



HEMI
SHOOTOUT
1967

**The Power to Move
Nostalgia Into a New Era...**

There is One Word That Defines American Hot Rodding Muscle,

HEMI!



When it's placed into the era defining machines of the 1968 Plymouth Barracuda and Dodge Dart, there is no ride like it on earth. Imagine mashing the gas and seeing nothing but sky as the massive HEMI engine wheel stands over 3,000 pounds of race car!

The HEMI ShootOuts and Mopar HEMI Challenge held in NHRA competition is the biggest attraction of the Sportsman show. Its head-to-head competition of the ultimate American muscle cars is a no bull, real men, fan-favorite form of drag racing.

While nobody knows the exact number, only an estimated 60 Barracudas and 60 Darts were built by Chrysler specifically for NHRA competition back in 1968. They came from the factory with lightweight glass, fiberglass fenders, no window cranks, no radios, no back seat, and no rear view mirrors. Who needs them, when the sole purpose was to set new track records?

They destroyed the competition offered by Ford and GM, period... and launched HEMI as one of the most powerful brand names.

In 2011, the affection for these cars has not dwindled and is even finding new audiences as racers continue to push the barriers of the 1968 chassis, now surpassing the 160 mph mark. With the latest in engine technology pushing upwards of 1000 horsepower and turning 9,000 plus RPM's, they are brutal and impressive and give new meaning to the phrase, "new old stock"!

With Mopar's blessings and encouragement, the Nash Performance Group is now creating a schedule and season-ending points fund for a limited series of Hemi ShootOuts across the country.

Here's the opportunity at hand...





HEMI ShootOuts Competition Today

The special designated class of SS/AH, Super Stock A Hemi was created several years ago to accommodate the fan-favorite competition. There are many great stories within the class.

A few competitors still run original Barracudas (B029) and Darts (L023) factory original cars, some owned since high school. When introduced the cars posted low ETs in the high 10 second range, the current National Record Holder is Charlie Westcott Jr. and his Hemi Militia Warfish with an 8.22 at 162.72mph. The modifications to forty-plus year old equipment is interesting.

There is also a great battle between engine builders. Charlie Westcott Jr. and his father Charlie Westcott Sr. have been the class of the field for a while. Their nemesis is none other than Ray Barton, considered by many to be the modern father of the HEMI engine. Each man has a roster of competitors in his camp and it's interesting watching these men push themselves, each other and the technology. Several other engine builders have recently started building engines to do nothing more than beat these guys.

At the HEMI ShootOut at The Dutch this year we had five cars remaining representing four engine builders. The competition is heating up.

HEMI Shoot Out Branding Attributes

- Nostalgia** – As Americans, we still treasure our heritage and take stock in trusted brand names.
- Technology** – Embracing the latest in racing technology, the SS/AH class is likened to Jr. Pro Stock.
- Power** – More horsepower than an IndyCar, a NASCAR stock car, or a USAC Silver Crown car.
- Art** – Pride in ownership has created a field full of hand painted beauties.
- Cool** – Not everybody can have one and there's status in being capable of driving it.



Suggested Schedule of Event

For the 2012 season, we propose a schedule of five races located around the country with a season-ending points fund. To encourage increased participation, the purse structure will pay more and pay deeper into the field. A suggested schedule is as follows:

Feb/March NHRA Event with Class Competition in the South TBD
April Mopars at the Strip, Las Vegas, NV
July NHRA Event sponsored by Mopar in Denver, CO
September Mopar Hemi Challenge at NHRA's US Nationals, Indianapolis, IN
October The Dutch at Maple Grove Raceway, Reading, PA

Notes: When working with NHRA events, the HEMI ShootOuts run as a feature within the Sportsman Class Competition with the final round usually held with the pro competition. The Mopar NHRA event in Denver is considered, should class competition be added to that schedule for the 2012 season. The class competition schedule has not yet been announced. Mopars at the Strip and The Dutch are already established events. The Dutch is popular for its record setting potential. Vegas should be self-explanatory.



Partnership Programs

It is always our preference to create measurable bespoke programs for corporations that cater to targeted marketing goals. For the HEMI ShootOut 2012 opportunity, relative to branding, we offer the following:

Title Sponsorship

Will include but not be limited to:

- Corporation name/logo incorporated into the title/logo of the HEMI ShootOuts.
- Title sponsorship to all four HEMI ShootOuts and Championship Points Chase.
- Presented by entitlement to the Mopar Hemi Challenge at the US Nationals *
*Mopar to approve corporation.
- Corporation logo on event signage:
 - Starting line
 - Paddock area
 - Winner's circle banner
 - All entered race cars
 - Advertisement for events
 - All public relations, administration and marketing materials
- Inclusion in the national public relations campaign for the series
- Corporation logo on all official uniforms
- PA Announcements at each event
- Banner ad/write-ups and links on official website www.HemiShootOut.net and on the official HEMI ShootOut App (currently under construction).
- Inclusion in Series Merchandise
- The rights to images of event activity and the use of the name "HEMI ShootOut".

The above promotion including all five events (Four HEMI ShootOuts and the Mopar HEMI Challenge) and the Championship Points Chase is available for \$150,000 USD.

Associate Partnerships and Manufacturer's Contingency opportunities are also offered in limited availability.



