PRESS RELEASE

FOR IMMEDIATE RELEASE
October 26, 2026

MEDIA CONTACT: Matt Daigle
Phone: 571-213-7855
Email: info@drivingforceaction.org

DRIVING FORCE ACTION BACKS RICKETTS FOR SENATE IN NEW BATTLEGROUND AD

Washington, D.C. (October 26, 2026) Driving Force Action, a project of the Specialty Equipment Market Association (SEMA), today launched a new ad in Nebraska supporting Pete Rickett's re-election to the U.S. Senate.

The ad, which is part of a broader, national, six-figure, independent expenditure advertising campaign, expands Driving Force Action into Nebraska for the first time.

"With the election now just days away, America's car community knows a thing or two about the importance of finishing strong – and with Pete Ricketts on the ballot, we don't want to leave anything left in the tank on behalf of automotive liberty, domestic manufacturing, and the right to race," said **Lauren Wilbor, national spokesperson for Driving Force Action**. "Driving Force Action is unwavering in our support of individuals who back the aftermarket industry and American car culture, and Pete Ricketts is one of those leaders."

The Ad

- **NEBRASKA:** Pete Ricketts knows the importance of Nebraska's small businesses. (:30 seconds).

The Spend

The new ad buy continues an independent expenditure campaign that includes broadcast television, connected TV, text messaging, and digital advertising to reach voters in support of candidates who support domestic manufacturing, automotive liberty, and the skilled trades. Other Driving Force Action expenditures have been made in support of other champions of the automotive aftermarket industry: **Rep. Mike Rogers** (U.S. Senate candidate in Michigan), **Rep. Tom Barrett** (U.S. House candidate in Michigan), and **Rep. Derrick Van Orden** (U.S. House candidate in Wisconsin).

ABOUT DRIVING FORCE ACTION

Driving Force Action is an independent expenditure-only political committee and a nationwide alliance of gearheads, car enthusiasts, and small automotive businesses united to defend Americans' freedom to drive. The organization advocates for policies and candidates who support automotive freedom, consumer choice, and the preservation of car culture across the United States. Driving Force Action makes independent expenditures to support or oppose federal candidates and operates independently of any candidate, campaign, or political party. To learn more, visit www.drivingforceaction.org.

Driving Force Action does not coordinate its activities with candidates or political committees.

Paid for by Driving Force Action (www.drivingforceaction.org) and not authorized by any candidate or candidate's committee.

###