

## Half the size, twice the fun

*Grass roots southern style NASCAR type racing is alive and well in Florida. Super Mini Cup racing utilizes half size Nextel Cup appearing racecars with a full racing cage, powered by a GX400 cc modified Honda engine with rack and pinion steering and coil-over suspension. This is a "SpecClass" meaning all the cars are identical except the set-up, driver, paint design and number. Many of the cars are painted in today's popular NASCAR schemes that race fans see each week.*

([PRWEB](#)) April 9, 2004 --Florida Mini Cup Racing Association provides the dream of driving a real racecar at a surprisingly low entry cost. A quality used race ready car is priced around \$4,000-\$5,000 with a new one at \$8500. The age limit is 14 and up with a Future Stars program to be starting for kids 8-14 years of age. Driver ability and car set-up remains the primary factor to victory lane, allowing racers with even the most limited budgets the opportunity to be the series champion. The car's full racing cage and safety features are unsurpassed, which is another reason the sport has grown so rapidly and continues to attract new racers.

Florida Mini Cup, known as the Chris Fontaine Challenge for the 2004 race season, is a traveling series racing primarily on tracks across Central Florida. This makes it very convenient for racers who live in north or south Florida to be able to participate without driving multiple hours traveling through out the state. The program is a family sport promoting fellowship, sportsmanship and camaraderie where the racers help one another to ensure everyone has an enjoyable racing experience. The 26-week schedule is designed to allow time off between races for other family activities through out the race season.

Although Mini Cup racecars are just one half size of NASCARS, the racers are just as serious about their sport. Marketing their cars to potential sponsors or race supporters has become a way for them to help reduce their racing expense. The Florida Mini Cup Chris Fountaine Challenge competes in front of thousands of race fans each year, which creates a huge marketing opportunity, as auto racing is the #1 spectator sport in America and its fans are known to be the most brand loyal in the world.

Many businesses see the incredible advantages to auto racing advertising that include photos of the sponsored car in their other printed and multimedia ads, increased sales from race fans and ticket giveaways to customers, vendors or employees. Most racers promote their sponsors by taking their racecar to the storefront for special events such as grand openings, anniversary sales or holiday promotions. Some companies such as Soiltech, Racecar Engineering, Clark's Construction, C J's Cheer and Crawford Signs are official race supporters of the Chris Fountaine Challenge, other supporters are always welcome. For companies wanting the ultimate auto racing advertising medium, sponsoring a specific race date or series of dates are available and can be a great marketing tool to boost or establish name recognition.

The Florida Mini Cup Chris Fontaine Challenge is a safe, affordable, family oriented race program for people of all social and economic backgrounds. Whether you're interested in becoming a racer or a business looking for an advertising opportunity to increase sales and market share, the Chris Fontaine Challenge may be what you're looking for. To get more information check the attractive user friendly web page at [WWW.Floridaminicup.com](http://WWW.Floridaminicup.com) or call the race promoter Tom Clark at 813 653-3274/813 478-0293.

Sources for this article include [WWW.Floridaminicup.com](http://WWW.Floridaminicup.com) and [WWW.Minicup.com](http://WWW.Minicup.com).



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