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Biography

Travis Senter Jr. got a late start in his racing career compared to most young racers of today. In 1995 at the age of 16 he started racing ATV's on the Thunder/Nationals Circuit (Monster Truck Shows). Doing this at various sold out coliseums around the country fueled his



passion for Motorsports. In late 1995 he took his ATV antics to the dirt for the first time with very good results. Then in 1996, by a strange twist of fate his father ended up with a 250cc Micro Sprint Car. Racing that type of car for the next 3 years would prove that he had the ability, winning well over 50 races and racking up 3 championships at various venues. It was time to step up, and with the help of famed micro sprint chassis builder Mark Stallard; Travis found himself racing a 600cc micro sprint. These cars are almost capable of 100mph speeds and only fractions of seconds off the lap times turned by full-size sprint cars. Starting this in 1999 he only won 1 race that year, but was hooked.

Joining forces with engine builder Jon Fitzpatrick in 2001 gave Travis the boost of confidence he needed to win some of the biggest races in the country in his division. The prestigious World of Outlaws race at Granite City, IL was the first step in showing that he was capable of getting the job done, he followed this up with a monster effort at the first annual Outlaw Nationals at US 24 Speedway in Logansport, IN. Winning the race, coming from 11th starting spot in a stellar field, made the long trip to Indiana worthwhile. Travis took home 8 victories in 2001. In 2002 he won 15 races, the I-30 Speedway Fall Nationals \$1,000 to win, the ARK-LA-Tex Championship race in Louisiana, and the MSMS Championship.

In 2003 Travis showed his versatility winning at the lightning fast 3/8 mile Delta Bowl Speedway in Tunica, MS, the super tacky gumbo at Riverside Speedway in West Memphis, AR, and running 2nd in the \$3,000 to win Predator National Open in Silver Springs, Pennsylvania. All totaled he won 9 races in 23 starts, with a staggering 21 top-5 finishes, as well as the I-30 Speedway Championship.

It was time for bigger and better things, and with his families support, Travis bought a 360 Sprint Car to run at some of the local tracks. His first year in the Sprint Car ranks was a good stepping stone, racing in 16 Local events he amassed 4 top 10 finishes and learned a lot along the way. Not straying too far from the sponsors who helped him along in his 600cc micro sprint career, Travis kept racing and winning in his 600cc micro, taking home 4 victories in just 12 starts.

In 2005 Travis found himself running a full schedule of both 600cc and 360ci Sprint Car races. In the 600cc micro sprint Travis won 18 races in 29 starts, with 25 top-5 finishes. Even more impressive is his win total at Memphis Motorsports Park; 13 wins in 15 total races, not to mention the last 11 in successive order! Big wins included the World of Outlaw prelim 600cc race at Granite City, IL, the World of Outlaw Late Model prelim at Memphis Motorsports Park, the \$2,000 to win Mini-Sprint Classic at Clarksville Speedway in Clarksville, TN, and the \$1,000 to win Memphis Mini Sprint Nationals at Memphis Motorsports Park. In the 360ci Sprint Car Travis found he had the speed to run up front but just couldn't seal the deal and get his ever elusive first victory. Winning 4 heat races merely just wet his appetite for that feature win. Running in 26 races with 7 top-10 finishes doesn't sound too spectacular, but if look at the big picture it proves that 2006 could be a break out year for Travis Senter Jr.

Career Results

1995

- Started his racing career with ATVs.
- Won 2 of 6 races entered. Mostly indoor coliseums.

1996

- Raced both ATVs and 250cc Micro-Sprint.
- Won 10 features at Gosnell Kartway
- Won first career micro-sprint feature

1997

- Won 21 of 36 races in various tracks in the Mid-South in 250cc competition.

1998

- Won 24 of 37 races in various tracks in the Mid-South in 250cc competition.
- Won Gosnell Kartway 250cc Championship
- Won MSMMA 250cc Championship

1999

- Won 14 of 25 races in various tracks in the Mid-South in 250cc competition.
- Began racing 600cc Micro-Sprint, winning 1 of 6 races.

2000

- Ran limited 600cc schedule. Entered only 5 races (Championship caliber).

2001

- Full 600cc schedule. Won 8 of 17 races.
- Won World of Outlaws 600cc Preliminary Feature at Granite City, IL.
- Won Outlaw Nationals at Logansport, IN.

2002

- Full 600cc schedule. Won 15 of 24 races with an incredible 19 Top 2 finishes!!!
- Won I-30 Speedway Fall Nationals at Little Rock, AR.
- Won World of Outlaws 600cc Preliminary Feature at Farmer City, IL.
- Won Ark-La-Tex 600cc Championship in Minden, LA.
- Won MSMSA 600cc Championship
- 2nd Place finish at Outlaw Nationals in Logansport, IN.

