



## Autosport Development Drives Marketing Opportunities

**A**utosport Development offers businesses a winning marketing strategy through auto racing, the world's fastest growing sport and America's hottest. The team races, and sponsors win!

Autosport Development's marketing strategy is simple. The company's two Pontiac GTOs serve as mobile billboards at racetracks throughout North America, exposing sponsors to millions of fans via live audiences and television. Statistics show brand loyalty is high among racing fans, and motorsports marketing provides the highest return on investment of any major professional sport. Therefore, more exposure to loyal fans means more sales opportunities for marketing partners.

Racing sponsorship is much more than strategically placed advertising says Grosse Ile's David Moxlow. Moxlow and his wife Renee own Autosport Development.

"Auto racing provides businesses with an exciting venue for corporate entertainment," says David. "While many deals have been closed on the golf course, more businesses are looking to race day and race weekend opportunities to cultivate business-to-business relationships."

With behind-the-scenes access like no other sport, auto racing provides sponsors direct access to decision makers at top corporations and an exciting corporate rallying point. Sponsors and their invited guests become part of the excitement as they interact with drivers and crew on and off the track. Throughout the weekend, marketing partners and guests can mingle with the team's drivers over lunch or dinner or stroll through the paddock area and chat with drivers and

crew members from other race teams. Special activities may include autograph sessions, pace car rides, concerts, fireworks or movies.

"Clients quickly forget the details of a golf outing," says David, "but they never forget the fun they had with their families at the race track."

"We make it easy for our partners to entertain their guests and enjoy the race," says Renee. "We take care of all the details from tickets to refreshments, and our catering is top-notch. In fact, our hospitality coordination is on par or better than many large teams with multiple million-dollar sponsors."

Many sponsors take advantage of the busy paddock area to market their services or products through displays or creative promotions," says Renee. "We can help with those marketing aspects, too."

Autosport Development competes in the World Challenge GT Series recently named "the most competitive road racing series in the world" by Racer magazine. Driver Stu Hayner, from Yorba Linda, California, finished the season seventh in points. GMAC Commercial Finance, Trenton Forging and Aramark sponsor Hayner.

"Getting this far has been a considerable accomplishment for us as we're a very small company," says Renee. "Unlike the majority of our competitors, we've accomplished this huge feat with no factory support from any major automotive manufacturers."

Televised on the SPEED channel, the World Challenge GT Series races in conjunction with the popular American LeMans Series (ALMS) and Indy Racing League (IRL). The addition of a NASCAR Nextel Cup Weekend rounds out a thrilling 2006 season.

Aside from racing, Autosport Development is also involved in auto manufacturing and conversion. Team owners recently negotiated an agreement with Illinois-based Saker Motorsports LLC to manufacture the Subaru powered sports racers designed for racing and performance car enthusiasts who love racing but don't want to spend a fortune on cars. Designed and developed in New Zealand, Sakers are full sized, purpose built road racing cars that offer amazing visual appeal and quality, yet deliver maximum performance. Priced between \$68,000 and \$80,000, these custom built, performance-bred racing machines have been winning races and setting lap records at racetracks all over the world since 1992. Have a need for speed? Order your sports racer today!

Another major coup for Autosport Development is securing the contract from GM Performance to convert eight two-seater sports cars into racecars over the next six months.

"We've got a lot going on here," says David. "But we're focused on the World Challenge GT Championship."

Autosport Development provides all the excitement and rewards of auto racing at a fraction of what companies pay for sponsorship in NASCAR. From \$5,000 to \$350,000 this Trenton, Michigan-based race team offers its partners customized marketing options designed to work best for them and within their budgets. Whether businesses purchase introductory or title sponsorships, the team is committed to providing marketing partners with first class presentation on and off the racetrack and to developing a winning team.

Make Autosport Development your vehicle for increased sales and maximum visibility in 2006 and beyond, and let them take your business into the fast lane.

For more information on becoming a member of this winning team, call 734 642-5712. ■



As Autosport Development racing sponsors, your company, customers and team members become part of the excitement as they interact with drivers and crew.