

Dialed In Returns to Jeremy Clements Racing for 2026 NASCAR Season

Dialed In will return for a seventh consecutive season as a full-season sponsor of Jeremy Clements Racing in the 2026 NASCAR O'Reilly Auto Parts Series, highlighted by the team's new alliance with Haas.



Fort Atkinson, Wisconsin Jan 12, 2026 (IssueWire.com) - Dialed In Returns as Full-Season Sponsor of Jeremy Clements Racing for 2026 NASCAR O'Reilly Auto Parts Series

Dialed In, the performance-focused nootropic brand behind Dialed In Focus Pouches and Gum, today announced it will return as a **full-season sponsor** of Jeremy Clements Racing for the **2026 NASCAR O'Reilly Auto Parts Series season**. The upcoming campaign marks **Dialed In's seventh consecutive season** partnering with JCR.

Dialed In branding will be featured throughout the entire 2026 schedule on the No. 51 Chevrolet, driven by Jeremy Clements, as the team builds on years of on-track success and a shared commitment to performance, focus, and consistency.

The 2026 season brings heightened anticipation following JCR's newly announced technical alliance with Haas Factory Team, a move expected to elevate competitiveness, data resources, and engineering depth across the program.

"This partnership has always been about long-term alignment, not one-off deals," said Rob Kieckbusch,

CEO of Dialed In. “Seven seasons with Jeremy Clements Racing speaks volumes about the trust, grit, and results we’ve built together. With the new Haas alliance, we’re more excited than ever about what 2026 can deliver.”

Since first joining forces, Dialed In and JCR have grown together—both brands rooted in relentless preparation and mental performance under pressure. Dialed In Focus Pouches and Gum are designed for sustained energy and clarity, mirroring the demands of race day where precision and focus are paramount.

“Racing at this level requires staying dialed in from the first lap to the last,” Kieckbusch added. “JCR embodies that mindset, and we’re proud to stand behind them for another full season as they take the next step forward.”

Jeremy Clements Racing enters 2026 with momentum and optimism, aiming to capitalize on enhanced technical support while continuing its reputation as one of NASCAR’s most resilient and efficient teams.

Fans can expect to see Dialed In prominently featured throughout the season, along with behind-the-scenes content, race-week contests, and collaborative storytelling that highlights the intersection of motorsports and mental performance.

About Dialed In

Dialed In is a performance-driven nootropic brand offering focus pouches and gum formulated to support mental clarity, sustained energy, and peak performance—on and off the track.

About Jeremy Clements Racing

Jeremy Clements Racing is a family-owned NASCAR team competing full time in the NASCAR O'Reilly Auto Parts Series, known for its underdog grit, engineering efficiency, and race-winning performances.

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