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2017 Minimizer Bandit Big Rig Series Race Season Delivering Significant Trucking Industry Exposure

Blooming Prairie, MN, April 27, 2017 – “Circle Track Truck Racing is back!” exclaimed [Minimizer](#) CEO and Chief Visionary Officer Craig Kruckeberg at [Heavy Duty Aftermarket Week](#) in Las Vegas, Nevada. Kruckeberg was announcing the much-anticipated launch of the inaugural 2017 season of the [Bandit Big Rig Series](#).

The season kicked off March 25 at the iconic Hickory Motor Speedway in Newton, North Carolina. \$50,000 of prize money is available at every race. Fast paced crashes and spinouts are common. Drivers are awarded extra points for passing.

Billing itself as the “workin’ man’s race series” the rules are structured to make the Bandit trucks affordable and accessible. The series touts that “you can’t buy a win.”

The formula is proving to be successful and the Minimizer Bandit Big Rig Series is thriving. “Our objective is to raise the awareness of the heavy duty trucking industry and provide marketing exposure and R&D opportunities for our sponsors,” Kruckeberg said during a recent interview.

It is widely known the trucking industry is struggling to attract the next generation of drivers, owners, manufacturing and support workers. Trucking isn’t seen as “cool” by millennials. The Minimizer Bandit Big Rig Series provides that conduit. “The family entertainment approach of this series creates that opportunity,” says Brian Madsen, Director of Operations.

Exposure thus far has been significant. The website, www.banditseries.com, has nearly 15,000 page views in the first quarter alone and Facebook impressions are well over 2 million. Those results are with only one race.

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"I'm excited the trucking industry finally has its own racing series," stated Kruckeberg. "It doesn't get more grassroots than this!"

The inaugural 2017 season will take place in the eastern and central United States. The series wants to expand west by 2019 to establish a national "King of the Bandits".

The full 2017 race schedule and track locations can be viewed at www.banditseries.com/schedule.

About Bandit Big Rig Series

The [Bandit Big Rig Series](http://www.banditseries.com) returns big rig tractor truck racing to the short track in the United States. The series was designed to be affordable and accessible for anyone wishing to put together a race team.

For additional information please contact Brian Madsen at (507) 676-6627, and visit www.banditseries.com.

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