

## Mickey Thompson Performance Tires Entertains Their Customers at Frank Hawley's Drag Racing School

In addition to the numerous other classes held year-round by Frank Hawley's Drag Racing School, which individuals attend seeking to improve their driving skills, many companies and manufacturers look to Hawley to provide fun-filled and informative outings for their employees and customers alike. One such manufacturer on that list is Mickey Thompson Performance Tires and Wheels. The historic company sends several groups each year to not only work with Hawley, but also to have the unique opportunity to both see their products at work and personally put them into action down the quarter mile.



During the most recent trip to Frank Hawley's Drag Racing School for Mickey Thompson, company Vice President, Jerry Francis pointed out that is good to be able to take their customers out and let them have some fun in the school's dragsters. "Typically, we like to leave the seats

open for our customers, so I was there actually as the class photographer," joked Francis. "This time we invited customers from Big O Tire, Holcomb Motorsports, Nickels Performance Warehouse and VSI Warehouse. These are all resellers of our product, some were what we call traditional and others were performance based resellers. We do this as a reward type program and also to help give more of an understanding of what their customers do with the product, once they sell it to them. This way they can relate to what's going on with the product and with their customers and it just makes it a lot easier for them to sell."

Francis also notes that the entire experience at Frank Hawley's Drag Racing School is a positive one for all. "It's also a great bonding experience for all of us," he explained. "Everyone is also getting to play and have fun. It's not all about work all the time."

"The ongoing relationship that we have with Frank means a lot to us and the marketing of our product," he added.

All cars at Frank Hawley's Drag Racing School are outfitted with various



Mickey Thompson drag slicks and front runners, appropriate to each application, from the Super Class cars, such as the ones the Mickey Thompson group drove, all the way to the Top Alcohol course cars. “We are able to get expert feedback from all the instructors on how well our tires work,” said Carl Robinson, Motorsports Manager for Mickey Thompson when asked about the long-term relationship with Hawley. “Because of what they do every year, they have the opportunity to make a tremendous amount of runs in a relatively short period of time and that gives us great data and feedback on our tires. They are making runs with our product in all kinds of drag racing applications as well as many different locations and conditions.”

“Plus we always have the expertise of Frank Hawley to go back to,” he continued. “To be able to go back to Frank and ask, ‘hey, what do you think about this’ and talk to him about ideas, that’s really a big part of it and our relationship continues to be very beneficial.”



Hawley enjoys entertaining and educating customers for companies like Mickey Thompson, as well as the results he receives from their performance tires. “It is very important to us what products and brands that we utilize on each of one of our school cars,” said school owner and instructor, Frank Hawley. “We put a lot of runs on our cars during any given year

and it is imperative that each time one of our cars goes to the line, the tires are going to give the same performance as the lap before. Mickey Thompson Tires give us the consistent results we are looking for and we sincerely appreciate the support that we receive from everyone at the company.”

As well as in year’s past, Mickey Thompson will continue to offer significant discounts in 2012 for those who graduate from one of Hawley’s school programs during the course of the year.

For information on all courses available at Frank Hawley’s Drag Racing School, visit [www.frankhawley.com](http://www.frankhawley.com) or call 866-480-7223. Class information, along with exclusive info and contests, can also be found on the school’s Facebook page – [“Like Us” on Facebook](#).