

Speed Drives Innovation

By Stephen Hannemann



Drag Master Piece

Why is it some are born with the need for speed? It is in the blood. Out of a family of four boys and one girl, Troy Hannemann got the gene, apparently from his father who raced motorcycles in the mid 60's, later segueing to water ski racing. Pops Hannemann retired after 23 years of national speed water ski competition in 1993. In the meantime, son Troy Hannemann rebuilt his first drag boat, an ancient Aqua Craft flat bottom in 1993. In the early 2000's he restored another drag boat, a 1977 Cole Runner bottom, and raced it several years. In 2017, he bought and literally remade another relic, a 1985 rail in terminal shades of disrepair and graduated to drag car racing on surfaces a bit more stable than water. Are you beginning to see a pattern with the reconstitution of antique race conveyances? Four months later Troy again was off to the races.



Burn Out

So, what does this have to do with manufacturing? It's all about filling a universal need. When you stuff a 27 foot long dragster into a 28 foot trailer, where do you put your tools, fuel, oil, spark plugs, belts, pullies, spare parts, and all the other necessary gear? As a born-from-the-crib racer, you not only need lightning-fast reflexes and a lead foot, you need a quick brain as well. Troy surveyed the cramped race trailer with a drag car filling 90% of it and thought, "I do have five walls!" and immediately began visualizing. In tandem in with his son and partner Jordan, they began designing. They filled the walls with vertical cabinets, drawer sets, tie down racks, fuel funnel holders, fuel jug holders – first to meet his exacting needs, then for the other hundreds of privateer racers everywhere. The concept of ThunderStruck RaceCo was hatched. Anyone who has been involved in motorsport racing of any type knows you need to grab and go. You have no time to hunt for tools or spare parts – you must be organized and efficient. Troy and Jordan

also considered the thousands of home shops and garages that could use organizing, including their own.



Plug Tray

After a couple years of designing and a year of manufacturing and building inventory, in January 2021, Troy, his website designer and bookkeeper wife Jen, and Jordan officially opened the ThunderStruck RaceCo online store. Top quality products built by racers, for racers, including nearly 20 durably crafted race trailer and drag car accessories. All fixtures are designed to maximize interior space and wall mount off the floor.



Tool Box

The hottest selling items are the fuel jug holders, fuel funnel holders, spark plug trays, and the door organizers with fold down shelves. All products are in stock unless noted and ship within 24 hours of order with a money-back guarantee.



Trailer work station

All Thunderstruck RaceCo products are manufactured at Flatline Fabrication Inc. in Portland, OR, who, along with Fahey Machinery Company Inc. in Lake Oswego, OR, are major sponsors of the ThunderStruck drag car.

Check out www.ThunderStruckRaceCo.com,
Phone 503.933.3340
email thunderstruckraceco@gmail.com

ThunderStruck RaceCo Products –
“American made by racers, for racers.”

For more information regarding ThunderStruck RaceCo and all well vetted suppliers represented by SMH Inc., visit www.smhinc.com, email stephen@smhinc.com or phone 425.501.7342.

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