



Sponsor Spotlight Max Papis Innovations

MPI stands for Max Papis Innovations and was founded in 2009 by Max Papis and Tatiana Fittipaldi Papis, in Mooresville, North Carolina. Max and Tatiana have a long background in racing. Max has been a professional race car driver since he was 12 years old. Since then, he has raced in Formula 1, ChampCar, IndyCar, IMSA, Grand-Am, IROC, NASCAR Truck Series, NASCAR Xfinity Series, and the NASCAR Cup Series. Max still holds the record for having the most starts in NASCAR by a European driver.

Tatiana was born into racing with parents Emerson and Maria Helena Fittipaldi. She has a bachelor's degree in advertising and psychology and a minor in marketing from the University of Miami. She is a proud member of the North Carolina Motorsports Advisory Council under Governor Pat McCrory. Max and Tatiana have two sons, Marco and Matteo.

During Max's long racing career, he collaborated with several top steering wheel manufacturers where his passion and knowledge about the business grew. Max's goal has been to apply this experience and knowledge to produce a state of the art product for the motorsport's community.

At MPI, we take every aspect of construction and safety to heart in the most accurate and dedicated way possible. Before becoming an MPI product, our structures need to pass our internal quality control tests. One of the many tests is a torque structural steering wheel test that is considered one of the most severe on the road car market. Another is a stress test to see how our steering wheel handles when load force is applied to it to simulate a driver's hands remaining on the steering wheel during a severe impact. These are just a couple of measures used to test our innovative technology because safety and construction R&D is paramount to all MPI products.

Let's find out a little more about the lady that helps "steer the ship" at MPI, VP of Operations, Bobbie O'Malley.

1. How long have you been involved in motorsports?

35 years

2. Who most influenced your journey into motorsports?

Dick Hutcherson

3. What is your favorite motorsports memory?

Dale Earnhardt Sr. winning the Daytona 500, all the pit crews lined up on pit road to congratulate him was amazing to witness.

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

Having been a part of NASCAR for the last 35 years and Max Papis knowing so many people and having raced himself for so many years we were able to gain the trust of the top level and from there work our way into the grassroots of racing.

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

2018. One of the first series to approach MPI regarding sponsorship. It has been our honor for the 7 years to be a part of such a great series.

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

*Past - Dale Earnhardt Sr.
Present - Chase Elliott*

7. What's your favorite racetrack?

Bristol Motor Speedway

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

At Lake Norman Animal Shelter volunteering.

MPI has been a part of the SPEARS Southwest Tour Series and Spears Modified Series since 2018. MPI has served as the "Official Steering Wheel" and Contingency Sponsor over the course of the partnership. MPI is also responsible for creating and providing the beautiful custom steering wheel trophies for the SPEARS Southwest Tour Series, Spears Manufacturing Modified Series and the SPEARS Pro Late Model Series champions each season.

Thank you, Max, Tatiana and Bobbie, for your continued support of our race series' and race teams!!