

# Rick Ware Racing Unveils New Look for Las Vegas; Yeego.ai and Habit Burger & Grill to Debut on No. 51 Chevrolet

A national partnership celebrating professional connection and award-winning flavor with an exclusive fan engagement campaign.



**Las Vegas, Nevada Mar 15, 2026** ([Issuewire.com](https://www.issuewire.com)) - **Rick Ware Racing (RWR)** announced today a major double-brand debut for this Sunday's Pennzoil 400 at Las Vegas Motor Speedway. The No. 51 Chevrolet, driven by **Cody Ware**, will showcase a vibrant new paint scheme featuring primary partners **Yeego.ai** and **Habit Burger & Grill**.

This partnership represents a significant "crossover" moment, bringing a next-generation social AI networking platform and a beloved national restaurant brand to the forefront of the NASCAR Cup Series. Facilitated by **Standout Management Group (SMG)**, the collaboration is designed to bridge the gap between high-speed motorsports and cutting-edge digital connections.

## A Tech-Forward Connection

Yeego.ai, a social AI networking app, provides users with a personal digital companion to help them build and strengthen professional and personal relationships more efficiently. By identifying shared interests and suggesting timely follow-ups, Yeego.ai is revolutionizing how people connect in an increasingly digital world.

"NASCAR is inherently about connection—between the drivers and the fans, and between brands and their communities," said **Boon Chew**, Founder of Yeego.ai. "We are thrilled to partner with Rick Ware Racing to highlight how technology can enhance these human experiences."

## National Fan Giveaway

To celebrate the debut, [Habit Burger & Grill](#)—the Santa Barbara-born brand known for its award-winning, freshly chargrilled burgers—is launching a massive fan engagement campaign. Fans nationwide can participate in the "**51-Charburger Giveaway**" by visiting [habit.giveaway.racing](http://habit.giveaway.racing).

"It is always a milestone moment to bring new, innovative brands into our sport," said driver **Cody Ware**. "Representing a tech leader like Yeego.ai alongside a fan favorite like Habit Burger & Grill is a great opportunity for our team."

## About Standout Management Group (SMG)

Headquartered at Texas Motor Speedway, SMG is a premier talent management agency creating standout marketing experiences through advanced technology and data-driven strategies.

## About Rick Ware Racing

With over 40 years of excellence in motorsports, RWR competes full-time in the NASCAR Cup Series, NHRA, and other elite divisions.

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