

## DQS Races into the NASCAR Scene



### SOLUTIONS & STAFFING

deep in the auto industry. Founded in 2020 by a team of automotive professionals, DQS specializes in workforce solutions, security, transportation, and custom strategies to help businesses across Michigan and beyond accelerate their growth. With deep roots in vehicle manufacturing and mobility services, DQS has expanded into exciting new arenas — including the fast-paced world of motorsports.

DQS's entry into NASCAR began in 2023 through a collaborative effort alongside key partners—Masked Owl Technologies, Precision Vehicle Logistics, and AutoVentive—who together brought a strong foundation in industrial automation, logistics, and staffing. These aligned partnerships came together simultaneously, with DQS initially appearing on the Masked Owl truck, setting the stage for a full launch into the NASCAR Craftsman Truck Series and the national racing scene.

#### The Niece Motorsports Alliance

Late in 2023, DQS joined forces with Niece Motorsports, a respected racing team out of Salisbury, North Carolina, currently celebrating their 10 year anniversary. Through this partnership, DQS became a primary sponsor of the #41 truck, driven by Bayley Currey, competing in the NASCAR Craftsman Truck Series. Beyond just branding, the collaboration was a chance to connect with a community driven by precision, innovation, and speed.

DQS made its presence known at several high-profile races, including stops in Charlotte, Kansas City, and Nashville. These events provided opportunities to deepen relationships with business partners while rallying behind Bayley on the track. For the 2025 season, DQS is proud to support rising star Kaden Honeycutt, who now drives the #45 truck. With a history of success on amateur circuits, Kaden has been having a breakthrough year backed by sponsors who bring strategy, logistics, and shared values to the table.



#### A Patriotic Return to Charlotte

The 2024 Memorial Day weekend race at Charlotte Motor Speedway was a meaningful moment for DQS and its affiliated nonprofit, Foundation for Pops. Founded by DQS CEO Josh Morris in honor of his late grandfather, Lloyd "Pops" Matthews, a Vietnam veteran, Foundation for Pops

served as the primary sponsor of Bayley Currey's truck for the race. The patriotic truck wrap symbolized a heartfelt tribute during a weekend honoring our nation's fallen service members.



This year, DQS was excited to continue that tradition in Charlotte. A group of veterans joined the company for a special tour of the Niece Motorsports shop and enjoyed VIP access to the Memorial Day race. The truck's wrap once again carried a patriotic theme, reflecting DQS's ongoing commitment to those who have served.

#### Collaboration Beyond the Track

DQS's racing partnerships extend far beyond sponsorships and pit lane appearances. Alongside Masked Owl Technologies, Precision Vehicle Logistics, AutoVentive, and other industry partners like JF Electric, DQS has built a collaborative network that spans manufacturing, automation, staffing, and logistics. These companies don't just come together at races—they actively support one another's operations, problem-solve across industries, and drive innovation in their respective fields.

#### Home Turf at Michigan International Speedway

On June 7, 2025, DQS Solutions & Staffing will proudly serve as the entitlement sponsor of the NASCAR Craftsman Truck Series race at Michigan International Speedway in Brooklyn, Michigan. The *DQS Solutions & Staffing 250 Powered by Precision Vehicle Logistics* marks the Truck Series' much-anticipated return to Michigan, where it hasn't raced in several years.

For a company born and bred in Michigan with deep automotive roots, this event is as much a homecoming as it is a race. Fans can expect a lively "fan village" on-site, complete with autograph sessions, giveaways, and a strong community presence.

Kaden Honeycutt will drive the #45 truck with DQS Solutions & Staffing adorning the hood of the truck as he has all season, but with a new, local twist. Among DQS and its partners, two new logos will be featured: McLaren Transport and the River Rouge School district. In March of 2025, McLaren Transport, a trucking and logistics firm out of Southwest Detroit, was acquired by DQS. This merger bolsters DQS Solutions & Staffing's warehousing and logistics functions while strengthening their already-unmatched offerings in these fields.

The appearance of River Rouge Schools on the truck carries special meaning for DQS CEO Josh Morris, a proud graduate of River Rouge High School. Morris has often

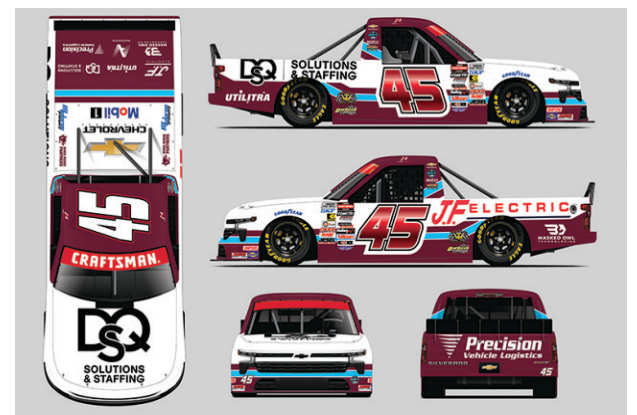
credited the school and community for helping shape his path and remains committed to giving back. In early 2024, DQS and River Rouge Schools announced a partnership aimed at expanding student opportunities through scholarships, career readiness, and community programs. As part of this collaboration, the high school stadium was renamed DQS Solutions & Staffing Stadium. The Panther logo displayed on the back of the #45 truck is a proud nod to Morris's roots and the ongoing partnership with River Rouge.

Beyond Honeycutt's sponsors, the other Niece Motorsports drivers competing in the June 7<sup>th</sup> race, Ross Chastain and Matt Mills, will drive trucks featuring the logos of DQS and their affiliates in a show of partnership and camaraderie in front of a passionate hometown crowd. This showing of cross-organizational support sets up a strong foundation for DQS, Niece Motorsports, and their family of companies for which they can flourish in the NASCAR Craftsman Truck series for years to come.

#### Building a Community of Fans

The partnership with Niece Motorsports has also fueled DQS's digital presence. NASCAR fans nationwide engage with the company through social media, where DQS shares race previews, behind-the-scenes content, and driver shoutouts. One standout initiative has been the creation of "hero cards"—trading-card-style prints featuring drivers like Bayley Currey and Kaden Honeycutt. These collectible cards showcase both the drivers and their sponsors, helping to connect fans with the sport and the brands supporting it.

Through these efforts, DQS has grown a passionate community far beyond Michigan's borders, introducing more people to the company's mission of workforce solutions, veteran support through Foundation for Pops, and collaborative innovation.



#### Where Passion Meets Precision

Whether providing rapid-fill staffing for a security operation, supporting veteran-led initiatives, or sponsoring a national racing team, DQS Solutions & Staffing exemplifies how industries can come together to accelerate growth and innovation. Their expansion into NASCAR is not just a branding effort—it's a strategic move fueled by passion, purpose, and a drive to accelerate your business, build lasting partnerships, and showcase Michigan excellence on the national stage.

DQS Solutions & Staffing is proud to present the return of the NASCAR Craftsman Truck Series to Michigan International Speedway on **Saturday, June 7, 2025!**



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OUR NASCAR PARTNERSHIPS

