
DRIVE YOUR
NEXT CHAPTER
MUSTANG
CHALLENGE
FORD RACING
MCKEEVER
77
WHEELHOUSE
MICHELIN
IMSA
Ford
A WINNING PLATFORM FOR
DRIVERS WHO WANT MORE
WHEELHOUSE
MOTORSPORTS

THE OPPORTUNITY

Wheelhouse Motorsports and the IMSA Mustang Challenge offer a professional, championship-caliber platform for driver development, brand exposure and long-term success.

- CHAMPIONSHIP PEDIGREE
- PROFESSIONAL TEAM
- PROVEN PLATFORM
- REAL OPPORTUNITY



ABOUT WHEELHOUSE MOTORSPORTS

Wheelhouse Motorsports is the competitive racing division of Wheelhouse, the organization that has operated high-performance driving programs, Mustang Owner programs for Ford, and professional driver development for nearly two decades. What started as an infrastructure built to put people behind the wheel of the world's best performance vehicles evolved into something the team couldn't ignore: the ability to race them.

Wheelhouse doesn't just market performance platforms. The race team lives inside them, prepares them for competition, and takes them to the grid. Today, Wheelhouse Motorsports competes in both the IMSA Mustang Challenge and the World Racing League, fielding a multi-car effort in the Mustang Challenge and running GTO-class Mustang GT4s in WRL endurance competition.

Every race weekend is an extension of the same operational discipline that has defined Wheelhouse since 2006: show up prepared, execute at a professional standard, and let the work do the talking.

18+ YEARS
High-performance operations

100+ YEARS
Combined crew experience

PROVEN PROGRAM
Engineering, preparation, and support

DRIVER DEVELOPMENT
From track days to the podium

THE IMSA MUSTANG CHALLENGE

A SINGLE-MAKE SERIES. A GLOBAL ICON.

The IMSA Mustang Challenge is a professional, single-make racing series featuring the legendary Ford Mustang Dark Horse R. It's the next step in Ford's performance racing ladder, providing a competitive, cost-effective platform for emerging and established drivers alike.

Ford RACING

MUSTANG CHALLENGE

IMSA

ICONIC
MUSTANG DARK HORSE R

PROFESSIONAL
IMSA SERIES

HIGH-VISIBILITY
RACE WEEKENDS

GROWING FANBASE
& MEDIA COVERAGE


PRECISION.
PERFORMANCE.
POSSIBILITY.
WHEELHOUSE
77
FORD RACING
RNR
WHEELHOUSE
MOTORSPORTS

OUR 2027 PROGRAM

COMPETE. DEVELOP. WIN.

Wheelhouse Motorsports is currently assembling its 2027 Mustang Challenge lineup, planning to field a 2–3 car campaign. Space is limited, so drivers interested in joining the program should act now to secure their opportunity.

- 2027 IMSA Mustang Challenge Schedule (full schedule on next slide)
- Professional team support and engineering
- Driver development and coaching
- Goal: Race wins, podiums and championship contention



2027 RACE SCHEDULE

ICONIC TRACKS. NATIONAL EXPOSURE.

DATE	EVENT	LOCATION
JANUARY 22-24	DAYTONA INTERNATIONAL SPEEDWAY	DAYTONA, FL
MARCH 17-19	SEBRING INTERNATIONAL RACEWAY	SEBRING, FL
APRIL 30-MAY 2	WEATHERTECH RACEWAY LAGUNA SECA	SALINAS, CA
AUGUS 20-22	VIRGINIA INTERNATIONAL RACEWAY	ALTON, VA
SEPTEMBER 10-12	CIRCUIT OF THE AMERICAS	AUSTIN, TX
OCTOBER 6-8	ROAD ATLANTA	BRASELTON, GA



PRIME VENUES

NATIONAL TV & STREAMING COVERAGE

ENGAGED FANBASE

BRAND EXPOSURE

SPONSORSHIP & PARTNERSHIP VALUE

A HIGH-PERFORMANCE PLATFORM FOR YOUR BRAND

Partnering with Wheelhouse Motorsports puts your brand in front of a passionate, affluent and engaged automotive audience - on and off the track.



ON-TRACK BRAND VISIBILITY

Car livery, crew uniforms, pit displays



MEDIA & DIGITAL EXPOSURE

TV. streaming. social and PR coverage



HOSPITALITY OPPORTUNITIES

Client entertainment and VIP experiences



AUTHENTIC BRAND ALIGNMENT

Performance, innovation and driving passion

REAL RACING. REAL PEOPLE. REAL IMPACT.

DRIVER DEVELOPMENT

BUILDING DRIVERS FOR WHAT'S NEXT.

We are committed to helping drivers grow, compete and reach their potential - with the support, data and coaching they need to succeed.

- Professional-level preparation
- Coaching and data analysis
- Pathway to higher series
- A team invested in long-term success



JOIN THE TEAM

WHERE THE SHIFT HAPPENS

Partner with Wheelhouse Motorsports and be part of a winning future in the IMSA Mustang Challenge.
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LET'S RACE TOGETHER

WHEELHOUSE
MOTORSPORTS