



For more than two decades our family has been fielding race cars, if we're not racing we're thinking about racing or working so we can go racing. Thomas may be in the car but our entire family is involved in every aspect and sweats every lap. Our goal since I turned my very first lap in a race car was to have fun, race hard and do it with style and class. Over 20 years later the stage is bigger but our goals are the same and the numbers back up we have put together a winning combination.

We've won a lot of races but I'm prouder of the kids who have worked in our shop and have gone on to graduate college, become firefighters, police officers, serve in the Marines, Army and Navy. After we turn our last lap and the spotlight fades, these men will be the lasting legacy of our race team.

Tommy Praytor

RACING GUIDE CONTENTS

- **Max Force Racing Company Profile**
- **Welcome to the Family**
- **Thomas "Moose" Praytor**
- **Moose Career Highlights**
- **Who Are Our Fans and How Do We Reach Them**
- **At Track Hospitality**
- **Max Force Racing Marketing Partners**
- **Praytor Management Group**



Company Profile

Max Force Racing started in 1998 with Tommy Praytor becoming one of Mobile International Speedway's oldest rookies at 37. A single car on an open trailer with a 4-drawer toolbox was the humble beginning of what has become a racing mainstay.

In the beginning, with a guiding hand from Brian and Zondra Yarber, the team started to grow and success quickly followed. A few on track incidents had some of the other competitors referring to Tommy as that fat*&%@. That endearing term was turned into Fatboy Racing and the t-shirts and web sites followed.

Tommy was named the Most Popular driver at MIS and corporate America took notice. An 8-year partnership with wireless giant ALLTEL/Verizon followed. A chance meeting with NASCAR driver Dan Pardus would send Tommy to NASCAR in roles as sponsor, spotter, PR person, TV host, color commentator and radio personality. The racing bug soon found its way to Tommy's son Thomas and it didn't take Thomas long to start making racing noise of his own.

In 2001 the Outdoor Channel signed on as Thomas's primary sponsor for his 600 Racing Bandolero. The Outdoor Channel's paint scheme included their signature Moose coming out of the wheel well of his car. Thomas's name on the roof was changed to Thomoose, which quickly became the Moose. The Praytor family suffered a tremendous loss in 2001, losing their 3rd child Max and the team name was changed to Max Force Racing.

In 2006 longtime marketing partner G-Force Racing Gear, became the Moose's primary sponsor and in 2011 NFL Hall of Famer, Ken "Snake" Stabler's, Legend Cellars 12 Championship Collection Wine joined the team. With Snake on the hood, the car number changed from #28 to Stabler's iconic #12 and the Moose earned the Gulf Coast Ironman title. The Moose closed out the 2011 season testing for Andy Belmont Racing at Daytona International Speedway.

A test turned into a ride at the Inaugural ARCA-Mobile 200 in 2012 and a string of opportunities with the Moose making his first start at Talladega Superspeedway followed. A couple of starts for Venturini Motorsports closed out 2012. Max Force Racing prepared its first ARCA entry for Daytona forming an alliance with Hixson Motorsports for the first 3 races of 2013. Those 3 races turned into 21 and the combined effort finished 9th in the ARCA Championship standings in 2013. Praytor followed that up with a 7th in 2014, 8th in 2015, 5th in 2016 and 7th in 2017. Before scaling back to part time in 2018 Praytor became the Ironman of the ARCA with 105 consecutive starts.

From its humble beginnings in 1998 Max Force Racing has garnered a State Championship, a track Championship, 3 US Army Rookie of the Year titles, over 70 wins and the 2013 ARCA HG Adcox Sportsmanship Award.



Welcome to the Family!



Max Force Racing is a family owned and operated operation with a lot of help from friends and our all Volunteer pit crew.



Tommy Praytor-Truck Driver/Spotter/PR/Stickers. Having done just about everything in racing from J & J Speedway to NASCAR Monster Cup Tommy is having a lot of fun running herd on the Moose and our pit crew. When not on the road with the Moose, Tommy is a race promoter, radio personality and real estate agent and a race car driver looking for a ride with a big seat.



Julie "Chad" Praytor-Travel/Catering/Uniforms. Far from a race fan originally, Julie watches every lap we make on the track. Julie earned her nickname "Chad" as in Chad Knaus because she always "knows" what needs to be done to the car. Along with making all the travel reservations Julie is known around the garage for her sandwiches, known as "Chads"..



