



JESSE
LAQUERRE





JESSE LAQUERRE: ROOKIE OF THE YEAR



Despite his racing pedigree, almost nobody counted Jesse Laquerre as the favorite to win the Rookie of the Year title when the 2024 season began. But after a summer's worth of learning and improving, he won the honor over third-generation racer Taylor Hoar.

Sixteen-year-old Jesse Laquerre is a fourth-generation stock car racing star at the legendary Thunder Road International Speedbowl in Barre, VT. After paying his dues in the entry-level divisions, he earned Rookie of the Year honors in the top-tier Late Model category in 2024.

Jesse’s freshman season was one of learning, perseverance, and accomplishing more with less. He was part of a high-profile rookie class in 2024, but he was not expected to come out on top. However, despite racing with a limited budget and minimal sponsorship, he quietly chipped away at the competition and came through when it mattered most, taking the Rookie of the Year title.

Jesse improved steadily in his first eight starts—including three races of 100 laps or more—earning his first top-10 finish in July. He was the top rookie 11 times in 19 races, and his consistency in the season’s second half put him over the top. The highlight came on August 18, when he led laps and battled with all-time greats Nick Sweet and Phil Scott before finishing second. He ended up 15th in the overall point standings, beating out not only his closest rookie competitor, but also three other established, full-time, veteran drivers.

JESSE LAQUERRE CAREER STATISTICS @ Thunder Road Int’l Speedbowl

Year	Division	Starts	Wins	Top 5	Top 10	Notes
2021	Street Stock	9	0	1	2	Started at TR in August, first Top 5 finish in only 8 th start
2022	Street Stock	17	0	1	4	First full season at TR
2023	Street Stock	17	1	4	9	First win June 22; finished 7 th in points
2024	Late Model	19	0	1	4	Rookie of the Year; led laps and finished 2 nd on Aug. 18
CAREER		62	1	7	19	



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THE LAQUERRES: 75 YEARS OF WINNING



The Laquerre family has been winning stock car races for more than 75 years. Legendary in Vermont and around the Northeastern United States and Canada, the family's racing story started with patriarch Armand Laquerre owning and preparing winning stock cars in the post-WWII era.

Armand's son, Joey, began racing snowmobiles and drag cars as a teenager in 1959. Fifteen years later he was the most dominant Mini Stock driver in Vermont, New England, and Canada, and his transition into the Flying Tigers of the 1980s and the Late Models of the modern era only built upon his legacy. Joey's 65-year career has seen him win more races (45) and championships (7) at Thunder Road than any other driver in history, more than 100 stock car races in total, and he has also been a track owner and promoter at both Hidden Valley Speedway in Vermont and Speedway 51 (currently Riverside Speedway) in New Hampshire. He was inducted into the New England Auto Racing Hall of Fame in 2015.

Joey's sons came along in the sport in the 1980s with immediate success. Jeff Laquerre was the 1989 Flying Tiger Rookie of the Year before becoming Thunder Road's most accomplished crew chief, winning championships with Tracie Bellerose, Cris Michaud, Jean-Paul Cyr, and his late brother, Joey Laquerre Jr.; he also had success with his late son, "Little Joey." Jay Laquerre was a star in the Flying Tigers and Late Models, winning the American-Canadian Tour's Rookie of the Year title in 2000. Jamie Laquerre has been a pivotal part of many successful race teams as a crew member for many years and is now a car owner for his son, Jesse.

With 75 years of family history backing him up, 16-year-old Jesse Laquerre is now at the forefront. Winning in the four-cylinder Daredevil youth class at Riverside and the Street Stocks at Thunder Road gave him the confidence to jump into the top-tier Late Model division in 2024, and that proved to be the right move. Not only did Jesse make significant progress, he also claimed Rookie of the Year honors against high-profile competition and he very nearly won his first race after a lengthy battle against multi-time champions Nick Sweet and Phil Scott. Most importantly – he consistently proved that he belongs at the top level.



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THUNDER ROAD: THE NATION'S SITE OF EXCITEMENT!



