
PINION
TRYSON PINION
5

Who is PEP III Racing?

PEP III Racing, pronounced as “Pep Three Racing”, was born in 2023 as the official team behind Tryson Pinion as he competed in INEX Racing. They wanted a brand that was timeless that Tryson could carry throughout his racing career. The design you see on track and social media was a process the family took very seriously. They wanted something that represented Tryson but also would appeal to partners and race fans.

“Tryson” is just a nickname! “PEP” comes from the initials of his full name, Phillip Eugene Pinion III.

“III” or “three” is also a tribute to Tryson’s name as he is the third generation to share the PEP name.

The entire PEP III brand was created around Tryson’s love for motorsports and desire to be behind the wheel. “Racing” was a natural option that flowed.



Meet the Driver

Tryson Pinion

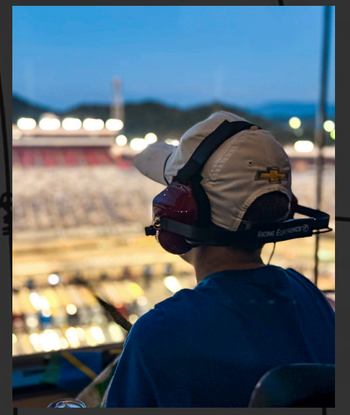
13 Years Old, from Eagleville, TN

Tryson Pinion doesn't know a life without motorsports in it. Growing up in a family of passionate NASCAR fans, Tryson has been at a racetrack his whole life. His fandom quickly turned into a passion and desire to be behind the wheel.

When he's not racing or in school, you can find him on iRacing, fishing, or working on his diecast collection.

Read His Full Bio Here

























Meet the Team

The Pinion family loves Jesus, each other, and racing. Ever since Chip and Mandy got together their love of NASCAR has grown and been passed on to their children. Their Sunday afternoons and family vacations are centered around NASCAR, and it's become something they all enjoy together.

Tryson Pinion - Driver
7th Grade Student

Chip Pinion - Crew Chief / Dad
Professional background in Electrical Sales

Mandy Pinion - Driver Services / Mom
Professional background in Energy Services Communications

Paige Martin - Marketing & PR / Sister
Professional background in NASCAR Digital Media & PR

Where we started...





Tryson spent the last three years racing Bandoleros. He ended his bando career with nearly 70 races on his resume, dozens of top-5s, and multiple championships, including the 2025 State Championship for Tennessee.

Where we're going...



At the end of 2025, Tryson transitioned into a U.S. Legend Car, a step-up from the bandolero in terms of speed and competition. He will compete in the Young Lions division full time in 2026.

What is A Legend Car?

- Division is sanctioned by INEX, the third-Largest racing sanctioning body behind NASCAR and IMCA with more than 3,500 members and 2500 events across 300 tracks a year.
- A stepping stone between a kart and further developed race car.
- The Legend Car is a 5/8-scale fiberglass, full-fendered version of NASCAR modifieds.
- Official engine is a Yamaha FZ09 that is sealed and set to a standard 125hp. Speeds can top out at 123mph.
- USLCI Alumni include, Joey Logano, Chase Elliott, Connor Zilisch, and more.



