

Nash Performance Marketing



NASH
Performance Group, Inc.

Actions Speak Louder Than Words

Through the short chute, down the strip, and on the salt...



It Can Be Deafening!

The Nash Performance Group puts Speed into Action

leveraging horsepower to create a message that moves...



Right Through The Clutter!

High Octane Fuel Main Stream Media

Motorsports is powerful because it's ultimately driven by people. People cheer for people, not pit wall signs. Compelling sponsorship in today's marketing is about leveraging the story that cuts through the clutter and makes some noise.

Here at the Nash Performance Group, we have the expertise and the resources to embrace a sponsors needs and gets their message in gear.

***In-Car Camera, Streaming Video,
Driver and Showcar Appearances,
Vendor Programs, Trade Shows,
Public Relations - National and Internal,
Manufacture Midways, Merchandising,
Employee Retention and Recruitment
Revenue Generating Programs
and Measured ROI***



The Roadster Returns To Bonneville

After a 50 year absence, banned from competition and deemed unsafe, the Rear Engine Modified Roadster will once again push the limits of the salt flats in Bonneville, the fastest race track in the world.

Legendary car builder Ron Benham has built a new 1927 Rear Engine Modified Roadster that has been deemed worthy and has reopened the class for competition. Ron has built numerous cars that have placed drivers in the "2-Club", that elite group of less than 550 folks who have set landspeed records at over 200 mph. Larry and LeeAnne Nash are confident that the new roadster will do the same for them.

The Nash Performance Group is preparing the car for competition and in doing so has tapped the expertise of some true "old salts", men who have spent decades in pursuit of pure speed.

This is a story about the return of the roadster in the hands of guys who just thrive on horsepower and speed. They spend untold number of hours in garages pouring all the years of knowledge into every detail of the car. What's cool is that a Hot Rod out of a garage can still be a record setter.

Spending time learning and listening to the older guys that have been on the salt for a lifetime, is cooler yet!



Mopar Hemi Challenge

There is one word that defines American Hot Rodding Muscle - Hemi!

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

The Mopar Hemi Challenge held in NHRA competition is the biggest attraction of the Sportsman show. It's head-to-head competition of the ultimate in American muscle cars. Celebrating 40 years in 2008, the affection for these cars has not dwindled and is even finding a new audience.

While nobody knows the exact number, only about 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 seats, and no rear view mirrors. Who needs them, when the sole purpose was to set new track records?

There is now a schedule of Hemi shoot-outs developing across the country, but the biggest bragging rights come from the granddaddy US Nationals weekend, when the Mopar Hemi Challenge takes the stage. The winning money is \$10,000, but the prize is in beating the best!



Indy Racing League



The Indy Racing League is the fastest growing sport in the country!

When a \$12 remote can make a \$250,000 television ad null and void in a click, sponsorship is more important than ever and it's time to take a fresh look at the Indy Racing League.

Now in its 12th year of competition, The IRL reaches 36.8 million quality consumers. That's almost 20% of the total adult population with a combined discretionary spending of \$564.8 Billion on goods and services. Trending up...the IRL will reach an estimated 40 million fans in 2008.

A few highlights:

- Photo finishes with side by side competition at 225 + mph.*
- Rights-based relationship with ABC/ESPN for 42 years.*
- 25,000 articles and features in major print publications*
- Use of 100% Ethanol Fuel*
- 36.8 million adults in the top 75 U.S. DMAs*
- IRL Fans area avid users of financial products and early adopted of new technology. Responsible for purchasing and management decisions with a high propensity for travel and a devotion to automobiles.*
- IRL Fans have been documented to have the highest percentage of brand loyalty. More than any other sport, the race fans' loyalty outpaces all others by nearly three to one.*

Indy Pro Series



As the support series running to the IRL's IndyCars, the Indy Pro Series (IPS) is the direct path to Indy! While it behooves the drivers to hone their skills in the IPS series before making the move to Indy, corporation can equally benefit spending a season education sales staff and fine-tuning their marketing program.

Sound reasons to launch a motorsports program in the support series:

- Primary sponsorship of a driver and team is 1/10th the cost of a primary in the IndyCar Series.*
- IPS races on the same day as the IndyCar Series at most venues, giving guests the big ticket exposure.*
- IPS television packages are magazine-style formats allowing fans to get to know the drivers through more interviews, creating more exposure for the sponsors.*

More than anything else, consistency wins championships! It also has a positive effect on the bottom line. Three and five year strategic partnerships will provide optimum success for both the team and the sponsor.

Nash Performance Group

Owners
Larry and LeeAnne Nash

Larry Nash has built a reputation for defining the word pristine. His race cars are among the best prepared in the industry. He is capable of making horsepower in his engine work as well as getting it to the ground. In his over 30-year career in professional motorsports, Larry has campaigned cars, set records, earned poles, won races and even a championship in a host of open-wheel series including, CART, Toyota Atlantics, Shelby Can-Am, and the Indy Racing League.

He has a passion for drag racing and is pursuing his own entry into the 2-Club at Bonneville as well as the opportunity to challenge the best in the Hemi Super Stock competition. He brings all of his Indycar knowledge with him to the dragstrip, which should shake up the competition as Larry still cuts a wicked light!

LeeAnne Nash has had her own 20 year career in Motorsports that started as a Promotions Director for Sears Point International Raceway (Infineon). She has worked for the legendary Carroll Shelby as the Series Director for the Dodge Shelby Pro Series and has work by Larry's side managing the race team as well as creating and implementing sponsorship programs for corporations that include sales promotions, public relations, hospitality, and good cause marketing events. She too, hopes to join Larry in the Bonneville 2-Club, becoming a member of a very small sorority of women who have done so.

Together, Larry and LeeAnne have the resources and expertise to turnkey a race program for drivers and corporations alike.

Fast Facts Associated with Indy Racing League:

Career League Starts: 46

Career Highest Start: 1st - Richmond '01 (Lazier)

Career Highest Finish: 2nd - Las Vegas '98 (Schmidt)



Partnership In Speed



When you participate in motorsports, you impact your bottom-line. The Nash Performance Group can provide a promotional arsenal of opportunities creating an unfair advantage over your competitors.

We will work to create turn-key programs built to meet and exceed your business objectives.

We will work with you to develop unique and powerful promotions while helping your company gain marketing partners.

With all of this, we will also work tirelessly at providing a competitive on-track racing program delivering your brand message to the world whether it's with the Bonneville Roadster, The Hemi Super Stock Barracuda, or in the IndyCar arena.

No other invention in the world captures our attention like the automobile. With that, simply stated, you are invited to join the Nash Performance Group in the fast lane with the most brand loyal fans of any professional sport.

For more information contact: LeeAnne Nash 765-485-0616

"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."

