

City of Sioux Falls, S.D.:

Super Hero Award



Gary Zitterich,

- Small Business Owner, 1979-2021
- Sprint Car Racer, 1981-2001



Gary Zitterich - Originator, and Founder of Zitterich Foreign Car Repair in the summer of 1979, is being enshrined as a Sioux Falls Community Super Hero on June 5, 2024 @ the Sioux Falls City Council Meeting at 6:00pm.

The S.F City Council recognizes the contributions of Superheroes on a regular basis, of which - Emphasize POSITIVE stories, people, and developments in our community; and ENCOURAGE others to become more active, positive forces in the community;

Gary Zitterich began his career as a mechanic at Ryan Automotive (1970), and became the first Datsun mechanic in South Dakota.

By the end of the decade, he opened Zitterich Foreign Car Repair in West Sioux Falls, dependent on quality, customer service, loyalty, and being known as a small business taking pride in its work.

Built on Trust, Dedication, and Loyalty, Gary started his business based on wanting to do it his way, putting the People of Sioux Falls first, using his 'racing hobby' as a springboard to building the company - many of his customers were from the racing community, and if you know motorsport fans, they are loyal, and commit to supporting their favorite racer.

Gary would spend the time educating his customers, helping to better understand the process of fixing their vehicle, working with them, to ensure they could pay their repair bill, and sometimes, sacrificing profit, for a long term customer relationship. He prided the fact that his customers were his extended family.

His racing career mirrored his professional business career - 1981 to 2006, he won 2 track titles at Huset Speedway (1991, 1992), one track title at Hartford Speedway (1993), the 1989 and 1998 IMCA Traveling Series Titles, and the 1994 IMCA Super National Title.

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Often during the 1980's and 1990's, he spent time working with children, often taking his race car to events to provide inspired pep talks to children with disabilities, illness. He went the extra mile to help provide to our future generations, motivation to strive to become excellent members of society.

Now retired, Gary Zitterich spends much of his time camping, spending time with grandchildren, and exploring the country.

ZITTERICH FOREIGN CARE REPAIR from 1979 to 2021 - was just one of many small businesses in the Sioux Empire. These types of small business organizations represent some of the most unsung heroes of our communities, and should be recognized more frequently today.

Our Economy needs more of them,, and if we should strive to make Sioux Falls a great place to work and live by encouraging more people to come forward to showcase other Small Businesses in the future.



“Opportunities Don’t Happen, You Create Them.” - Chris Grosser

Gary Ziterich

Born: October 15, 1951

Graduated: Washington High School (1969)

Wife: Julie

Children: Mike, David, Angela, Justin

Occupation: Small Business Operator

Hometown: Sioux Falls, S.D

Hobby: Sprint Car Racing, Camping, Traveling

Awards:

1989 I.M.C.A National Series Champion,

1991-92 Huset Speedway 360 Sprint Car Champion

1993 Hartford Speedway 360 Sprint Car Champion

1994 I.M.C.A Super National Champion

1998 I.M.C.A Midwest 360 Sprint Car Traveling Series Champion

4 Outlaw (410 c.i) Sprint Car Feature Wins

30+ 360 c.i Sprint Car Feature Wins

2014 Huset Speedway Hall of Fame Inductee

Nickname: “The Candyman”

Known for taking time to Hand Out Candy to all the Children at the Races.

Written By: Mike Zitterich

