Beat: Automobiles

STEAK N SHAKE RETURNS As SPONSOR OF RAHAL LETTERMAN LANIGAN RACING S INDY CAR

FIVE 2016 VERIZON INDYCAR SERIES EVENTS

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USPA NEWS - Rahal Letterman Lanigan Racing (RLL) announced on December 10, that Steak 'n Shake, a classic American brand and home of the original Steakburger and hand-dipped milkshakes, will return for a second season of sponsorship after a successful partnership in 2015.

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Steak 'n Shake will be the primary sponsor of Graham Rahal's Honda entry at five 2016 Verizon IndyCar Series events including races in St. Petersburg, two events at Indianapolis Motor Speedway, Mid-Ohio and Sonoma. Maxim Magazine branding will continue to be prominently featured on the race car. Both are owned by Biglari Holdings Inc.

Steak 'n Shake began their racing involvement as the primary sponsor for six races at five venues in 2015 as well as an associate sponsor for the full season. The company added primary sponsorship for the penultimate rounds of the season to support Graham Rahal's championship bid.

Rahal Letterman Lanigan was a championship contender entering the season finale of the 2015 Verizon IndyCar Series with Graham Rahal, who was ranked a career-best second place entering the double-points race at Sonoma Raceway and the highest Honda-powered driver.

The 2016 Verizon IndyCar Series season begins on March 13 with the Firestone Grand Prix of St. Petersburg which will be televised live on ABC at 12:30 p.m. ET. The season consists of 16 events and includes a return to historical venues, Phoenix International Raceway and Road America, as well as an inaugural event in Boston.

Source : Steak 'n Shake

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