Thomas "Moose" Praytor

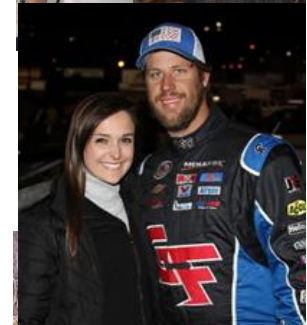
The term "throwback" has been used often to describe Thomas "Moose" Praytor. Just like the early careers of Earnhardt, Petty, Pearson and so many others Praytor works on his cars and knows every moving part. Praytor is not only responsible for preparing his car, he's usually driving the hauler. The knowledge gained by working on his own equipment has served him well going all the way back to his first racing machine, an old beat up go-kart given to him by a family friend. With sponsorship from The Outdoor Channel Praytor made some of the first laps in a 600 Racing Bandolero in Mobile. The paint scheme for The Outdoor Channel included a full color moose coming out of the wheel wells. With a huge moose on the car Thomas was changed to

Thomoose and is now simply the Moose. In 3 seasons the Moose wheeled his Bandolero and Legend cars across the Southeast picking up 14 feature wins, over 40-heat race wins, a track championship and an Alabama State Title. In 2006 Praytor made the move to stock cars and was named US Army Rookie of the Year at Mobile International Speedway in the Super Stock division. Praytor backed that up with the Rookie of the Year title at 5 Flags Speedway and runner up in the Championship points standings at Mobile & Pensacola in 2007. In 2008 the Moose made the progression to the Pro-Late Model class and was named the US Army Rookie of the Year in that division. The Moose followed that up by finishing 5th in the Championship standings in 2009. Doing double duty In 2010, the Moose finished in the top 10 in points at Mobile and Pensacola. In 2011 the Moose teamed up with Turner Motorsports and Ken Stabler's Legend Cellars Wine for quadruple duty. The 2011 season saw the Moose compete in every Pro Late Model and Super Late Model race at both Mobile and Pensacola for the same team making the Moose the Ironman of the Gulf Coast. The Moose closed out 2011 testing for Andy Belmont Racing in Daytona. In 2012 the Moose made his first ARCA start in the Inaugural ARCA Mobile 200, Talladega and starts for Venturini Motorsports followed. In 2013 Praytor's Max Force Racing teamed with Hixson Motorsports for his first full season of ARCA competition finishing 9th in the Championship standings and earning the HG Adcox Sportmanship Award. Praytor improved 2 spots in 2014 finishing 7th in the Championship. In 2015 has he struck out on his own with his family's Max Force Racing and finished 8th in the points, he followed that up with a top 5 finish in the Championship in 2016 and a 7th place finish in 2017. Before scaling back to part time in 2018 Praytor became the Ironman of the ARCA Series with 105 consecutive starts.

When not competing at the track, Thomas was on the gridiron. Praytor's teammates included Alabama stand outs Mark Barron and AJ McCarron. Barron is now with the Pittsburgh Steelers and McCarron is with the Houston Texans. As one of AJ's centers the Moose was part of 2 championship teams including an Alabama State title in 2007. McCarron & Praytor have teamed up donating special helmets to the Alabama Institute of the Deaf and Blind.

The Moose has been involved in the media side of racing from the young age of 12, shooting second camera on pit road for ARCA Racing This Week. In 2005 Thomas was part of the Outdoor Channel's coverage of the Hawaiian International Billfish Tournament. In 2006 he interviewed Tony Stewart for WNSP and has been tracking down driver interviews ever since. The Moose has been the subject of a couple of front page feature stories in the Mobile Press Register. The Moose Call, Thomas's wrap up of the weekends racing action is now a regular part of Inside Alabama Racing on WNSP.

Away from the track Praytor is now one of the lead CDL Instructors for Bishop State College and has his own trucking company. The Moose also has an expanding family herd in Mobile including a daughter and a son, Elizabeth and Thomas Praytor the 5th.



