

Project Never Lift Debuts Saturday at Florence —

The Mopar Hemi Program Dylan Smith Started

Queen City Garage fields the No. 25 in the Limited Late Model class for Project Never Lift's first competitive outing; chassis benchmark precedes engine introduction

CHARLOTTE, N.C. — May 7, 2026 — Queen City Garage (QCG) will field its No. 25 in the Limited Late Model class at Florence Motor Speedway on Saturday, May 9, marking the first competitive outing for **Project Never Lift** — the Charlotte-based program retained by **Mopar Direct Connection** to test and certify the next-generation 5.7L Hemi for stock car racing. The 50-lap, \$1,000-to-win Mother's Day feature drops the green flag at 7:00 p.m. ET.

The Direct Connection Hemi development program began with **Dylan "Mamba" Smith** asking a question. Grassroots stock car racing had been waiting years for a real alternative engine option, and Smith — a Dodge brand ambassador since 2019 — believed the appetite was there. He took the question to the track in 2022, running the No. 170 Dodge Charger SRT Super Late Model for Lee Faulk Racing in the South Carolina 400 at Florence, in Direct Connection paint. The weekend generated more than ten million online impressions. Mopar built the program around the answer. Smith is now its founder and driver of record at QCG.

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MOPAR HEAVEN ON THE HOOD

Mopar Heaven, a 10-year Dodge enthusiast event series whose tenth edition (Mopar Heaven X) ran March 27–28, 2026 at Texas Motor Speedway, will appear on the hood of the No. 25. The event's marquee programming includes Free Dodge Thrill Rides. That's the same activity Smith joined in 2019, when his first role with the brand on the Dodge Thrill Ride Tour put him on-mic as hype and product specialist — the entry point into a driver and ambassador role for Direct Connection.

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"Mopar Heaven is where Mopar people gather. The No. 25 is a Mopar program. They belong on the hood. Saturday in Florence is the first time the two are in the same place at the same time."

DYLAN "MAMBA" SMITH // FOUNDER, QUEEN CITY GARAGE

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B/R RACING ON THE QUARTER PANELS

B/R Racing, Bleacher Report's dedicated motorsports sub-brand launched in 2025 alongside the Warner Bros. Discovery / TNT Sports NASCAR rights agreement, will appear on the quarter panels of the No. 25. The brand's editorial focus is grassroots and character-driven NASCAR — behind-the-scenes captures, driver and crew profiles, and the parts of the sport that don't always make the Cup-side broadcast.

Smith serves as a B/R Racing Special Correspondent and a regular content contributor to that output, alongside his on-air role with TNT Sports' NASCAR coverage. The No. 25 puts a Late Model development program on the car he drives — the same kind of grassroots story he produces content about for the brand week to week.

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ABOUT SATURDAY'S PROGRAM STRUCTURE

Project Never Lift's testing program is staged: the chassis benchmark precedes the engine introduction. The May 9 Florence outing is the chassis benchmark phase, not the engine debut. The No. 25 will run sourced equipment with a known dyno curve so the team can baseline the chassis independently before introducing the Direct Connection Hemi to a chassis the team already understands. Certification milestones will be published as cleared by Mopar Direct Connection.

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"Engine programs aren't built in a weekend. We're staging this one — baseline the chassis on Saturday, then drop the Direct Connection Hemi into a platform we already understand. That's the work."

MICHAEL

FAULK // OPERATOR, LEE FAULK RACING // DEVELOPMENT LEAD, PROJECT NEVER LIFT

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ABOUT FLORENCE MOTOR SPEEDWAY

Florence Motor Speedway is a 0.4-mile asphalt short track 15 miles south of Darlington, S.C. — the self-described "Diamond of the Southeast." Recent South Carolina 400 winners at the track include Caden Kvapil. The May 9 Mother's Day card features Limited Late Model competition, the same Saturday-night class structure where Smith ran the 2022 South Carolina 400.

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ABOUT DYLAN "MAMBA" SMITH

Dylan "Mamba" Smith, a Randolph, Vt. native, is the founder and driver of record for Project Never Lift. A NASCAR Drive for Diversity alumnus, he has competed in the ARCA Menards Series and Late Model events nationwide, including recent Late Model starts at Hickory Motor Speedway sponsored by Trackhouse Racing owner Justin Marks. Smith was a team member on Stewart-Haas Racing's 2014 NASCAR Cup Series championship effort with Kevin Harvick.

Off-track, Smith is a NASCAR analyst, co-host of Kevin Harvick's Happy Hour on Fox Sports, a B/R Racing Special Correspondent, and a contributor on TNT Sports' NASCAR broadcasts. He has been part of the Dodge brand since 2019, beginning on the Dodge Thrill Ride Tour and growing into product specialist, brand ambassador, and event activation roles before driving in Direct Connection paint at the 2022 South Carolina 400.

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ABOUT QUEEN CITY GARAGE

Queen City Garage is a Charlotte stock car development program. Project Never Lift, its first project, is retained by Mopar Direct Connection to test and certify the next-generation 5.7L Hemi for stock car racing applications. The program operates out of Lee Faulk Racing's Mooresville, N.C. shop. Build-log coverage is published at qcgarage.com.

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ABOUT LEE FAULK RACING

Lee Faulk Racing, owned by Lee Faulk and operated by Michael Faulk, is a Mooresville, N.C.-based stock car development team with a 2026 roster spanning the CARS Tour Late Model Stock Car Series, the Paramount Kia Big 10 Series, and Trans Am TA2. Michael Faulk serves as Development Lead for Project Never Lift.

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ABOUT MOPAR HEAVEN

Mopar Heaven is a Dodge/Mopar enthusiast event series in the Dallas/Fort Worth area, now in its tenth year. The 2026 edition (Mopar Heaven X) was held March 27–28, 2026 at Texas Motor Speedway. More information at moparheaventx.com.

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ABOUT B/R RACING

B/R Racing is Bleacher Report's dedicated motorsports sub-brand, launched in 2025 alongside Warner Bros. Discovery / TNT Sports' NASCAR rights agreement. The brand's content distributes across @brracing on Instagram and TikTok and @br_racing on X, and feeds into B/R Sports on Max.

// FOLLOW THE PROGRAM

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