

DON SCHUMACHER



He started like a lot of others in the sport, wearing maybe greasy jeans and dirty T-shirts, but Don Schumacher is a driven man, driven to succeed first in the sport of drag racing and eventually the business world.

Starting out by hopping up his street cars, the need for speed kicked in. In the late 1960s, Schumacher purchased his first Funny Car as match racing began to come into its own when promoters used those to put on a show.

"We went to California in 1968 with that car," says longtime friend Ron O'Donnell, "and nobody knew how to pronounce his name. But by the end of the year, they all

knew who he was as Don had the ability and wherewithal to win, which is something he has done his whole life."

It was shortly after World War II, when Albert Schumacher began Schumacher Electric building transformers, eventually transitioning into the production of battery chargers sometime in the '50s. By the early 1970s, Albert approached his son Don with the option of running the business. It was 1974 when Don sold all his race cars and took over as the head of what was then a small producer of battery chargers.

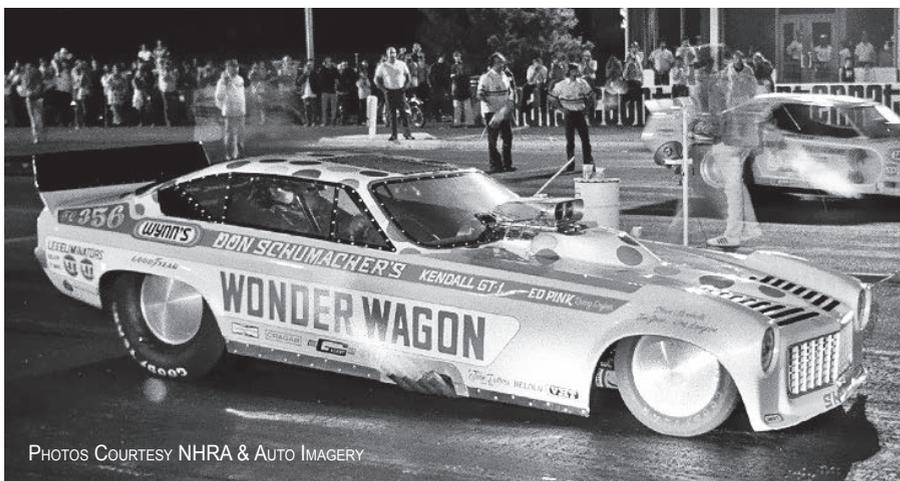
After taking over, he may have suffered some withdrawal pains of the sport until he put his mind to running the business in the same fashion as he did racing. He did it to win, building the company to where it is today, the leader in the battery charger industry with a three-quarter share of the domestic market.

As for racing, it was never far from his mind and when his son Tony wanted to get more involved in the sport in the '90s, it was Don who stepped in to help engineer a return to drag racing which held such great memories.



From one car to the drag racing empire he has today, Don Schumacher has always attacked anything he has ever done in the same vein, to win. With a number of drivers, Don Schumacher Racing (DSR) has accumulated 17 world championships and now closing in on 350 national event wins in several classes. Aside from the racing itself, it is Schumacher who has helped to bring the mainstream corporate world into drag racing with a number of partnerships, most notably the U.S. Army, NAPA Auto Parts and Matco Tools. Schumacher has also given back with his support of several charities.

A member of several Hall of Fames, Don Schumacher is a serious competitor both behind the wheel as well as now behind each of his teams. He is stern about winning regardless of him racing, playing golf, fishing or in business, enjoying each of those activities with the same fervor, all of which makes him a true *High Performer*.



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The High Performer Award is given to the individual who has contributed unselfishly to the overall betterment of the sport of Drag Racing.