



Photo by: Paul Arch

CARLTON REIMERS

PROMOTER

By Doug Kennedy

Since 1992, Carlton Reimers, the soft spoken and humble individual, has been involved with the World of Outlaws and currently serves as series director. Leaving his job as a policeman in Wichita Falls, Texas, Reimers hooked up with his father-in-law Ted Johnson. Like fellow inductee Steve Sinclair, Reimers was the recipient of the North American Sprint Car Poll Thomas J. Schmech Outstanding Contribution to the Sport award, and also like Sinclair, Carlton will join him as the two members of this year's Hall of Fame inductees under the category of Promoters, Officials, Media Members and Event/Series Sponsors.

In a previous interview, Reimers said about his new job, "It was quite a cultural change for me to go from putting outlaws in jail to becoming an Outlaw." He began his

time with the World of Outlaws as the administrative director. Prior to his job as a policeman, Reimers had zero experience in the racing business—period.

He was the voice of reason, a calming demeanor that helped take the edge off his father-in-law. He was able to nurture relationships with track owners and promoters across the country. He has become known as the person to go to when it comes to any issues that arise with the series.

His goal was to maintain what Johnson and his promoters had built. "He (Reimers) can communicate better than anybody else," said the late Eloy Gutierrez, the director of timing and scoring for the World of Outlaws. He was heavily involved when the split came in 2006 between the Outlaws and the National Sprint Tour. The latter was formed to be a rival to the World of Outlaws. One year later, they folded. To his credit, tracks like Williams Grove and Knoxville stayed with the Outlaws mainly because of Reimers' relationship with those tracks.

That 2006 season was a trying year for the World of Outlaws when the National Sprint Tour was born. Regarding Reimers, announcer Johnny Gibson said, "He's been able to save the World of Outlaws' relationships with the tracks and promoters

and build upon prior relationships with former management in keeping the World of Outlaws at some of the most prestigious tracks in sprint car racing."

After sitting out a few years when Johnson sold his World of Outlaws to Boundless Motor Sports in 2004, he returned to the World of Outlaws. "Bringing him back into the fold was extremely beneficial for saving the World of Outlaws," continued Gibson. "I can't think of anyone else who could run this as Carlton does. He was also the one who suggested to Ted that they make me the series announcer."

His contributions since 1992 have not only helped the Outlaws have their continued success but also have helped the sport of sprint car racing overall. "Carlton is just a modest person and that's what makes him just a great leader," Gutierrez said, "If there is an obstacle in our way, he takes care of it so we can move forward and do our job. That takes a lot of diplomacy and smarts."

His contributions since 1992 have helped ensure the continued success of not only the World of Outlaws but also entire racing communities from around the country.

Q. What does DNF mean?
A. Did not finish.

Q. Who invented the rearview mirror?
A. Ray Harroun

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