave Goodemote. First couple years were a big learning curve from go-karts and 4 wheelers, but we love it,” concluded Lutinski.

Numerous drivers have expressed interest in King Of Dirt with many committing to the six race series. A talent rich rookie pool, veterans, and champions will follow the KoD tour leaving only one question to be answered by time; who wants to be king? Drivers will begin their quest to be king at Fonda Speedway April 4, 2015. The time will come capital region; what driver’s ready to throw down for the crown?

Anyone looking to get involved in King Of Dirt can contact series promoter Rob Hazer. KoD is always looking for interested marketing partners and sponsors. Visit KoD online at www.speedzoneonline.org, www.facebook.com/602nationals, or @KoD_KingOfDirt on Twitter.

KING OF DIRT AND NORTHEAST CRATE NATIONALS is brought to you in part by sponsors and partners that include: Albany Saratoga Speedway, Fonda Speedway, Lebanon Valley Speedway, Basement Systems, Dodson Construction, Elmo's Speed & Supply, DKM Fabrication, Hoosier Racing Tire, Fox Racing Shocks, Applebee's Neighborhood Bar & Grill, DMC Racing Products, Bob Hilbert Custom Race Wear, Race Pro Weekly, Doug's Dirt Diary, Final Reward Trophy, Duell Family Racing, and Mayhem Motorsports.