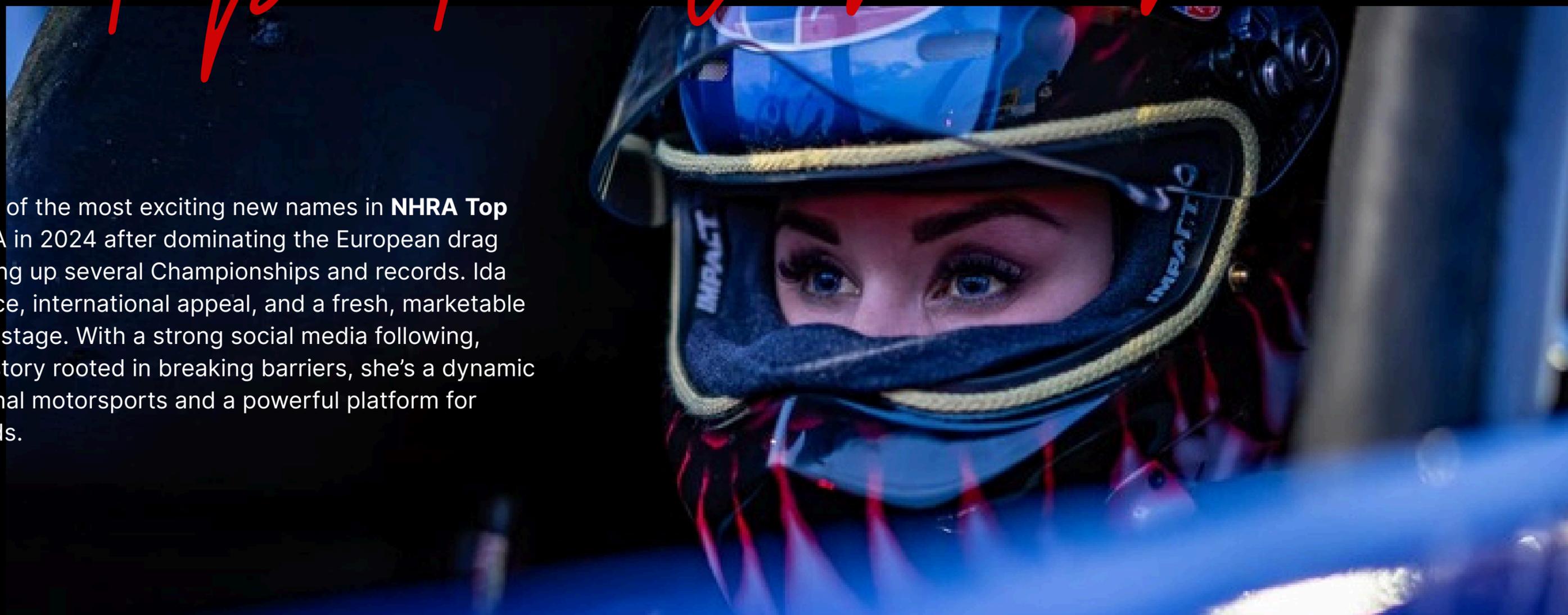


IDA ZETTERSTRÖM

Top Fuel racer

Ida Zetterström is one of the most exciting new names in **NHRA Top Fuel**. Debuting in NHRA in 2024 after dominating the European drag racing scene and picking up several Championships and records. Ida brings elite performance, international appeal, and a fresh, marketable presence to the NHRA stage. With a strong social media following, bilingual reach, and a story rooted in breaking barriers, she's a dynamic new force in professional motorsports and a powerful platform for forward-thinking brands.



THE HISTORY

Ida Zetterström

Born in Sweden and raised around racetracks across Scandinavia, Ida Zetterström began racing at just eight years old in Jr. Dragster. She quickly progressed through the ranks, earning wins on both two and four wheels, and in 2019 became the first woman and youngest competitor to win the Scandinavian Super Street Bike championship - and she went on to do it twice.