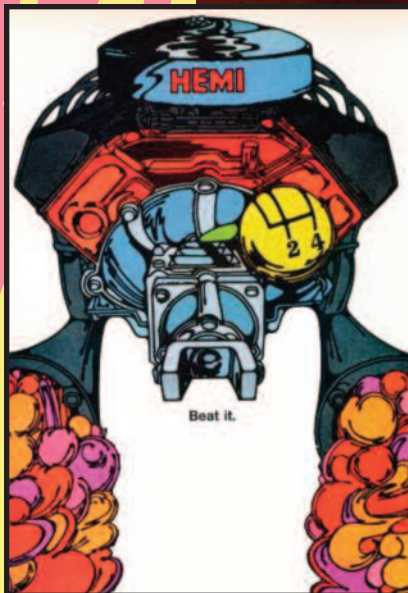
1968 SS/AH Barracuda Car Build for Competition

Primed for a plethora of editorial content, veteran IndyCar team owner and chief mechanic, Larry Nash is currently gearing up for competition. His 1968 Barracuda, with completed chassis work documented in a gallery of photographs, is now ready for paint.

To accompany the editorial content of on-track action, readers will have a first-hand look at the technology and components that take a 1968 chassis and turn it into one of the fastest Super Stockers in the lanes.

Larry Nash's reputation for building pristine equipment precedes him. Gian Paolo Dallara of Dallara Automobili, manufacturers of the current IndyCar chassis, has described Larry's work as, "the most beautifully prepared race cars he has ever seen!" Larry not only builds a beautiful car, he also knows how to make horsepower and get it to the ground. It will be interesting to watch 30 plus years of IndyCar expertise turn its attention to a Hemi Super Stocker.

Partnership on the build project and entitlement to the car on the run through 2013 is available.



Cool Activation and Promotions

Ride Along for Fans!

Yep, it's possible. SS/AH cars have a passenger seat and we think we should put it to use. The Nash Performance Group has a SS/AH car that can run, as a promotion, right along with Round 1 of the HEMI Shoot Out competition. You put the \$100 dollar bill on the dash and dare them to grab it when the light goes green. It will never happen. But what will happen – the fan will have the ride of their life!

Demonstration Cars!

Nothing speaks louder than words than a demonstration. The Nash Performance Group has two 1968 Barracuda production cars that would work perfectly to demonstrate installations, part replacements, etc... for manufacturers.

SS/AH Showcar!

A race car away from the race track draws people like a moth to a flame. This is great for business. With racecars literally across the country, the Nash Performance Group will work with corporations and the competitors to create showcar opportunities – retail locations, trade shows, state fairs, etc... Series autograph cards will work well particularly with a perforated coupon attached. It's also possible to take on-site photographs and allow even our littlest fans to take home a documented moment seated in history.

HEMI ShootOut Merchandise!

HEMI has a passionate following. The opportunity to combine a corporate logo with the magical word meaning all things nostalgic, powerful, and cool is available through the HEMI ShootOut events. T-shirts, hats, license plates, ring tones, etc...we are only limited by our imaginations.

QR Codes and Videos!

In today's digital market place, television is no longer the only place to showcase interesting video. Whether its *8 seconds with a SS/AH Driver* or technical application with respect to the cars, the HEMI ShootOut App / Website can house them. QR Codes on paddock signage can take people there... instantly.

1:64 Scale Die Cast Cars!

Price point is perfect for promotional give-away trackside, at trade shows, as an add-on to retail sales display or added to a website order.





The Nash Performance Group, Inc. Owned by Larry and LeeAnne Nash

HEMI ShootOut.net and HEMI ShootOut Events are owned and produced by The Nash Performance Group, Inc. through license by and at the request of Mopar.

At the Nash Performance Group we have a passion for Hot Rods and a belief that they come in many forms. Whether it's an Indy Car, a Pristine Vintage Roadster, a Custom Cruiser or a Hemi Super Stocker, Nash Performance has a long history of mechanical expertise, car build and motorsports experience that marries performance with uncompromising preparation.

We've built Hot Rods that have competed in the greatest spectacle in racing, The Indy 500; the quarter-mile at Brainerd; the National Run-offs at Mid Ohio; and cars that simply are cool cruisin' the Hot Rod Power Tour.

We also offer Performance Marketing Services. With a full design department, we can offer everything from autograph cards to full scale event management.

Today's sponsorship is no longer about bringing brands to people, but rather getting people to seek out brands. Only inspired sponsorships will galvanize the consumer's behavior! Here at the Nash Performance Group, we get that and have the ability to build winning strategies for corporations both on and off the race track.

Full biographies are available at
www.nashperformance.com





Experience the Business of Winning

We invite you to join the Nash Performance Group and the HEMI ShootOuts in the fast lane to experience the business of winning.

As the ultimate promotional vehicle; a driver, a car, a series has the power to drive corporate messages, delivering them to the most brand loyal fans in the world. Researchers agree that when you participate in motorsports, you positively impact your bottom-line.

Here at the Nash Performance Group we can provide the promotional tools and business opportunities that will give you a clear edge over your competitors. As racers, we will work hard to meet and exceed your expectation on track and off.

It's a

HEMI



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*"Excellence is the result of caring more than others think is wise,
Risking more than others think is safe,
dreaming more than others think is practical,
and expecting more than others think is possible."*