

**Autocon Motorsports
Overview and Global
Partnership
Opportunities**

Partner Overview

- Leading global race series and events

American Le Mans Series
24 Hours of Le Mans

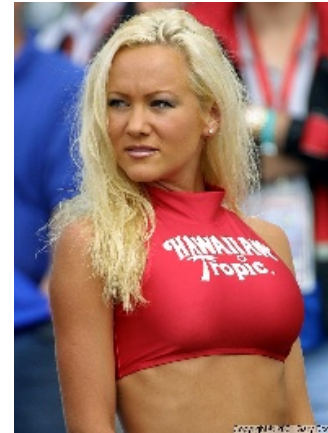
- High-value global marketing platform
- Championship team and drivers
- Autocon Racing
- Based in San Diego, California, USA



American Le Mans Series



- Top sports car series in world
- Exotic prototype cars and brands
- 10-race North American schedule
- Broadcasted live globally
- Highest rated U.S. racing TV viewership (*)
- Highest-end fan demo in U.S. sports
- Fastest growing series in U.S.
- Cornerstone event: 12 Hours of Sebring
- Season attendance: 486,000
- Season viewership: 8.5 million
- www.americanlemans.com



(*) comparison excludes NASCAR



24 Hours of Le Mans

24 HEURES DU MANS
18-19 JUN 2005

- One of two most significant races in world
- Le Mans, France (two hours from Paris)
- Held June 18-19 2005 (annual event)
- 220,000 fans in attendance
- 133 TV channels broadcasting to 141 countries
- 230 million TV viewers
- 2,358 journalist in attendance
- 1.9 million unique web site visitors
- www.lemans.org



The Drivers



Michael Lewis has driven literally every type of racing car. If it has wheels, he wants in it. A well known and accomplished driver in Trans-Am racing, Mike started racing at age 20 and has since won SCCA championships in GT1 and GT3.

Lewis is the owner of Autocon, a car collector, and new father to Preston. He is a war history buff, which may explain why racing appeals to him!



The Drivers



Chris McMurry is a sports car racing veteran who ranks in the top ten in all-time starts among prototype drivers in the American Le Mans Series.

In his most recent 31 starts he has accumulated 16 podium finishes and six wins.

He resides in Arizona, USA with his wife Bobbi and enjoys international travel to places like Europe, the South Pacific and Central America.



The Drivers



Bryan Willman is one of the more familiar faces in the paddock and known as one of the best interviews. He has three ALMS wins, and drove for Autocon last season.

Prior to that he raced with Chris McMurry at Team Bucknum for three years, scoring three wins and becoming one of the top ten most enduring prototype duos in U.S. sports car history along with McMurry.



Marketing Opportunities

Sponsor livery and branding can be applied to all of the elements of the team, and the team can even be renamed to reflect the sponsor's corporate identification. Sample locations of sponsor branding include:

- On race cars
- Driver uniforms
- Driver helmets
- Pit crew uniforms
- Pit wall banners
- Pit row tent
- Pit equipment/vehicles
- Race car transporter
- Team motor home
- Team paddock tent
- Transporter flags
- Transporter lookout deck
- Team promotional collateral
- Tent-side POP display
- Kiwi tile (paddock tent flooring)
- Tool boxes



Marketing Opportunities

Marketing venues available from event promoters can be engaged to create a more full-circle marketing effect on both race spectators and the television audience. Sample tools typically available from promoters include:

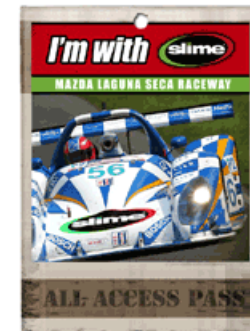
- TV advertisements
- Event program advertisements
- At-track signage
- Web site banner advertisements
- Public address advertisements
- “Official” product entitlements
- Scoreboard promotions
- Editorial broadcast features
- Running order identification on TV
- Application of brand on tickets
- Logo on pre-race event advertising
- Paddock exhibit space
- Spectator sampling programs
- VIP networking parties
- Race sponsorship (“XYZ Company 500”)
- Race day tickets and suites



Marketing Opportunities

Incorporating a racing investment into ongoing marketing is a way to exponentially increase the value of a motorsports investment. There are limitless methods by which to do so; here are sample scenarios:

- Use of driver likenesses
- Use of team/car likenesses
- Touring show car programs
- Sweepstakes
- In-market public relations
- Employee relations programs
- VIP entertainment/hospitality
- Advertising campaigns
- Driver/car appearances
- Customer/dealer/distributor events
- “Arrive-and-drive” events
- Merchandise/licensing programs



More Information

To Explore This Global Marketing Opportunity Further:

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