2003

- Full 600cc schedule. Won 9 of 23 races with 21 Top 5 finishes!!!
- Won Hooker Hood Classic in Tunica, MS.
- 2nd at Arnie Knepper Memorial in Belleville, IL.
- 2nd I-30 Speedway Fall Nationals in Little Rock, AR.
- 2nd Predator National Open at Silver Spring Speedway in Carlisle, PA.
- Won 600cc Championship at I-30 Speedway in Little Rock, AR.

2004

- Ran limited 600cc schedule. Won 4 of 12 races with 9 Top 10 finishes.
- Won Comp Cams Nationals at Memphis Motorsports Park in Memphis, TN.
- Began racing a 360 cubic inch Sprint car. Ran a limited sprint car schedule with 5 Top 10 finishes in 16 races.

2005

- Raced full season in Both 360 Sprint Car and 600cc Micro
- Won 600cc Micro Championship at Memphis Motorsports Park
- Finished 10th in 360 Sprint Car Points at Memphis Motorsports Park
- Won 18 races in 600cc Micro
- Won 10 Straight races in 600cc Micro at Memphis Motorsports Park
- Won \$2,000 to win Mini Sprint Classic at Clarksville, TN
- Won World of Outlaws 600cc Preliminary Feature at Granite City, IL.
- Won \$1,000 to win Memphis Nationals in 600cc micro

Marketing Avenues

www.travissenter.com

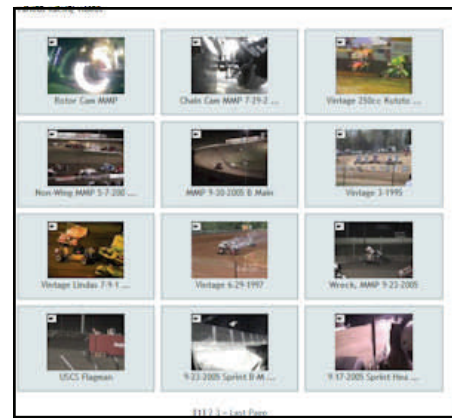
Travis has the ability to market your business in many venues. His website is maintained personally by the race team, and features up-to-date information regarding results, scheduling, etc. The website averages 12,000 hits per day and 120 unique visitors per day.

His Shop is fitted with a live camera, and is prominently displayed on the main page for all to see. This is one of the most talked about features we have on the site.

Videos are produced for every race and uploaded to the site each week. This allows him to give the fans, racing action they may have missed over the course of the weekend. He also has an in-car camera to gather great racing footage.



2005-2006 T-Shirts



Video Section



360 Sprint Car



600cc Micro Sprint

Racing Demographics

Race Fan Characteristics –Dirt America Online Study

GENDER

Female..... 30.96% Male 68.17%

AVERAGE AGE

Under 18..... 14.41% 19-25..... 28.82%
 26-35..... 28.38% 36-45..... 19.21%
 46 & Over..... 9.17%

EDUCATION

Non High School Grad..... 9.61% High School Grad..... 21.83%
 Some Vocational..... 17.90% Some College..... 23.14%
 College Grad..... 26.20%

AVERAGE INCOME

Less Than \$15,000..... 16.59% \$15,000-25,000..... 16.16%
 \$25,000-35,000..... 19.65% \$35,000-45,000..... 15.72%
 \$45,000 Or Above..... 27.07%

OCCUPATION CATEGORY

Blue Collar / Labor..... 28.82% Business Owner..... 8.73%
 Computer Related..... 10.48% Management..... 10.04%
 Mech./Elect./Vocational..... 13.97% Professional (Med / Law)..... 7.86%
 Retail Service..... 1.75% Sales..... 10.48%

RACE FAN DURATION

Less Than 1 Year..... 1.31% 1-3 Years..... 5.68%
 3-5 Years..... 13.97% More Than 5 Years..... 75.55%

FAN CATEGORY

Moderate Fan. 12.23% Serious Fan..... 38.43% Hard Core Fan..... 49.34%

EVENTS ATTENDED PER YEAR

Less Than 5..... 2.18% 5-10 Events..... 7.86%
 10-20 Events..... 11.35% Almost Every Week..... 78.60%

I support companies who sponsor race teams and choose their products or services whenever possible.

Strongly Agree 37.55% Agree 43.23% Neutral 16.16% Disagree 2.18%

I believe that sponsorship of race teams is important and necessary to the continuation of the sport.

