

IDA ZETTERSTRÖM

Top Fuel racer



THE HISTORY

Ida Zetterström

Born in Sweden, **Ida** grew up at the racetracks around Scandinavia where she started racing in the Jr. Dragster class at the tender age of eight. After mastering the half-scale versions of the 11,000 horsepower Top Fuel Dragster she pilots today, Ida spent the next several years working her way up the drag racing ranks where she found success at every level.

She earned multiple race wins on both two-wheels and four, and in 2019, Ida won her first of two consecutive Super Street Bike championships, making her the first woman and youngest competitor to win the European two-wheel title.

Ida's ultimate goal was always to race in drag racing's premier category - **Top Fuel Dragster**. In 2021 she earned her Top Fuel license, running a stunning 3.86-second pass to 1000-feet, the quickest FIA licensing run in history. In early 2022, Ida became the first driver in Europe to run a sub-3.8-second pass. She held the European elapsed time (E.T.) record until 2023 when she bested her run with a time of 3.77 seconds, while also setting a new European speed record of 321 mph. Ida went on to win all but one elimination round that year en route to being crowned the 2023 FIA European Top Fuel champion.

While Ida was happy with her European success, she had her sights set on competing in the world's most prestigious and highly competitive drag racing series, the National Hot Rod Association (**NHRA**). She relocated from the Aland Islands in Finland to the Indianapolis area in January 2024 and made her NHRA Top Fuel debut with JCM Racing later that summer.

In her first professional outing, Ida made a major statement when she defeated a multi-time champion to advance to the semifinal round. At the end of her rookie season she was named 'Best New Talent' by NHRA's National Dragster publication, an award voted on by the fans.



NHRA DEBUT

She's here



Ida fits right in! -Kelly Wade, National Dragster

"Qualifying for every event since their start, going rounds and constantly improving on their performance, Ida and her team have shown that they can run with the best of the best. The Zetterström/Schaffer driver/crew chief duo and team are not to be taken lightly on raceday."

44 The next step

“To call Zetterström the 2023 European drag racing champion is simultaneously accurate and an understatement.

She didn't eke out a close-fought victory over her competition – she dominated them.

Zetterström lost in an elimination round just once in the entire season. Moreover, she broke the European record for the fastest race time. With nothing left to prove in Europe, earlier this year she headed westward.”

Joseph Palmer - [The Guardian](#)





"Her belief that hard work, networking, and a willingness to explore diverse opportunities can lead to success serves as a powerful reminder that the path to achievement is rarely linear. With her unwavering commitment to excellence, Ida is not only paving the way for herself but also encouraging future generations of women to chase their dreams in motorsports."

Alice Jukes - Shift the gears

"Ida Zetterström is a generational opportunity for any major sponsor. Her dedication and ability to learn, great looks and personality, poise and character make her an international racing icon for many years to come." *Tim Hailey - Eatmyink media*

MAKING WAVES

"Ida Zetterström is Champion Material"
- Drag Illustrated Magazine



"She really understands how to maximize our presence through her social media channels in ways that are quantifiable to us. We can clearly see the value of our partnership, so it is important to us to keep this relationship going regardless of where Ida is currently based."

*Peter Larsson -
Klintbergs & Way parts, Europe*

"Despite her limited time with the car, the team's performance on the track is impressive. As she continues to make her mark in the NHRA, it's clear that she's just getting started. The road ahead is long, but if her debut is any indication, she is more than ready to take on whatever comes next."

Phil Burgess - National Dragster





Racing



Marketing



Business

INDUSTRY EXPERI

44 A sponsor's favorite

"Ida's personality is one that keeps her always in motion, always learning, and always trying new things.

In whatever she does, she doesn't just want to participate - she wants to compete and wants to dominate.

She considers herself stubborn in that regard.

However, despite being one of the most driven people you could ever meet, Ida is one of the most approachable, bubbly, down-to-earth, personable people on the planet. That is something that will help in her drive toward the next goal."

Shawn Brereton - Edelbrock group



Social MEDIA



▶▶ STRONG FANBASE

With more than **250K social followers**, Ida has one of the most robust fan bases in professional drag racing. Her social media savviness has enabled her to procure a strong and loyal global fanbase, who follow her journey across several platforms.