Thomas “Moose” Praytor

Career Highlights

- 2018 After 105 consecutive starts and become in the Ironman of the ARCA Series Praytor scaled back to a part time schedule.
- 2017 7th in ARCA Championship Standings.
- 2016 5th in the ARCA Championship Standings.
- 2015 first year as stand alone team from Mobile, Alabama, finished 8th in points. Led first laps of ARCA competition.
- 2013 & 2014 Teamed with Hixson Motorsports in the ARCA Series. Finished 9th in the Championship standings and was awarded HG Adcox Sportsmanship Award in 2013 and 7th in 2014.
- 2012-The Moose made his first ARCA start in the Inaugural ARCA-Mobile 200 at Mobile International Speedway. A 20th place finish at Talladega followed along with a couple of ARCA starts for Venturini Motorsports. When he wasn't ARCA racing the Moose was competing in the Miller Lite Super Late Model Series.
- 2011 – Moose and his Max Force Team were the Ironman of the Gulf Coast this season as the only team to compete in every Late Model race (Pro & Super) at Mobile International Speedway and Five Flags Speedway. The Moose finished 5th in Midwest Cooling Towers Series at Mobile, 8th in the Allen Turner Hyundai Series at Five Flags and 10th in the Sunoco Gulf Coast Championship Series in the Super Late Model. Tested ARCA car for Andy Belmont Racing at Daytona Superspeedway.
- 2010 – Finished in the top 10 in championship points at Mobile International Speedway and Pensacola's 5 Flags Speedway
- 2009 – 5th in Championship points standings at Mobile International Speedway in G-Force Pro-Late Model
- 2008 – US Army Rookie of the Year at Mobile International Speedway in G-Force Pro-Late Model
- 2007 – Rookie of the Year at Pensacola's 5 Flags Speedway, Runner up in Championship at both Mobile and Pensacola in G-Force Super
- 2006 – US Army Rookie of the Year at Mobile International Speedway in Outdoor Channel Super Stock
- 2005 – Competed in both Bandolero and Legend cars with sponsorship from the Outdoor Channel
- 2003 – State of Alabama Bandolero Track Champion & Sunny South Raceway Bandolero Track Champion
- 2002 – Competed at Atlanta Motor Speedway and Sunny South Raceway in Outdoor Channel Bandolero
- 1999 & 2000 – Yard Karts , Junior Sportsman Go-Carts J & J Speedway

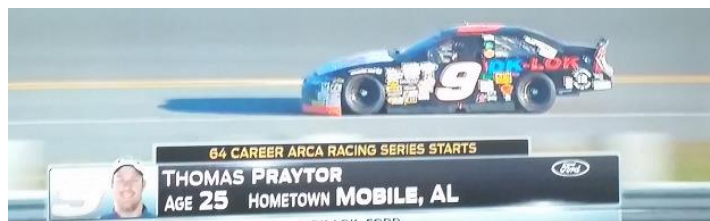
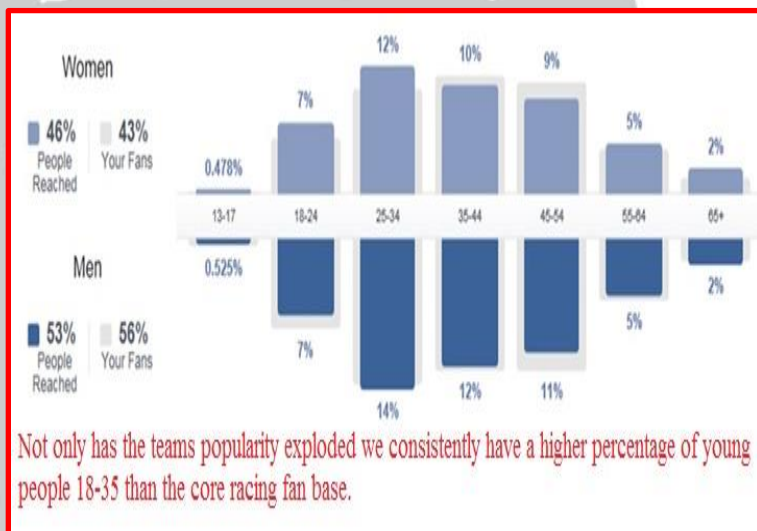


Who Are Our Fans and How Do We Reach Them?

Race fan attendance has been strong for the ARCA Racing Series presented by Menards over the past three years with an average attendance of more than 13,000 per event and Television viewers averaging over 327,000 per race in 2019 when broadcast on FS1/FS2.

While the ARCA Series has remained firm, Thomas “Moose” Praytor and his team have been skyrocketing in popularity with a strong 3 pronged marketing attack led by our public relations team. Our team utilizes; Print, Traditional Broadcast (TV/Radio) and Social Media (“LAST” from Praytor Management Group), on all fronts the Mobile, Alabama Team outcores every other sponsor in the Series based on money spent to Media return on the dollar.

