

North Carolina has always been the Mecca of NASCAR, particularly the city of Mooresville. But not long ago, the Triad area was a place that many of NASCAR's teams called home. Petty Racing, Bill Davis Racing, MacDonald Motorsports and Rick Ware Racing were all based in the furniture capital of the world, Thomasville, North Carolina.

As the economy took its toll on businesses and individuals all across North Carolina, motorsports teams felt the crunch as well.

Sponsorships declined, material costs became higher and unemployment resulted. Several NASCAR teams closed as others made the move to Mooresville to merge with other race organizations. In January of 2010 only one team stayed dedicated to its roots in Thomasville, Rick Ware Racing.

Rick Ware Racing, "The Biggest Little Team in Motorsports," led by owner Rick Ware has been a staple in Thomasville since 1994 when he founded the organization.

"Ever since the first day we opened, I have tried to make a moral judgment to purchase everything from our local community and have had business partners since that day," stated Ware.

"We compete in AMA Arenacross and Motocross, NASCAR Nationwide, Camping World Truck, Whelen Modified Series, K&N East and West Series and the ARCA Remax Series and nearly all of our products are within fifty miles of Thomasville."

With so many series that Rick Ware Racing (RWR) competes in, the amount of business revenue the organization brings to the local community is quite large.

Perhaps one of the biggest contributors to RWR is Matthews Mobile Media (M3) in Greensboro, North Carolina.

"I met Brad Matthews within the first few weeks of starting our race organization and have been doing business with M3 for sixteen years," claimed Ware.

Matthews Mobile Media supplies all the graphics needed for RWR to race every week. With several different design schemes the organization races, Matthews supplies it, as well as banners and graphics for the race haulers.

"Matthews Mobile Media does it all for us. Nearly 90% of all NASCAR teams get their graphic needs from one or two companies in Mooresville, but we have stayed loyal to our community," Ware proclaimed.

When asked why he is so dedicated to local businesses, Ware was quite firm with his words. "It's our home!"

Though RWR only employs 10 people, the amount of business it turns has an effect on the community.

“If we move to another area, then that’s more houses that are for sale. Our vendors will lose out on money and might have to layoff, or even worse. It is our responsibility to revive the local community and help promote Thomasville and surrounding areas.”

In 2009, RWR ran a special Matthews Mobile Media paint scheme at three NASCAR races to help promote the organization and as recently as this past week, RWR has signed East Coast Wings as a partner to celebrate their new opening in Thomasville at the NASCAR Nationwide Series event at Charlotte.