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Having seen Matt Jackson in action both as a fierce competitor and the driving force behind our Toyota SWS Racing Series, I've been consistently impressed by the unique blend of qualities that set him apart. It's not just his passion for motorsport, but a potent combination of knowledge, energy, and unwavering commitment that truly makes him an asset to the racing community.

From my perspective at Willow Springs Raceway, I've witnessed firsthand Matt's visionary approach to marketing and promoting our race series. His "never give up" attitude, coupled with an impeccable work ethic, allows him to approach challenges with a level of creativity and dedication that is truly inspiring. His promotional skills, a blend of conventional and outside-the-box thinking, are second to none.

In the unpredictable world of racing, things rarely go according to plan. This is where Matt truly shines. His ability to solve problems on-the-fly is exceptional, and it extends beyond technical issues. He navigates the often complex service aspect of our sport with remarkable ease, seamlessly interacting with competitors, officials, sponsors, and fans alike.

A key element of Matt's success is his extensive network within the industry. He's well-known and respected, and his impressive list of connections and accomplishments speaks volumes about his dedication and contribution to the sport. This network isn't just a list of names; it's a testament to his ability to build lasting relationships built on mutual respect and a shared passion for racing.

Beyond his professional skills, Matt possesses a genuine connection to the people around him. He remembers the small details – wives' and kids' names, past racing achievements – demonstrating a sincere compassion that resonates with everyone he interacts with. He approaches every task with a smile and a positive attitude, qualities that our competitors and fans deeply appreciate.

In conclusion, Matt Jackson is more than just a talented racer or a skilled promoter. He's a driving force, a problem solver, and a genuine individual who brings energy, expertise, and a heartfelt connection to the racing community. He's a valuable asset to Willow Springs Raceway and a true champion both on and off the track.

Thank you for your time and consideration,  
Chris Huth

Christopher Huth, General Manager  
Willow Springs International Raceway  
3500 75th Street West  
Rosamond, CA. 93560  
661-256-2471