



Short Course Racing Continues on the West Coast with the Launch of the Great American Short Course Series Powered by OPTIMA Batteries

Oak Hills, CA (Feb. 4, 2021) - Today, veteran short course race series director Lee Perfect and race promoter Dave Cole of Hammerking Productions announced the exciting formation of a new series, Great American Short Course (GAS) powered by OPTIMA Batteries.

The unexpected events of 2020 led to the unfortunate shutdown of the LOORRS short course series on the West Coast, leaving families with no place to race. The partnership between Perfect and Cole is designed as a strategic path forward with the goal to not merely keep short course racing alive, but to successfully grow to new heights. GAS will be starting out with four events on existing and well-known short course tracks near major metropolitan centers.

Perfect's team is comprised of many who have experience launching a short course series, paired with the talented group at Hammerking Promotions who built the legendary King of the Hammers event and highly successful ULTRA4 Series. "This is an incredible opportunity," explained Perfect. "We plan to take a fresh look at short course racing in the West and learn from each other to build something sustainable, safe, and fun for everyone from the grassroots racers to the pros."

GAS is working to fine tune existing rules based on feedback from racers, keep familiar classes for both the regional and national level racers to allow them to utilize their existing vehicles, and add new twists to be announced soon. Hammerking Productions is known for unmatched video and live streaming production capabilities as demonstrated at King of the Hammers. The same proven production team will provide a top-notch live streaming package to keep fans and sponsors engaged whether they are able to attend open spectator events or not.

"We learned from King of the Hammers that it's better to have your fans be able to actively participate at the events than just sit there watching, and we aim to provide that opportunity here," explained Dave Cole.

"We have been working hard behind the scenes and are excited about this new chance to freshen up short course racing in the West! And a major plus is having a company like OPTIMA Batteries, who has also successfully developed many very popular events, is going to offer the series some unique opportunities for collaboration and cross promotion in the future," noted Perfect.

While the full schedule will be released soon, GAS plans to hit two local tracks in the spring, with events tentatively planned for April and May, and two tracks in the fall, with dates slated for October and November.

To keep up with the latest series developments, see www.greatamericanshortcourse.com.