

Ontario Speedway eager to work with the 2023 ASBR Series

Ontario Speedway trio Ronda Gibbons, Dusty McReynolds and Ron Dillon say they are excited to run sprint boat racing under the 2023 American Sprint Boat Racing association.

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March 29, 2023

“The Ontario Speedway team thinks it so cool that we are going with the ASBR (American Sprint Boat Racing) this year,” said Dusty McReynolds, the track’s new Infrastructure Development Manager. “I think our race fans are going to really enjoy the expanded track and the professional class of racers that have been put together under the ASBR banner. We think we are going to see the quickest times possible on this track, which is sure to bring out the best show possible.”

“We met the ASBR team when we attended our first Port Angeles, Washington races this last season. It was mind-blowing how organized the track was run and the spectator draw was unbelievable,” said Ronda Gibbons, Ontario Speedway’s General Manager. “We are duplicating their approach for venue installation and to the running of their race format. We have reduced our learning curve and improved on our venue taking advantage of their winning formula.”

The American Sprint Boat Racing Association, ASBR, announced the launch of a professional, point series that will connect two ASBR sprint boat racing tracks with racers competing for cash and points towards season championship. The 2023 Series dates and locations are: Port Angeles, Washington, July 29-30, Ontario, Oregon August 12-13, Port Angeles, Washington September 9-10, and Ontario, Oregon September 30-October 1, 2023.

The ASBR principal partners who head the operations, Dan Morrison, and Doug Hendrickson, have restructured the organization by adding a new principal, Gary Longley, who will lead as the Director of Business Development. Doug Hendrickson stated, “With Gary’s history as owner of Longley Motorsports Marketing, and his having worked with some of the biggest motorsport’s names as



the key promotions figure for Pacific Raceways it was an easy decision for ASBR.” Dan Morrison said, “His years of experience in the race world combined with his energy to drive hard towards our future goals is what we need to grow this sport outside of the Pacific Northwest.”

As the founder of EF-65 Hand Cleaner, Longley has sponsored multiple forms of major motorsports teams from NHRA to NASCAR. “After I attended my first ASBR sprint boat race in Port Angeles, I was hooked instantly after

seeing the unbelievable driving skills of these racers,” said Gary. “This is the most exciting sports competition I have ever witnessed. I am honored to be a part of ASBR and believe my experience will facilitate the growth of this extreme sport across the country, where race fans can watch this exhilarating event up-close and live.” Longley announced that through his initial business development relationships, he brought in a new partnership with Stihl Corporation, by signing of a multiyear contract as a new series title sponsor.



are many moving parts to the current track expansion, which includes a huge grass and sprinkler installation. We live in the high desert in Eastern Oregon, so this is no small feat.”

The ASBR will be finalizing the other track negotiations currently in the works, and those will be announced for the 2024 season. Check updates at their website www.asbracing.com

Ontario Speedway will be making monthly news announcements with each additional, new event feature and finalized partnership. The 2023, marketing and promotions efforts currently underway are geared to attract the best products and services categories that fit into our fan base demographic who are drawn to the exciting nature of this outdoor motorized sport. For more information contact my office at Cherrada@ontariospeedway.com, or (208) 781-2258.



Another positive characteristic of this motorized sport is that it helps build economies and communities around the racetrack facilities. The target customer centers around families and people of all ages. The unique aspect of this motorized racing sport is that women make up 50% of the teams, which is unheard of in other motorized sports categories. Ron Dillon said, “that our new race format is a two-day event. The first day, Saturday, is designated for qualifiers, with the second day, for eliminations and finals. There