Barre, VT, is famously celebrated as the “Granite Capital of the World” and is home to one of the nation’s most prestigious short tracks: Thunder Road International Speedbowl. Founded in 1960 by NASCAR Hall of Fame broadcaster Ken Squier, the tiny quarter-mile oval has 18° high-banked turns and a quirky “Widowmaker” frontstretch wall that combine to create racing action unlike any other track. The track sits on a mountainside overlooking Central Vermont and it is widely recognized as one of the most scenic facilities in the sport. Surely, it has earned its nickname as “the nation’s site of excitement.”

Races are held primarily on Thursday nights in the summer – a tradition dating back to 1960, when Squier realized that local granite workers were paid on Thursday afternoons. Four divisions compete at the track weekly: The entry-level Road Warriors and Street Stocks, the intermediate Flying Tigers, and the headline Late Model class. Special events for visiting touring series like the American-Canadian Tour and the Pro All Stars Series are held on weekends in the spring and fall. The track’s marquee race is the Vermont Milk Bowl, with the winner earning more than \$15,000 and a kiss on a real Vermont beauty queen—a dairy cow!

Spectators jam the parking lots and hillside seats every week, and Thunder Road is one of the top performers on the sport’s top streaming platform, FloRacing. Track owners Pat Malone and Cris Michaud have made major facelifts to the physical plant in recent years including repaving the track surface, pit areas, and spectator walkways, the construction of a new retaining wall and catch fence, new seating, new concessions, new lighting, a new sound system, and a state-of-the-art control tower with VIP luxury suites.

FLO RACING





JOIN THE #71 TEAM... AND WIN!



Jesse Laquerre and the #71 Team are ready to win with you! Racing fans are historically the most brand-loyal consumers in all of sports, and companies large and small have found great returns on advertising locally at Thunder Road.

While they're ready to win on the track, Jesse Laquerre and the #71 Team are also ready to work hard off the track with a meaningful, impactful marketing partnership and activation that brings people to your door and grows your market share.

THUNDER ROAD FAST FACTS:

Weekly In-Person Attendance: 3,000+
Special Event Attendance: 5,000+
FloRacing Live Stream Audience: 20,000+

Age 0-17: 10%
Age 18-44: 59%
Age 45+: 31%

NOTE: In all advertising packages, logo space will be reserved on #71 Racecar, trailer, and/or driver and team uniforms for track-mandated sponsors and long-time Laquerre Motorsports partners.

DIAMOND PARTNER—\$15,000+ (Plus branding expenses)

- Primary sponsor of Jesse Laquerre and #71 Racecar
- Rights to full color scheme and logo placement on #71 Racecar, driver uniform, and team uniforms
- Logo prominently displayed on trailer (minimum 72" width each side)
- Logo on souvenir apparel
- Branded autograph cards with logo and information
- Up to three (3) scheduled personal appearances with Jesse Laquerre and #71 Racecar

PLATINUM PARTNER—\$10,000-\$14,999 (Plus branding expenses)

- Primary sponsor of Jesse Laquerre and #71 Racecar
- Large logo placement on hood and rear quarters of #71 Racecar, driver uniform, and team uniforms
- Logo on trailer (minimum 48" width each side)
- Logo on souvenir apparel
- Branded autograph cards with logo and information
- Up to two (2) scheduled personal appearances with Jesse Laquerre and #71 Racecar

GOLD PARTNER—\$5,000 (Plus branding expenses)

- Sponsor of Jesse Laquerre and #71 Racecar
- Logo placement on rear quarters of #71 Racecar
- Logo on trailer (minimum 24" width each side)
- One (1) scheduled personal appearance with Jesse Laquerre and #71 Racecar

SUPPORTING PARTNER—Up to \$4,999 (Plus branding expenses)

- Sponsor of Jesse Laquerre and #71 Racecar
- Small logo placement on #71 Racecar
- Logo displayed on trailer (minimum 24" width each side)
- One (1) scheduled personal appearance with Jesse Laquerre and #71 Racecar



**JESSE
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READY TO WIN IN 2025!



Jesse Laquerre and the #71 Laquerre Motorsports team are ready for a breakthrough season in 2025... with YOU! Come along and be part of the next chapter in Laquerre family racing dynasty!

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