

# TRACKING SUCCESS WITH NASCAR'S SPENCER BOYD

**W**hen up-and-coming NASCAR driver Spencer Boyd reached out to Chris Miller in late 2018 about becoming a sponsor, he wasn't the first racecar driver to pitch Freedom Warranty.

Miller is the CEO of Freedom Warranty, a fast-growing company that manages vehicle service contracts sold mostly through auto dealerships, insurance agencies, and repair shops. "I am a huge NASCAR fan, and when Spencer pitched the idea of me becoming a sponsor, I was thrilled," said Miller. "I get sponsorship offers for all kinds of things but being a part of this racing franchise is exciting. What really sold me was Spencer's personality and enthusiasm. That was the closer."

"One of our first races was the Gander Outdoor Series at Talladega in 2019," said Miller. "The Freedom Warranty logo was on the bottom rear panel of Young's Motorsports No. 20 Chevrolet Silverado. Spencer won that race. Standing in the winner's circle, even though at the time we were one of his smallest sponsors, I was sure everyone in the stands and on FS1 was focused on my 3-foot-wide logo."

Not only did Miller and his employees find themselves in the VIP box and trackside for big-name races, but down on the track was that gorgeous truck



emblazoned with the Freedom Warranty brand.

Two years later, Freedom Warranty's involvement with Boyd has grown as has the company's visibility with NASCAR. "Our association with Spencer Boyd has been more than just an advertising and branding opportunity. Spencer has been a guest at our last two company Christmas parties, and by now just about every employee at our corporate headquarters in Chattanooga, Tennessee has had a chance to meet him," said Miller.

This year Freedom Warranty worked with Lionel Racing NASCAR Collectibles to produce a limited-edition 1:24 Color Chrome Arc Truck diecast of the No. 20 Chevrolet Silverado. There is also a very limited number autographed by Spencer Boyd. It is available at [lionelracing.com](http://lionelracing.com).

Miller said the benefit to the Freedom Warranty brand has been positive in building his company's visibility with consumers and credibility with automotive dealers. And while that is the primary purpose of the sponsorship, Miller adds, "Being a part of the NASCAR world, the thrill of the races and the people I've met is a big part of that association."

- NASCAR driver Spencer Boyd and Freedom Warranty CEO Chris Miller trackside at Talladega.

- The officially licensed Lionel Racing NASCAR Collectible No. 20 Chevrolet 1:24 Color Chrome ARC Truck diecast available at [lionelracing.com](http://lionelracing.com)