Our Max Force Team plans on two ARCA stops in 2020, the biggest on the tour, Daytona and Talladega. The big tracks produce the biggest audiences on TV and Social Media. In the past 2 seasons the Moose has been averaging over \$300,000 of TV time at Daytona and Talladega and over 2 million views on Social Media.



Our marketing experience is so sought after we formed our own media company, Praytor Management Group. PMGs “LAST” (Live at Scene Tweeting) garnered over 7 million views on Twitter for our partners and another 8 million for the other teams we represented. We leverage Social Media to reach a national market on a meager budget. Our three pronged marketing attack makes it possible for our partners to quit searching for their customers, engage them, encourage them and create new ones. It’s your story, we open the doors to help you tell it and promote it.



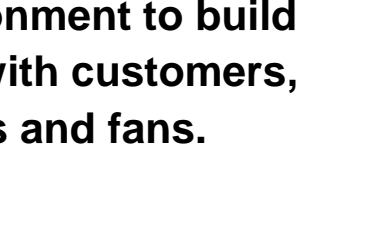
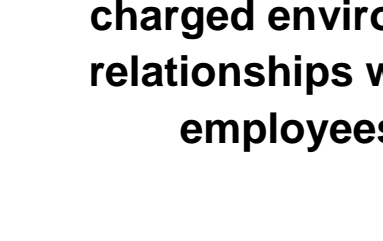
AT TRACK HOSPITALITY



On the track our team is building brand awareness for our marketing partners through media outlets.



At the track our team offers a unique opportunity in a turbo-charged environment to build relationships with customers, employees and fans.



Max Force Marketing Partners

IDK-LOK

Fittings & Valves



PRAYTOR
REALTY

Airgas



APS
Automotive
Paint & Supply



Judy's
Place



JOHN THOMPSON & ASSOCIATES, INC.
Heating & Air Conditioning

The Guarantee Title Company



PROJECT;
"your story is not over"



Praytor Management Group, LLC

Promotions & public relations (PR) are an integral part of any successful race team and its corporate partners. Max Force Racing has always taken a “national” approach to its promotion/PR efforts and it’s paid off with corporate America. Our experience in NASCAR’s Monster Cup, Xfinity, Camping World Truck, ARCA, working with drivers and promoting races led to forming Praytor Management Group.

Starting with an underfunded Daytona based NASCAR Sprint Cup team we’ve had an opportunity to work on every rung of the public relations ladder. Tommy was working with Dan Pardus when he signed his first national sponsorship package in the Nationwide Series and our team created Ricky Cravens limited edition diecast when he signed with Tide. Our representation of the Outdoor Channel helped land drivers Tony Raines, Kevin Harvick, Tony Stewart and Mobile’s Cale Gale to campaigns under the Channel’s colors.

PMG also took on the role of filming coordinator for Mobile International Speedway during the filming of Final Destination 4. Working with people tearing up cars came naturally. The film has grossed over 150 million to date.

After traveling to the far reaches of the NASCAR world, our next public relations undertaking brought us full circle to Mobile’s own Rick Crawford. After years of being self-funded, the Ozona, Texas Circle Bar Racing signed a multi-year sponsorship agreement with International Truck and Engine and the team expanded to a 2-truck operation. Along with bringing the new partnership to life we took on the PR duties for the teams second driver, Texas native David Starr. Starr was followed by Brendan Gaughan and James Buescher, all were chosen for Nationwide rides after racing with Circle Bar Racing.

In 2007 our team turned our Public Relations skills back home to Mobile International Speedway to help jumpstart the ailing facility. A new web site, fan email list, TV and front-page coverage of the Speedway soon followed. In 2011, Rick Crawford became the Manager/Promoter of Mobile International Speedway in a multiyear deal and we were promoting 2 familiar brands. In 2011 the Speedway had bigger car counts, increased attendance and more corporate sponsors. In March of 2012 the ARCA Series made its first appearance at MIS playing to a packed house. Among the historic first starting field was the Moose, Thomas Praytor. In 2013 Tommy took over as the promoter of the ARCA Mobile 200 moving to the NASCAR sanctioned NASCAR K & N Mobile 150.

In 2016 our team opened our doors to other ARCA teams and our LAST (Live At Scene Tweeting) took off with over 15 million views in its first year.

While our PR team works at the highest levels of the sport we still enjoy promoting up and coming local drivers.

