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Edelbrock® Continues Ida Zetterström Partnership Into NHRA With JCM Racing

Olive Branch, MS – Edelbrock, a leading manufacturer of automotive aftermarket parts, is proud to continue its ongoing partnership with 2023 FIA Top Fuel Champion Ida Zetterström as she moves to the United States to compete in the National Hot Rod Association (NHRA) Mission Foods Drag Racing Series. Zetterström is slated for a late-summer debut, competing for Rookie of the Year with JCM Racing.

Edelbrock's support of Zetterström began with a meeting at the 2021 Performance Racing Industry (PRI) Show. She was transitioning to Top Fuel after breaking barriers and setting records on her way to back-to-back championships in the Scandinavian Super Street Bike class. Edelbrock became an associate sponsor of her RF Motorsport T/F dragster for 2022 when they set a European record of 3.782 seconds in Zetterström's first event, then went on to win the second. Edelbrock stepped up to the primary sponsor in 2023, where Zetterström and RF reset the ET and speed records, numerous number 1 qualifiers, and only lost one round on their way to the championship.



“Edelbrock is proud to support Ida in her quest for world domination as she crosses the pond to compete in the NHRA,” said Edelbrock Group Vice President of Sales and Marketing Mark Campbell. “We need more people like Joe Maynard to help this sport grow. He recognized Ida's talent and passion to give her this opportunity. We are happy to continue supporting Ida, her new teammate Tony Schumacher, and JCM Racing through our iconic brands in 2024.”

“It is such an honor to announce that I am partnering with Edelbrock this year as I join the NHRA circuit for the first time,” said European T/F Champion Zetterström. “Edelbrock has been such a huge part of my success in Europe. It's one of those brand names embedded into drag racing, and I'm truly honored to have that association as I make my NHRA debut.”

The associate partnership agreement with JCM Racing will see Edelbrock's branding appearing on Zetterström's 12,000-horsepower Top Fuel dragster, fire suit, and team crew shirts once she begins racing. Additionally, Edelbrock branding will be on Tony Schumacher's Leatherwood Distillery Top Fuel dragster throughout the 21-race NHRA Mission Foods Series season.

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