



Sponsor Spotlight Bassett Racing Wheel

For 50 years, Bassett Racing Wheel has focused on one thing. Building the fastest steel racing wheels money can buy. No other wheel company has the expertise and technological advantage of Bassett Racing Wheel. Their patented Inertia Advantage designs and complete in-house production capabilities will give you a competitive edge. Whether you race circle track, dirt modifieds, mini-stocks, tour modifieds, pavement late models, drag race or road course race, Bassett Racing Wheel offers a steel wheel to get you to the checkered flag first.

Let's find out a little more about the guy that helps things go "round" at Bassett Racing Wheel, Executive Director of Marketing and Sales, Brian Gill.

1. How long have you been involved in motorsports?

Bassett Racing Wheel has been involved in circle track racing since 1965. Personally, I joined Bassett Racing Wheel part time in 1990 and full-time in 1995. During college in 1993, I worked as a copy editor and columnist for Midwest Racing News.

2. Who most influenced your journey into motorsports?

I have attended dirt and asphalt circle track racing since I was 2 years old. My aunt owned a race car and my family would go regularly to cheer the team on. My older brother David began working at Bassett Racing Wheel in 1987. This presented an opportunity to work in the racing industry.

3. What is your favorite motorsports memory?

Wow....this is a tough one, since I've attended so many events over the last 30 years! My first visit to the Daytona Winston Cup garage during Speedweeks in February 1996 is one I'll never forget. Getting to celebrate Kyle Busch's 2009 NASCAR Truck Series win at New Hampshire Motor Speedway in victory lane, where the track PR people do the hat swaps for photos was a really fun experience. I would also say my first in person visits to Bristol, Winchester, Eldora, Five Flags and Boone (IA) Speedway were amazing and I'd recommend to all circle track fan bucket lists.

4. How has your involvement in motorsports helped to grow your business?

Motorsports are at the heart of what Bassett Racing Wheel does. Everyone at Bassett is passionate about racing. We share our customers' competitiveness and strive to make products that will help them win races.

5. What was your first exposure to the SRL, and what made you want to be involved with the series?

Steve Fensler, a long-time Bassett Wheel distributor in California, contacted us about the Davey Hamilton Wild West Shootout Super Late Model Series and asked if we would be a product sponsor in 2005. We have been involved ever since!

6. Who is your favorite NASCAR Cup Series driver, both past and present?

From the past, I would say Sterling Marlin. In my mind, Sterling personifies the old school NASCAR driver - a Southern, no-B.S. racer! From the present, I'd pick Kyle Busch.

7. What's your favorite racetrack?

Winchester Speedway (Winchester, IN)

8. If you aren't at the racetrack, where could we find you?

Riding my mountain and road bikes with my wife or enjoying a craft beer, preferably outside, during the 3 months of nice weather we get in Wisconsin!

Bassett Racing Wheel has been a part of the SPEARS Southwest Tour Series since 2005. Bassett has served as Contingency Sponsor over the course of the partnership. In 2020, Bassett Racing Wheel increased its involvement with the SRL and came on board as a Contingency Sponsor of the Spears Manufacturing Modified Series.

Thank you, Brian Gill and Bassett Racing Wheel, for your continued support of the SPEARS Southwest Tour Series and the Spears Manufacturing Modified Series!!