Strongly Agree 78.60% Agree 16.59% Neutral 2.18% Disagree 0.87%
 Strongly Disagree 0.44%

I often find out about local businesses because of sponsorship or sponsorship promotions at the track.

Strongly Agree 28.38% Agree 46.29% Neutral 21.40% Disagree 1.75% Strongly Disagree 0.87%

Do you think the average race team does a good job promoting their sponsors?

They do a great job 29.26% Most do a good job 46.29%
 Many could do more 18.34% Most don't do a good job 4.37%

“The rule of thumb is that putting \$1,000 behind a race event or race team will generate the same exposure as \$10,000 in advertising.”

-WALL STREET JOURNAL

2006 Equipment and Crew

360 Sprint Car

Chassis	Maxim Chassis, 2 Complete cars and one kit car.
Engine	McCarver Engines, 2 Complete Engines

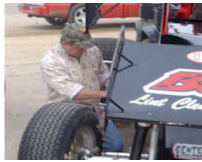
600cc Micro

Chassis	Stallard Chassis, 2006 Stallard Chassis built by Senter.
Engine	FTZ Racing Engines, 2 complete FTZ-R6 Multi Engines



Tommy Carter

Tommy is the "main man" he takes care of the car and makes sure everything stays clean. He also is in charge of tires; making sure we have the right stagger and grooving for the changing track conditions. As of the last part of the season I put him almost solely in control of the 600 micro program, so every time we raced that car he did most all the maintenance and changes need at the race track. He is a key addition to the team.



Travis Senter Sr. "Big Trav"

Big Trav is the official crew chief, he takes care of all the engine maintenance and provides a backbone of support for the entire team. Without him I wouldn't be where I am today. He's also one of the best at reconnaissance (finding out information from others), and this is very useful in certain situations. He's also not very bashful and can round up potential sponsors at the drop of a hat!



Bridget Senter

Bridget is the most important person in my life. She takes care of tons of things with the race team, such as doing the finances, tear-offs, suit cleaning, etc. She also helps me make important decisions and keeps me in-line!



Gordon May aka "Flash"

Flash is the jack-of-all-trades, he can fix almost anything (and can usually get it done before I have a chance to think about it). His nickname is just like his work ethic (in a Flash)! He helps out a ton at the track and relieves the pressure of running two classes. He's a one of a kind!



Aron Senter

Aron is the multi-media manager he takes care of all the great video footage I get to put on the website and DVD's I send to potential sponsors. He also does some computer work for me if I get jammed up. He also takes photos and is in charge of making sure we have all the line-up information at the track.



Clayton Simmons

Clay is the official transport driver. He gets us to the races and takes care of the maintenance on the hauler. .



Raymond Henard

Raymond is big part of our race team, not only is he a great sponsor, but he helps out quite a bit at the track. His specialty is finding potential problems on the race car, he can find the smallest things that I sometimes overlook. This is especially important when running for a championship when DNF's are just not acceptable. Raymond really likes building cars over the winter time, I've even found him staying later than I do working on cars and getting ready for the upcoming season.

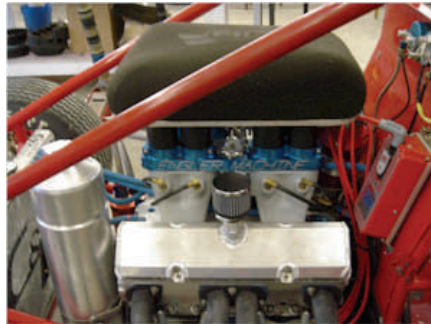
2006 Plans and Events

360 Sprint Car

- Run Majority of the USCS Mid-South Thunder Tour.
- Run several local events in Little Rock, AR West Memphis, AR and Surrounding tracks.
- Compete in any ASCS events in our region.
- Compete in the various Speedweeks events either USCS or ASCS
- Race at I-30 Speedway Short Track Nationals in October.
- Planning is still on-going as schedules are being finalized.

600cc Micro

- Start the season with the UMSA Tour in Corinth, MS on March 11th.
- Run the opening leg of the season at Thunder Ridge Raceway
- Compete at various UMSA \$1,000 to Win Events
- Run at Bolivar, MO \$3,000 O'rielly Spring Nationals on May 28
- Compete at Logansport, IN Outlaw Nationals in July
- Compete at \$10,000 to win 600 Nationals in Little Rock, AR September 15, 16
- Compete in Linda's Nationals Open in Jonestown, PA October
- Schedule is still being finalized



Contact Information

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