Her lifelong dream was Top Fuel dragster, drag racing's premier category. After earning her Top Fuel license in 2021 with the quickest FIA licensing run in history, she went on to break European records for elapsed time (3.77 seconds) and speed (321 mph), and captured the 2023 FIA European Top Fuel championship.

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**). In 2024, Ida moved to the U.S. to chase her NHRA dreams, debuting with JCM Racing in the late summer. She immediately turned heads by reaching the semifinals in her first NHRA race and was later named Best New Talent by NHRA's National Dragster magazine, an award voted on by the fans.





RACING B2B

Connections

▶▶ A PLACE TO CONNECT

With us, hospitality isn't an add-on - it's an essential part of the partnership experience. Our pitside hospitality program offers guests an exclusive, behind-the-scenes pass into the heart of NHRA drag racing, placing your brand at the center of one of the most thrilling environments in motorsports.

Set within our fully branded, premium hospitality space, guests enjoy VIP treatment just steps away from the 330+ mph Top Fuel pit action. This immersive setting includes catering, private meet-and-greets with drivers Ida Zetterström, team tours, and the opportunity to witness live pit action as our crews rebuild engines between rounds.

Whether hosting clients, rewarding employees, or creating high-value networking opportunities, our hospitality delivers memorable, high-energy experiences that forge real connections - making it one of the most powerful B2B tools in the NHRA.



Social MEDIA



256K+



181K+



80K+



4.6K+

13M

Social Media views
last 28 days



▶▶ STRONG FANBASE

With more than **500K 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 & TV HIGHLIGHTS

Ida is an ambassador for **Dodge** and the host of Dodge Official's YouTube Series IN//OUT, which boasts nearly 500K views per episode and has produced two seasons. She is also one of the main personalities in NHRA's new TV series 'Chasing Speed' on VICE TV.

▶▶ AMBASSADOR

A member of the **Drag Illustrated 30 under 30 list**, National Dragsters **2024 New Talent of the year** winner, a standout racer and a social media expert; Ida is the authentic, engaging and camera-ready profile that the big brands crave.

