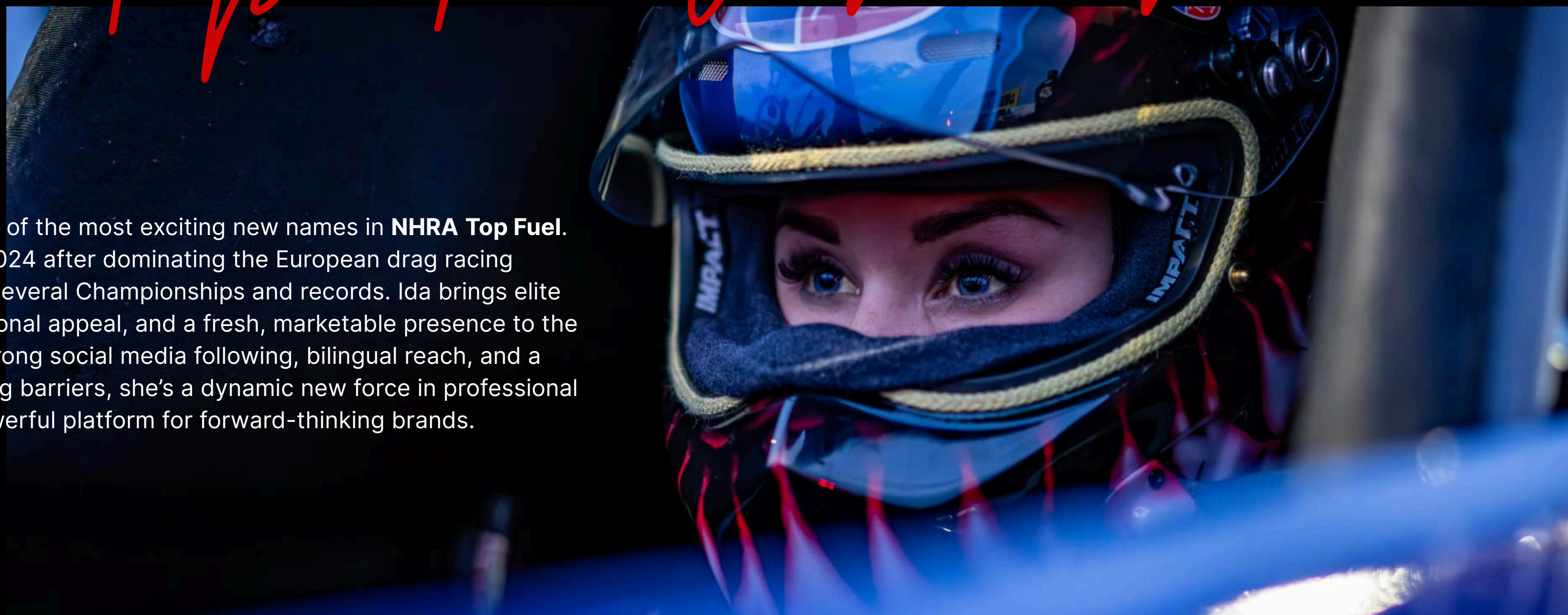


# IDA ZETTERSTRÖM

*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.



# A MARKETING

*Power House*



**Forbes**  
NHRA's Ida Zetterstrom, A Stealthy Swede, Makes Her Mark In America  
Ida Zetterstrom has been drag-racing much of her life, most recently in America driving Top-Fuel Dragsters. For fun, she visited Daytona for some hot laps in a stock car.



195K+



263K+



84K+



4.5K+

Ida has built one of the fastest-growing personal brands in drag racing through authentic storytelling, behind-the-scenes content, and nonstop fan engagement.

She actively integrates sponsors into content, appearances, media, and race weekends.

**550K+ social media followers**

**High engagements rate and loyal fans**

**FOX Sports & NHRA.tv race coverage**

**Featured in Forbes, The Guardian, Autoweek and more**

**One of the main featured driver of the new TV series**

**Chasing Speed on VICE TV**

**Host of the Dodge IN//OUT YT Series**

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# BE PART

## Of the action

### **MORE THAN A SPONSORSHIP**

NHRA offers one of the most immersive hospitality experiences in motorsports. Right in the heat of the action. Watch the crew rebuild the engine, enjoy the food, meet Ida and her team and get the VIP treatment for you and your guest, right in our pit!

Partners can use the platform for:

**Client entertainment**

**Employee rewards**

**B2B opportunities**

***Real business relationships are built at the racetrack.***

*"The past seasons we have been able to help global manufacturers set up a network of dealers that fit their wanted market grounds while also helping several of our partners finding 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."*



**A sponsors 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 *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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