2026 PLANS

Nashville Fairgrounds - Nashville, TN

Highland Rim Speedway - Greenbriar, TN

Newport Speedway - Newport, TN

Echo Park Speedway - Atlanta, GA

Charlotte Motor Speedway - Concord, NC

Hickory Motor Speedway - Hickory, NC

Tri-County Motor Speedway - Granite Falls, NC

Dillon Motor Speedway - Dillon, SC

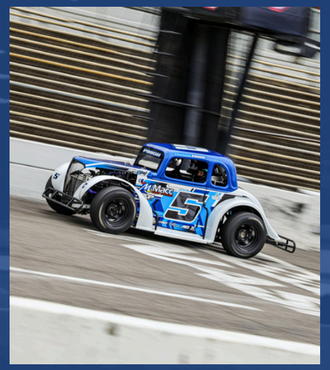
Florence Motor Speedway - Florence, SC

Auburndale Motor Speedway - Auburndale, FL

Full Schedule Here













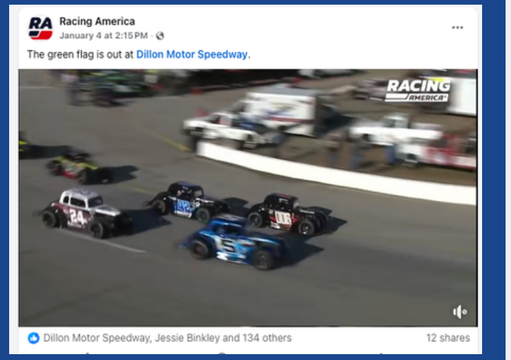


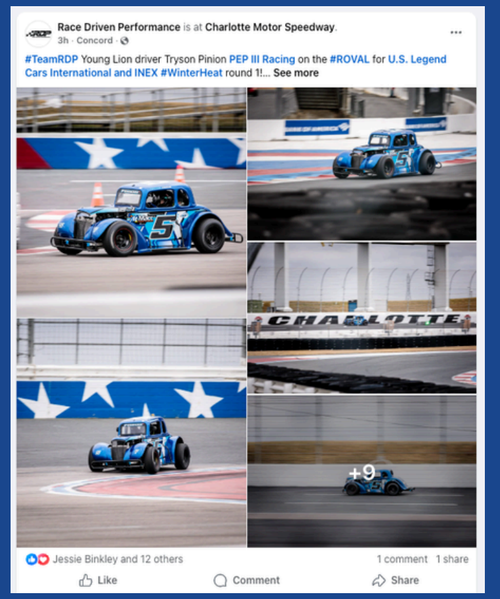


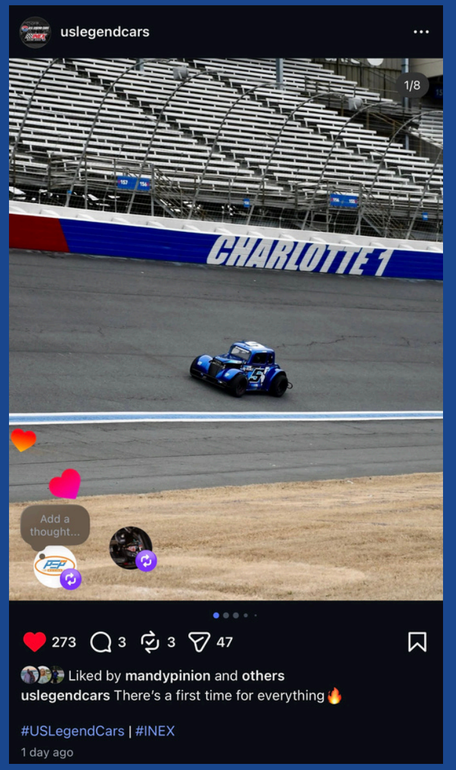
U.S. Legends Audience Breakdown

2025 USLCI by the Numbers

- 2,013 Total Drivers Entered
- 11 Countries Represented
- 132 Tracks across the US
- Over 2 Million combined Social Followers



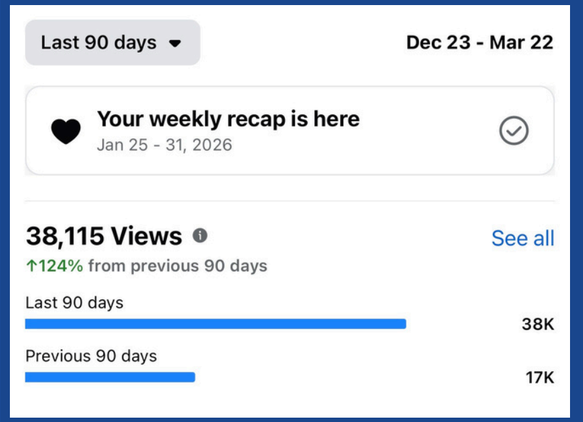




Partner/Track	Facebook	Instagram	Combined Total		
FloRacing	828000	217000	1045000		
Charlotte Motor Speedway	286000	150000	436000		
Echo Park Speedway	222000	93000	315000		Broadcast Partners
Racing America	187000	46800	233800		Track
Hickory Motor Speedway	44000	6820	50820		Sanctioning Body/Series
U.S. Legends	26000	15100	41100		
Nashville Fairgrounds Speedway	30000	6214	36214		
Florence Motor Speedway	29000	6336	35336		
Auburndale Speedway	31000	134	31134		
Dillon Motor Speedway	22000	389	22389		
Highland Rim Speedway	20000		20000		
Newport Speedway	19000	769	19769		
Tri-County Speedway	19,000	714	19,714		
RDP	840	316	1156		
PEP III Racing	269	129	398		
	Combined total of all accounts:		**2307830**		

PEP III Racing Reach in last 90 Days:



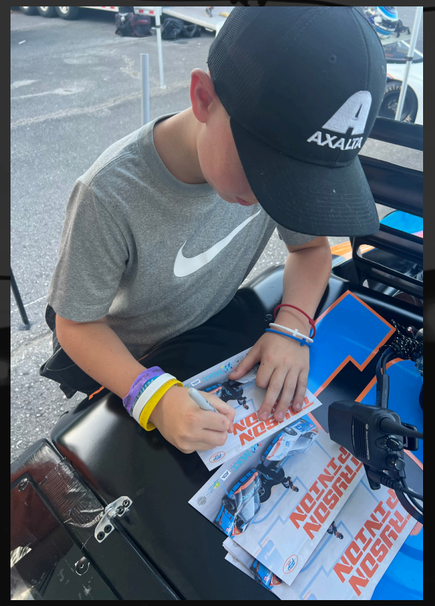


More Than A Logo

It’s a partnership built to market your needs.

- Branding on Car
- Branding on Trailer
- Branding on Firesuit
- Branding on Merchandise
- Hero Cards
- Activation
- Social Media + Web Exposure
- A Spokesperson
- A Resource you should maximize













Price Breakdown

$10,000

- Rear Deck Lid and Upper Sides
- Firesuit and Trailer Branding
- Social and Website Mentions
- Exclusive Hero Card Design
- One Activation Appearance
- 2-4 Pit Passes available for all races

$5,000

- Rear Deck Lid and Lower Sides
- Firesuit Branding
- Social and Website Mentions
- Exclusive Hero Card Design
- 2-4 Pit Passes available for 5-10 races

$2,500

- Associate Placement on Sides
- Social and Website Mentions
- 2-4 Pit Passes available for 1-5 races





Let’s build something awesome in 2026 and connect here:

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