

THE
RACE
SHOP

FOR
MARKETERS





426 Engine Shop

Swap in some serious horse power for your brand.

Traditional advertising

Web, interactive, and mobile

Social media

TV & video production

Photography

Media buying

Branded merchandise & apparel

PR

Description copy goes here.



Django Studios Paint & Body

Get a showroom fresh look for your project or brand.

Award-winning design

Brand building

Logo ideation

Packaging

P.O.S.

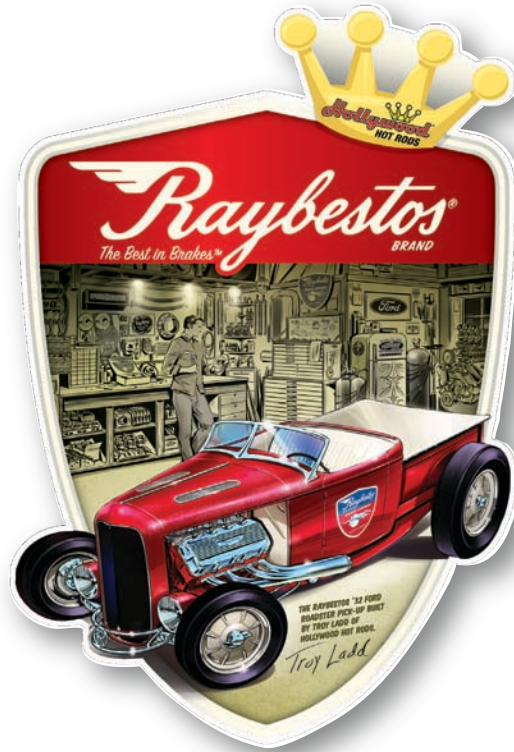
Custom illustration

Gearhead sensibility





Raybestos 1964 GTO-R Give-A-Way Promotion



WIN THIS HOT ROD!

RAYBESTOS '32 FORD ROADSTER PICK-UP SWEEPSTAKES

FREE T-SHIRT WITH PURCHASE

THE RAYBESTOS GIVEAWAY '32 FORD ROADSTER PICK-UP BUILT BY TROY LADD OF HOLLYWOOD HOT RODS. LEARN HOW YOU CAN BE THE NEXT ONE TO WIN AT RAYBESTOS.COM

Troy Ladd

See project updates, build photos and video at www.raybestos-auto.com
Program runs from June 15-August 31

Raybestos
BRAND
The Best in Brakes™

Picture that of a similar design as of 2005 is the property of Raybestos.



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TAKE ONE!

Raybestos
BRAND
The Best in Brakes™



Raybestos Brake Packaging



Hunnert Car Pile-Up 10th Anniversary Poster and Event T-shirt



Suave For Men Dale Earnhardt Jr Co-Branding

HOT ROD CHASSIS & CYCLE
Special Equipment On  *Add-on, Always On!*

630.458.0808
 59 FACTORY ROAD, ADDISON IL 60101
 WWW.HOTRODCHASSISANDCYCLE.COM

ENGINE: SUPERCHARGED CHRYSLER 392 HEMI
TRANSMISSION: TTC TKO 600 5-SPEED
REAR END: 9" REAR AXLE
FRONT SUSPENSION: 4" DROPPED & DRILLED I-BEAM
REAR SUSPENSION: HRCC
FRAME: HRCC FRAME
BODY MODIFICATIONS: HAND CRAFTED STEEL GRILLE SHELL, CHOPPED 5 INCHES, HAND CRAFTED TRUCK BED, 10.00-15 RADIR SLICKS, 5.60-15 COKER FIRESTONE PIE CRUSTS
FUN METER: PEGGED!!

"TANGERINE SCREAM" 1933 FORD PICKUP SHOWROD



Hot Rod Chassis & Cycle Tangerine Scream Ad and T-shirt Packaging



Pirates of the Caribbean Packaging



PROtential Engineering

Ready to analyze your competition, engineer your advantage, and execute the strategy that puts you in victory lane.

Corporate sponsorship analysis, optimization, ideation & management

Strategic business consulting

RFP management and contract negotiation

Motorsports marketing strategy & activation

Development & execution of sales & promotional strategies

Customized internal marketing & motivational materials

Development and implementation of promotional and guerrilla strategies

Strategic media consulting

Development of Contemporary B2B Programs

Description copy goes here.



PROtential Road Crew

A team of road-warrior brand ambassadors that engage your consumers and VIP customers alike.

Experiential marketing

Professional event management

Corporate hospitality

Showcar and racing simulator programs

Custom brand experiences

Lifestyle events

Description copy goes here.



SPC Fabrication Shop

Has the in-house resources to build what you need — quickly, efficiently, and with unbeatable quality.



Printing - web, sheetfed, digital and bindery

Direct mail

4C hybrid variable imaging

Optimized postal and freight logistics

Banners, signage and displays

Loyalty programs

Premiums

Trade show exhibits

Description copy goes here.