TRADITIONAL

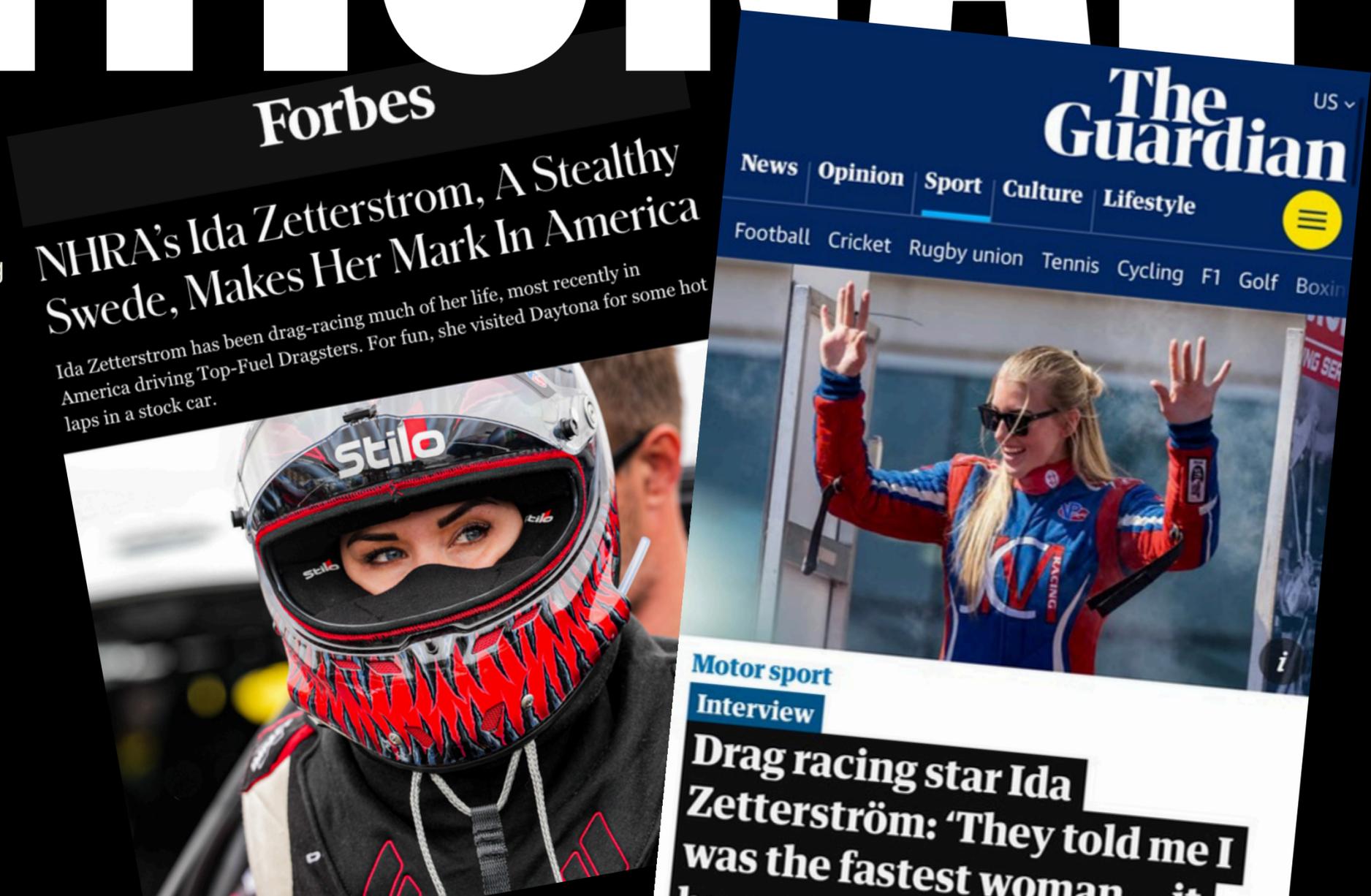
Media

▶▶ 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, attending NASCAR and Super Cross events and filming the popular YouTube series IN//OUT by Dodge, Ida is on publicity overdrive to promote the sport.

▶▶ WORLD WIDE

Despite a packed schedule, Ida continues to represent NHRA and her partners at major international motorsport events. Everything from World series of Super bike events around Europe, serving as Team Captain for Sweden in FIA Motorsport games in Spain, attending the King of the Hammers event in California and pre running the BAJA 400 in Mexico. Ida makes sure her partners and NHRA are making an impression even outside the world of drag racing.



A sponsor's dream

PARTNER WITH IDA

Your brand

- On Ida's race suit & helmet
- On the 12,000hp Top Fuel dragster
- On Race trailers traveling around USA
- On the teams work cars & tow car
- In our VIP Hospitality

Exposure

- 2026 NHRA TV Show 'Chasing Speed' on VICE TV
- Some of motorsports largest social media channels
- FOX Sports TV - In 2024 NHRA reported more than 26.5 million viewers on FOX/FS1
- For the events Ida do not race in 2025 she works with the [NHRA.tv](https://www.nhra.com/nhra-tv) crew in the announcers' booth to bring color commentary and insightful interviews to fans.

ROI dedicated

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.

"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

Activations

- Autograph sessions
- On track fan activations
- Shows & expo
- Instore activations
- Partner events

Reach new customers

Nearly 9 out of 10 are more likely to buy from NHRA sponsors, and 66% have even switched brands to support those involved with the sport. Sponsoring an NHRA team isn't just exposure - it's a proven driver of consumer action.



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



LET'S WORK *Together*

"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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