



Holley

PERFORMANCE BRANDS

Holley Performance Brands Set to Reach One Million Enthusiasts Across 2025 Event Season

February 20, 2025

Lineup builds on record-setting 2024 event season and includes exciting new experiences for truck enthusiasts

BOWLING GREEN, Ky.--(BUSINESS WIRE)-- [Holley Performance Brands](#) (NYSE: HLLY), a leader in automotive aftermarket performance solutions, announced the schedule for its highly anticipated 2025 flagship event season. Showcasing the company's expansive brand and product portfolio, Holley's experiential marketing events attract enthusiasts from across the nation who want to experience the power and performance of the automotive aftermarket.

Holley's 2025 Event Announcement

Holley Performance Brands looks ahead to highly anticipated 2025 flagship event season. (Graphic: Business Wire)

Holley is building on last year's record-setting event season with a lineup that brings back the popular events enthusiasts love and introduces exciting new experiences that appeal to an even wider range of participants and spectators. Encompassing five flagship events between April and September, the events have been carefully crafted to excite and engage enthusiasts across virtually all vehicle platforms in the company's four consumer vertical groupings of Domestic Muscle, Modern Truck & Off-Road, Euro & Import and Safety & Racing.

"The automotive aftermarket is built on the enthusiast community, and our flagship events are one of our richest ties to that community," said Matthew Stevenson, President and CEO, Holley Performance Brands. "Our events allow us to connect directly with the consumers who use our products and glean valuable insights that help us continue to innovate platform solutions that meet their evolving needs. These events are a powerful example of how we fulfill our mission to bring more performance, safety, fun and excitement to automotive enthusiasts."

Blockbuster 2025 Event Lineup

The 2025 event season starts in April with the [award-winning](#) Holley LS Fest West at Las Vegas Motor Speedway (April 25-27). The show infuses a uniquely fun west coast vibe into its popular lineup of off-road truck racing, drifting and quarter mile drag racing, with the country's top autocross machines and plenty of trackside excitement on hand.

One month later, Holley LS Fest Texas returns to Texas Motor Speedway in Fort Worth (May 16-17) for an action-packed two-day event featuring a car show, high-speed drifting on the inside road course and drag racing on the pit road of the famous Texas oval. Truck enthusiasts won't want to miss the thrilling Truck Shootout, as the search continues for the fastest trucks in the country.

The excitement shifts to Holley's hometown in September, beginning with LS Fest East at Beech Bend Raceway in Bowling Green (September 5-7). More than 44,000 people attended LS Fest East in 2024, marking the largest event in LS Fest's 15-year history. The stage is set for an even bigger fest in 2025 with the **debut of Ultra4 Off-Road Racing**, a brand-new, high-energy event offering adrenaline-fueled excitement for Modern Truck & Off-Road adventure seekers.

Notably for 2025, Burn Out Wars will expand from LS Fest Texas to be a featured event at all three LS Fests, as Holley partners with some of the industry's top influencers from around the country and beyond to find the very best purpose-built burn-out machines.

Mopar enthusiasts will want to save the date for Holley MoParty, back for a sixth year at Beech Bend (September 12-14), with stunning Mopar classics and the fastest late model Mopars in the country competing in their own car show, drag race, autocross and more.

Rounding out the event season, the Holley Ford Festival will return to Beech Bend this fall (September 26-27). After several years as a proud partner of the NMRA World Finals, Holley is taking over full hosting duties in 2025 and planning an expanded, action-packed lineup of activities and exhibitions that celebrate all things Ford – from classic muscle to modern Mustangs, Broncos and F150 trucks.

Beyond its flagship events, Holley Performance Brands is set to showcase its leading performance solutions portfolio later this year at [SEMA](#) in Las Vegas (November 4-7) and [PRI](#) in Indianapolis (December 11-13), and has confirmed sponsorships and participation in more than 50 enthusiast events nationwide. Holley's presence at these events is amplified across our social media networks in an effort to bring the experience to those enthusiasts who are unable to attend the live events.

2025 Holley Flagship Event Schedule

- [LS Fest West](#) : Las Vegas Motor Speedway, April 25-27, 2025
- [LS Fest Texas](#) : Texas Motor Speedway, May 16-17, 2025
- [LS Fest East](#) : Beech Bend Raceway Park, September 5-7, 2025
- [MoParty](#) : Beech Bend Raceway Park, September 12-14, 2025
- [Ford Festival](#) : Beech Bend Raceway Park, September 26-27, 2025

For more information about Holley's lineup of flagship events in 2025 and ticket information, click [here](#).

For more Holley company news, click [here](#).

Certain statements in this press release may be considered "forward-looking statements" within the meaning of the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995. Such forward-looking statements are subject to risks, uncertainties, and other important factors which could cause actual results to differ materially from those expressed or implied by such forward-looking statements, including but not limited to Holley's ability to (1) successfully design, develop, and market new products, (2) maintain and strengthen demand for our products and brands, (3) execute on strategic and operational initiatives, including the events described above, and (4) and the other risks and uncertainties set forth in the Annual Report on Form 10-K for the year ended December 31, 2023 filed with the U.S. Securities and Exchange Commission ("SEC") on March 14, 2024, and in any subsequent filings with the SEC.

About Holley Performance Brands

Holley Performance Brands (NYSE: HLLY) leads in the design, manufacturing and marketing of high-performance products for automotive enthusiasts. The company owns and manages a portfolio of iconic brands, catering to a diverse community of enthusiasts passionate about the customization and performance of their vehicles. Holley Performance Brands distinguishes itself through a strategic focus on four consumer vertical groupings, including Domestic Muscle, Modern Truck & Off-Road, Euro & Import, and Safety & Racing, ensuring a wide-ranging impact across the automotive aftermarket industry. Renowned for its innovative approach and strategic acquisitions, Holley Performance Brands is committed to enhancing the enthusiast experience and driving growth through innovation. For more information on Holley Performance Brands and its dedication to automotive excellence, visit <https://www.holley.com>.

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