

THE
RACE
SHOP

AUTOMOTIVE
MARKETING
EXPERTS







426 Engine Shop

Swap in some serious horsepower for your brand.

Traditional advertising

Web, interactive, and mobile

Social media

TV & video production

Photography

Media buying

Branded merchandise & apparel

PR



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



Danica Patrick PEAK IndyCar & NASCAR Sponsorships

ENTER FOR YOUR CHANCE TO WIN!

INDYCAR
SERIES
DRIVING EXPERIENCE

with
DANICA PATRICK

Drive An Indy Style Car At The Indianapolis Motor Speedway!

*...and enjoy a V.I.P. experience during
Pole Qualifying Weekend, May 2008!*

No purchase necessary. Void where prohibited.
Go to www.peak.com for a complete
list of official rules and regulations.



"WHEN YOU PEAK, YOU WIN."



Danica Patrick PEAK IndyCar & NASCAR Sponsorships



Paul Tracy WIX IndyCar Sponsorship



Ryan Newman WIX NASCAR Sponsorship



IZOD IndyCar PEAK Performance Pole Award Program



Snap-on Tools/Cruz Pedregon NHRA Full Throttle Sponsorship



Raybestos/WIX Joe Gibbs NASCAR Sponsor Partnership



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



Timberland PRO Sponsorship of the SkillsUSA National Service Day



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Timberland PRO Sponsorship of the SkillsUSA National Service Day



Daytona Hospitality



Timberland PRO Sponsorship of the SkillsUSA National Service Day



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





Suave For Men Dale Earnhardt Jr Co-Branding



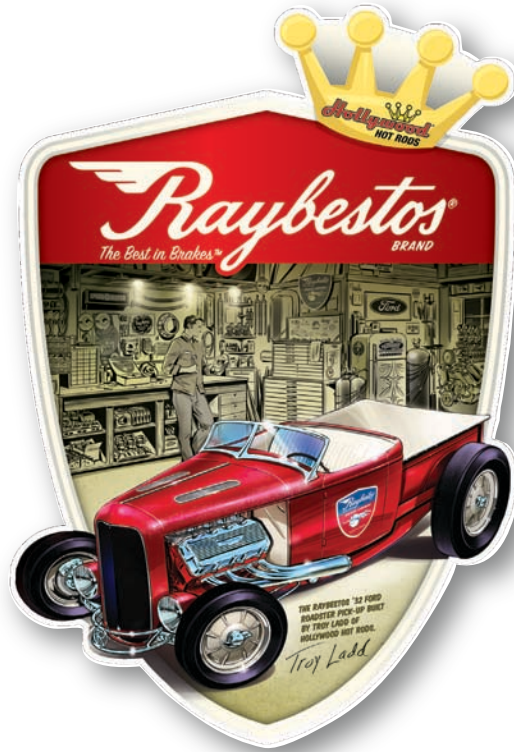
Raybestos 1964 GTO-R Give-A-Way Promotion



Raybestos Brake Packaging



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



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 million things in \$1,000,000 parts for \$14.99 each & more! (MSRP \$29.99) @ Raybestos.com



WIN THIS HOT ROD!

RAYBESTOS '32 FORD ROADSTER PICK-UP SWEEPSTAKES

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TAKE ONE!

Raybestos
BRAND
The Best in Brakes™



Pirates of the Caribbean Packaging

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

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 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



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.

THE **RACE** SHOP

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EXPERTS



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426inc.com



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