



WOODY'S / IEM
6054 N MERIDIAN RD.
HOPE, MI 48628

989.689.4911
TEAMWOODY'S@WIEM.COM
WOODYSTRACTION.COM

The Woody's Challenge Returns to Its Drag Racing Roots at Hay Days 2026

FOR IMMEDIATE RELEASE:

Hope, Michigan — Woody's Traction, Hay Days and Velocity Race Management are proud to announce the return of the legendary **Woody's Challenge** to grass drag racing during Hay Days 2026, taking place September 12–13 in North Branch, Minnesota.

After 22 years of appearing across several forms of snowmobile competition—including snowcross, enduro, oval sprint racing and asphalt drag racing—the Woody's Challenge is returning to its original drag racing roots.

The 2026 event will mark only the second time the Woody's Challenge has been contested on grass since its inception in 1991. Its previous grass drag appearance came in 2004, when Wayne Legge captured the victory. This year, the Challenge will showcase the highly competitive **Pro Stock 1000 class**, bringing together some of the fastest teams and most accomplished racers in snowmobile drag racing.

Backed by Woody's Traction and sanctioned by Velocity Race Management, the event will offer a major payout along with the opportunity for one racer to add their name to the prestigious history of the Woody's Challenge.

"The Woody's Challenge has always represented the highest level of snowmobile racing and the competitors who push our sport forward," said **Rob Musselman, President of Woody's Traction**. "Bringing it back to grass drag racing at Hay Days feels like a return home. We're excited to recognize the history of this event while creating a new chapter for today's racers."

Throughout its long history, the Woody's Challenge has followed the evolution of snowmobile racing and featured elite competitors across multiple disciplines. Its return to the drag strip reflects Woody's longstanding connection to traction, speed and competitive snowmobile racing.

"Few events in snowmobile racing carry the history and name recognition of the Woody's Challenge," said **Rick Tiede, Marketing and Race Director for Woody's Traction**. "After 22 years of moving through different racing disciplines, we felt it was time to bring the Challenge back to the grass. Hay Days provides the perfect stage, and with the prestige and prize money on the line, we expect the Pro Stock 1000 racers to put on an incredible show."

Velocity Race Management will sanction and oversee the racing program, helping ensure a professional, competitive event worthy of the Woody's Challenge name.

"We're proud to work with Woody's Traction and Hay Days to bring this historic event back to grass drag racing," said **Chris Garrity of Velocity Race Management**. "The Pro Stock 1000 class features some of the closest and most exciting racing in the sport. Adding the Woody's Challenge, will make this one of the most anticipated races of the 2026 season."

The Woody's Challenge will take place during **Hay Days, September 12–13, 2026**, at the Hay Days grounds near North Branch, Minnesota. Additional information regarding the event purse, race format, registration and schedule will be announced as it becomes available.

For official Hay Days event information, visit HayDays.com.

WE PUT THE ACTION IN TRACTION.™



@woodystraction



@woodyds_traction



@woodyds_traction



@WoodydsTraction



Woody's Traction