

A Decade of Dominance

A look back at 10 years of the AMSOIL partnership with Scheuring Speed Sports

Every year on Thanksgiving weekend, the world's best snowmobile racers bring their intense, high-flying act to the tip of Lake Superior for the annual AMSOIL Duluth National. For the past few years, Friday night has been a high-stakes game of showmanship and competition. At stake are 10 invitations to the Winter X Games snocross competition and the bright lights and exposure that come with a prime time showing on ABC.

In 2006, things weren't going the way AMSOIL/Scheuring Speed Sports team owner Steve Scheuring had planned. Confidence, set-ups and engines were all missing a beat and it took a winter of discontent to scrap the plans and refocus for the start of a new season. A rededicated mod program, a reworked crew and a refocused pair of talented drivers, Dennis "D.J." Eckstrom and Shaun Crapo, allowed Team AMSOIL to have high hopes for the 2007-08 campaign. Many had written off the Scheuring team heading into the opening weekend of racing, except for the team members inside the 53' hauler and a title sponsor that has stood behind a visionary for the past decade.

In watching the AMSOIL sleds take practice laps in preparation for the Winter X qualifying rounds, one could see the revitalization of a proud program and instantly know that Team AMSOIL was going to make some noise. Eckstrom and Crapo silenced all critics. Eckstrom, after winning all three of his qualifying heats, became the hometown favorite to win the first final of the night. After grabbing the holeshot, Eckstrom powered his 600cc Polaris to the front and didn't look back, winning in dominant fashion by more than a half lap over the rest of the field. The usually reserved Eckstrom even capped off his comeback with an over-the-handlebars "heel clicker," exciting the scores of family, friends and fans on hand. Crapo, watching intently during the first final, took a cue from the veteran Eckstrom's victory run and found the same fast lines in his race. The second-year rider for Team AMSOIL busted away from the pack on the first lap and never looked back, winning by a dozen sled lengths over the second place rider.

Scheuring, ever the optimist, sees the wins as a pair of statements to the rest of the field that not only is the AMSOIL team going to be back on top this season, but they are going to be the team to beat in every race. It's that dominance that has followed the team since it changed professional snowmobile racing by creating the first independent race team in 1998. The unprecedented decision by Scheuring shocked the world of snocross by breaking it out from the normal practice of factory-owned teams. His ambitious move paired an independent team, Scheuring Speed Sports, with a major corporate sponsor, AMSOIL INC., for the first time and set the standard for other teams to live up to. That was defining moment number one.



D.J. Eckstrom has been the main rider for Team AMSOIL for the past nine years.

Defining moment number two came at the 1999 ESPN Winter X Games when the team rode off with the gold medal and proceeded to carry their success through the season, wrapping up with an overall second place finish in the points championship. Scheuring's shocking and inspiring year proved that when he and his team show up, they mean business.

"I have been involved in racing since I could afford my first race snowmobile, and I truly love it," said Scheuring. "The sport was ready to explode, and I wanted to have my own team and associate myself with sponsors that make products I believe in. Quitting my 'real job' and going for my dream was a huge leap of faith and really scary, but after the completion of our first year, I knew I had made the right decision."

Scheuring and his team haven't looked back since that first year. They also haven't strayed from what made them successful to begin with: hard work and fierce loyalty. From the beginning, Scheuring Speed Sports has been corporately sponsored by AMSOIL, and this partnership of nearly 10 years has demonstrated Scheuring's commitment to practicing what he preaches.



Shaun Crapo expects a high-flying sophomore season with Scheuring Speed Sports.



Steve Scheuring is more than willing to bring his race hauler to events away from the snocross arena, such as this AMSOIL Late Model Series race in 2007.

“Loyalty and dedication are a huge part of who I am,” said Scheuring. “This is a team based on integrity, and we are in it for the long haul. I am very proud of what I have accomplished. Being able to maintain the same sponsors and drivers for these lengths of time is very rare in motorsports. I’ve always told people that if they are loyal to me, I will always be loyal to them. It seems to pay off in the long run.” Scheuring Speed Sports has also enjoyed eight-year partnerships with the Air Force and Polaris and a six-year partnership with Red Bull.

Jeremy Meyer, AMSOIL Race Program Manager, echoed Scheuring’s comments. “When Steve presented his proposal to AMSOIL 10 years ago, the company recognized a great opportunity and saw in Steve Scheuring a man who believed in snowmobile racing and believed in AMSOIL products,” said Meyer. “Steve helped shape the way AMSOIL looks at sponsoring race teams. He brings professionalism, dedication to all of his sponsors and responsibility to himself and the sport.”

It hasn’t been all work and no play for Scheuring. He and his team have had some once-in-a-lifetime experiences thanks to all of their hard work. In 2006, Scheuring had the opportunity to fly in an F16 jet with the U.S. Air Force, and riders D.J. Eckstrom and Shaun Crapo enjoyed that same opportunity in 2007. They also have been distinguished guests at NASCAR races and visited the Orange County Choppers shop when O.C.C. built the Air Force bike. Another pioneering accomplishment was being the first team to race the Polaris IQ chassis and aid its development. What’s next for Scheuring? Golfing with basketball legend Michael Jordan.



Being the first independent race team with a 53’ trailer, Scheuring usually garners the prime parking spots at WPSA events.

craft and continue the winning ways for Team AMSOIL when the WPSA returns to racing on January 11-13 at Canterbury Park in Shakopee, Minn.



Scheuring is a hands-on team owner, constantly giving feedback to his talented riders.

In reality, the fun comes from all of the hard work that Scheuring and his crew have put into Scheuring Speed Sports. Not only were they the first team to show up to races with a full-size transporter, pit shirts and matching support vehicles (now the industry standard), but they also redefined roles and responsibilities in snocross racing. “Having an independent team allows the manufacturer to focus on the development and design of a great race sled, rather than having to focus their time on the logistics associated with running a race team,” said Scheuring.

It’s this focus that Scheuring, his crew and his drivers are more than willing to undertake. For the upcoming season, Scheuring has all the confidence in his off-season changes and will return to work looking to perfect his chosen

Bikes Boost Land Speed Records in Bonneville

Records become official for AMSOIL-sponsored team



Fred Hayes and HDT USA set two new diesel motorcycle land speed records at Bonneville last September.

Fred Hayes knows a thing or two about record-setting runs. The president and CEO of Hayes Diversified Technologies (HDT USA) headed to the 2007 Bonneville BUB Motorcycle Speed Trials with eight world records and four national motorcycle land speed records in his back pocket. Hayes wanted a few more to hang on his wall and asked AMSOIL to help him get there.

Hayes and HDT USA set two new national and international records at Bonneville last September. Those records were recently certified by the American Motorcyclist Association (AMA) and are now considered official. Rider Bryon Schmidt set a new record in the 750 MPS D class of 103.321 miles per hour, breaking the old standard of 101.617 mph. Hayes also collected a record of his own in the 750 MPS DB class, driving his bike 110.432 mph to eclipse the old record of 105.147 mph.