

Zeigler Auto Group to Support Josh Bilicki as Primary Sponsor for 2022 Season

Zeigler Auto Group today announced that it will be supporting Josh Bilicki as the primary title sponsor during his 2022 season. Bilicki, formerly 52 for Rickware Racing, will now drive as 77 for Spire Motorsports starting with next month's WISE Power 400 at Auto Club Speedway, official render by Orion Biedrzycki of Hershey Designs to be revealed within the next two weeks via release.

KALAMAZOO, Mich. ([PRWEB](#)) January 10, 2022 -- Zeigler Auto Group will be backing NASCAR driver Josh Bilicki as primary sponsor during his new 2022 season. Bilicki, who up until recently raced as 52 under Rickware Racing, will now take the wheel of Spire Motorsports' No. 77 Chevrolet Camaro ZL1. The new Zeigler-sponsored Camaro will make its official in-person debut at next month's WISE Power 400 at Auto Club Speedway in Fontana, California, however, renderings will be revealed within the next two weeks via press release.

"Zeigler Auto Group is proud to have Josh Bilicki represent #TEAMZEIGLER on the track. He is an outstanding person and talented driver who embodies everything that our P.R.I.D.E. mission statement stands for: Passion, Reputation, Integrity, Drive, and Execution," said Aaron Zeigler, president and owner of Zeigler Auto Group.

At just 26 years old, Bilicki has over 18 years of racing experience under his belt with 72 starts in the NASCAR Xfinity Series; nine in the NASCAR Camping World Truck Series; plus 71 starts on his NASCAR Cup Series resume – including a top-10 finish in the 2021 Coke Zero Sugar 400 at Daytona International Speedway.

"I'm so thankful to everyone from #TeamZeigler for their support, friendship, and mentorship. Our relationship began in 2019 at Zeigler's home race at Michigan International Speedway, but it was not until 2021 that I really grew close to the Zeigler Auto Group and Zeigler Motorsports family. Zeigler Auto Group has grown significantly over the last handful of years, and as I continue to grow my career and skill set, on and off the track, I feel it's important to align myself with a company like the Zeigler Auto Group that shares the same values," said Bilicki.

Bilicki is considered to be part of a revered fraternity of Wisconsin-bred racers who have gone on to compete at NASCAR's highest level, including the late Alan Kulwicki and Dick Trickle, Ted Musgrave and 2003 NCS Champion Matt Kenseth.

"Spire Motorsports is thrilled to add a young, talented and resourceful racer like Josh Bilicki to our stable," said Spire Motorsports co-owner T.J. Puchyr. "Josh is cut from the same cloth as the people who make up our team. He's a grinder. He finds a way, goes out and gets it done. He's going to be a great compliment to Corey LaJoie in our No. 7 car. We're proud to welcome Josh to the Spire family."

Zeigler Auto Group recently entered Bilicki's native Wisconsin with [its largest acquisition to date which included four outlets and its first Toyota and Hyundai store, along with its second Subaru location](#): Zeigler Honda of Racine, Zeigler Toyota of Racine, Zeigler Hyundai of Racine, and Zeigler Subaru of Kenosha last July. Just a few months prior in May, the auto group also made its first Subaru purchase with [Zeigler Subaru of](#)

[Merrillville](#), entering Indiana with its 31st acquisition.

The organization has long been revered for its focus on leadership development and growth with innovative programs that include Zeigler University, Zeigler University Speaker Series, [wellness and health programs developed by Athletic Mentors](#), which have landed it on lists such as the [Best and Brightest Companies to Work For in the Nation three times in a row](#), and recently the top-ranking new and used dealership group on [Glassdoor's Economic Research Work-Life Balance Study](#), and within the top 20 highest-rated companies across different industries, ranking number 14 nationwide thanks to its impressive 4.7 out of 5.0 work-life balance rating.

[ABOUT SPIRE MOTORSPORTS](#)

Spire Motorsports was established in 2018 and is co-owned by longtime NASCAR industry executives Jeff Dickerson and Thaddeus "T.J." Puchyr. Spire Motorsports earned an upset victory for the ages in its first full season when Justin Haley took the checkered flag in the Coke Zero Sugar 400 at Daytona International Speedway on July 7, 2019.

[ABOUT ZEIGLER AUTOMOTIVE GROUP](#) Zeigler Automotive Group is one of the largest privately-owned dealer groups in the U.S. with 78 franchises across 35 locations in Wisconsin, Illinois, Indiana, and Michigan. Vehicle brands represented include all of the domestic and the majority of the imported manufacturers.

Besides its extensive automotive portfolio, the organization owns and operates Zeigler Motorsports, an 85,000-square-foot motorsports dealership and action park, offering 19 different powersports brands, plus its own onsite restaurant: Trak Houz Bar & Grill. Additionally, Zeigler Motorsports houses the Elevate Leadership & Team Building Academy, an executive training company.

The Kalamazoo-based dealer group also owns and operates Zeigler Pre-Owned of Chicago, a Carquest Auto Parts store, three Byrider franchises, three finance companies, several insurance firms, and a leasing firm.

Founded in 1975, the organization employs over 2,300 people, ranking among the top 1% of automotive dealers in the nation with estimated annual sales of \$2.2 billion for 2022. The family-owned and operated company is well known for its commitment to both customer service and employee satisfaction. Zeigler is regularly recognized as one of the Best and Brightest Companies to Work for in the Nation, also earning similar accolades in Chicago and Michigan.



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