



Sponsor Spotlight Earnest Performance

Earnest Performance was established in 2014 by veteran shock specialist Brannon Earnest. The Mooresville, NC company offers a full-service in-house shock program including everything from sales and service to at-track consulting.

Over the years, Earnest Performance shocks have been found on the racecars of more than 100 different drivers, including Kyle Busch, Ryan Preece, William Byron, Bubba Pollard, and more. They've helped drivers with key wins, including the Snowball Derby, All-American 400 and the Winter Showdown. They also have an extensive resume of championships; SRL, CRA, Southern Super Series, Speedweeks, NASCAR Whelen Modified Tour and NASCAR Advanced Auto Parts National Championship to name a few.

Through his Mooresville based business, Earnest continues to help short track racers across the country succeed. He is committed to one-on-one service and helping customers find a successful shock combination.

Let's get to know a little bit more about the man behind the dyno, Earnest Performance Owner, Brannon Earnest.

1. How long have you been involved in motorsports?
My entire life. I have been going to the racetrack as long as I can remember.
2. Who most influenced your journey into motorsports?
My uncle Jimbo Wrinkle was the biggest influence to get going. Once I got a little older and started traveling some, I was fortunate enough to meet and race with some amazing people like Lanny Mobley, Billy Holloway and later Bill Frye.
3. What is your favorite motorsports memory?
Winning the Larry Phillips Memorial with Bill Frye.
4. How has your involvement in motorsports helped to grow your business?
My business focus has always been to win and the rest of it takes care of itself.

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

I had always heard of the SRL and things going on out west, but my first experience personally was in 2015. When the first Winter Showdown was announced, Bubba Pollard and I talked about it and decided to go after the win which we got and followed that up with another win the following year.

The series was so professionally run, and we were treated so well during those first couple of races that when I was asked by Ricky Brooks about becoming an associate sponsor it was a no brainer.

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

Dale Earnhardt

7. What's your favorite racetrack?

Five Flags Speedway - Pensacola, FL

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

Hopefully fishing.

Earnest Performance and Brannon Earnest have been part of the SPEARS Southwest Tour Series family since 2020. Earnest has supported the series over the years through its contingency partnership (Leader on Lap 66), Winner's Bonus sponsorship and race sponsorship. Brannon does his best to make it out to the West Coast for SPEARS Southwest Tour Series events, so the next time you see him make sure you thank him for his continued support of the series!!