▶▶ YOUTUBE HIGHLIGHTS

Ida is an ambassador for **Dodge Europe** and the host of Dodge Official's latest YouTube Series IN//OUT, which boasts nearly 500K views per episode and has already produced two seasons.

▶▶ AMBASSADOR

A member of the **Drag Illustrated 30 under 30 list**, a standout racer and a social media expert; Ida is the authentic, engaging and camera-ready profile that the big brands crave.

TRADITIONAL

Media

▶▶ SPREADING THE WORD

From various TV, print, broadcast appearances both in the U.S. and abroad, throwing out the first pitch at an Indy Indians game, to writing an in-depth blog series for Autoweek and filming the popular YouTube series IN//OUT by Dodge, Ida is on publicity overdrive to promote the sport.

▶▶ WORLD WIDE

Despite her busy schedule Ida has squeezed in several trips back to Europe to promote the sport, her sponsors and NHRA at everything from World series of Super bike in Italy and the Netherlands, NitrOlympX in Germany, and serving as Team Captain for Sweden in FIA Motorsport games in Spain.

▶▶ NHRA

In her debut race Ida won her first elimination round on U.S. soil by powering to a holeshot victory and raced to a semifinal finish in front of packed grandstands and over 1.5M TV viewers.

In 2024 NHRA reported more than 26.5 million viewers on FOX/FS1, and 109M subscribers across NHRA's various social media platforms



BRAND VALUE

Ida Zetterström



A BRAND ACCELERATOR IN EVERY WAY

Global Appeal: European champion, NHRA rising star

High EMV Return: \$22.6M EMV with proven sponsor lift

Diversity in Motorsports: Represents a rapidly growing interest in female racers – 40% of NHRA fans support women in top-tier drag racing

Elite Access: Content from NHRA pits, media days, and Dodge activations

Authentic Voice: Combines performance, personality, and professionalism

Diverse Audience Reach: Female athletes can engage both traditional motorsport fans and new demographics, expanding a brand's reach.

High Earned Media Value: Female racers often attract significant media attention. For instance, Ida Zetterstrom has achieved an Earned Media Value (EMV) of \$22.6 million, showcasing the substantial exposure potential for sponsors.

- EMV numbers extracted for NEWS & BROADCAST only. Social media separate EMV. SOURCE: Meltwater | Klear

"Ida delivers more than speed – she delivers stories, fans, and real ROI"

-Dodge



RACING B2B

Connections

▶▶ A PLACE TO CONNECT

Our VIP hospitality offers a great opportunity for partners to build relationships with other companies in the industry. It also serves as the perfect entertaining backdrop and incentive-based offering for high-value customers and employees. Many sponsors have laid the foundation to some of their most high value deals of the year in our hospitality area and some of our strongest B2B connections have been made right here at the track.

▶▶ A WORLD WIDE NETWORK

This past seasons we have been able to help set global manufacturers up with a network of dealers that fit their wanted market grounds while also helping several of our partners to find new distribution channels for their products. These are just some of the ways we work together with our partners on a B2B level that benefits all.

▶▶ MORE OPPORTUNITIES

As a business owner with a background in management and marketing, Ida has the mindset and ability to deliver for her partners in creative and meaningful ways. She is relentless in her pursuit of making sure her partners see a solid ROI and works hand-in-hand with her partners and their marketing teams to create tailored campaigns that deliver results.

"We love the chance to find new opportunities for our sponsors, on and off the track." - Ida



THE FUTURE

Ida Zetterström



IDA IS AN NHRA WORLD CHAMPION IN THE MAKING

Her journey to the NHRA Top Fuel ranks has been marked by relentless work, dedication, and an unyielding passion for the sport. Reporters quickly let the world know that Ida lived up to the hype as she made her NHRA Top Fuel debut. She is a rising star on and off the track as she masters driving the 11,000 hp dragster as well as she handles the live interviews and media hype. Her bubbly personality and passion for the sport shines through in all she does. Ida has made it clear she doesn't just want to compete, she wants to make history.

Despite only running a campaign of eight races out of the 20-event season in 2024, Zetterström's dedication, steadfast work ethic, and passion for the sport were evident and earned the attention of NHRA's fanbase who selected Zetterström for the Best New Talent award.

LET'S *Together* WORK

"I want to be part of growing the sport of Drag Racing and make big waves on and off the track.
I'm excited to grow with my partners and make history, together."



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