

**PRECISION PREPARATION INC.**



# ***BUSINESS & MARKETING PARTNERSHIP***



**INVESTMENT OVERVIEW**



# ***An Invitation***

**T**his is your invitation to explore ***an investment in the future*** with *Precision Preparation Inc.*

*Motorsports is an exciting sales, marketing, and image tool. Racing is one of the most popular sports in the U.S. and around the world. Racing fans exhibit high purchase loyalty to the variety of brands, products, and services that 'go to market' via the sport.*

PPI is an aggressive successful company, dedicated to quality in racing performance, service to its partners and providing "the right tools" for your sales and marketing success.

*PPI offers customized partnership programs that deliver specific benefits to meet your business needs. I believe you will be impressed with PPI, and consider our 'Diversity of Opportunities' worthy of your investment.*

***Cal Wells, III***

*Owner*

*Precision Preparation Inc.*

# ***A Diversity of Opportunity***

Precision Preparation Inc. offers a variety of programs to target the **Markets, Demographics, and Imagery** needed to accomplish your sales and marketing objectives.

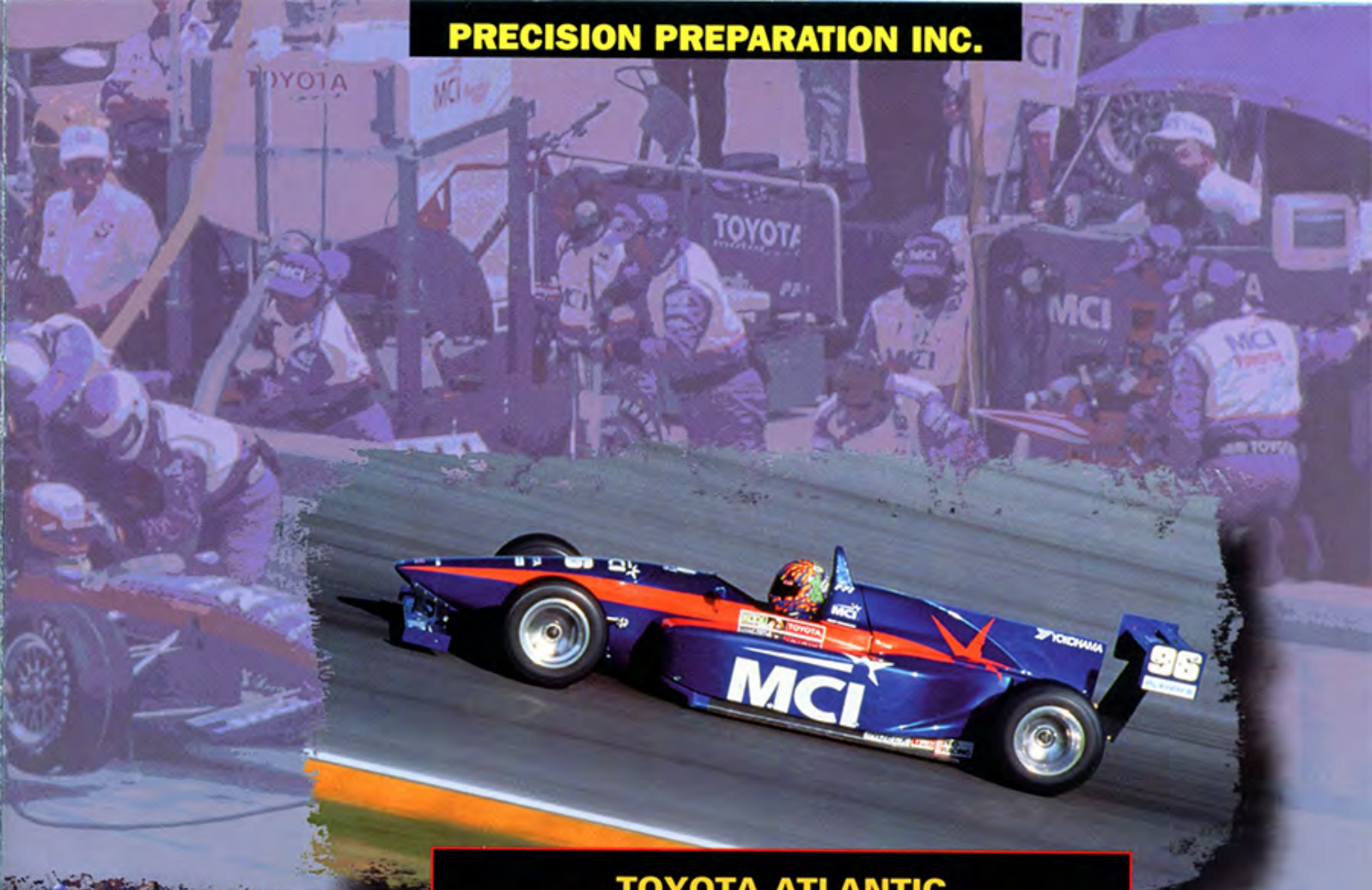


## **SCORE TRUCKS**

Toyota's Championship Off-Road Team heads into its 15th season in a series that defines "toughness"



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### TOYOTA ATLANTIC

The #1 "Training Ground" for future Indy Car stars, races with CART across the U.S. and Canada.



### CART INDY CAR

The #1 Open-Wheel series in the U.S., promoting high-technology and international excitement.



# Commitment to Success

**PPI**, established in 1979 and partnered with Toyota since 1982, began by dominating *Off-Road Truck Racing*.

- 81 Individual Race Wins
- 11 Manufacturer Championships in Stadium Racing
- 9 Driver Championships in Stadium Racing
- 4 SCORE World Championships
- 2 Overall Class Championships in Desert Racing
- Ten "Baja 500" and one "Baja 1000" wins

Frank Arciero has helped launch the driving careers of stars such as: *Dan Gurney, Parnelli Jones, Al and Bobby Unser, Roger Penske, Michael Andretti, and more.*

## **IVAN "IRONMAN" STEWART**

Legendary Driver, Ivan "Ironman" Stewart, carries the PPI "Banner" into battle vs. the desert and the competition ...and for the past 15 years, the "Ironman" always wins!

## **CART FRANCHISE**

PPI, via its Arciero Wells CART-Franchise is the #1 factory development team for the Toyota Indy Car engine.



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## THE WINNING PARTNERSHIP

Arciero, a founding franchise holder of CART, and Cal Wells III team up to take the legacy of "Arciero Racing" strongly into the future.



## MAX PAPIS

International star, Max Papis, races the MCI TOYOTA INDY CAR for PPI.

**As Toyota's Motorsports partner, PPI is also responsible for operating:**



The Toyota Celica "Celebrity Race" Fleet



All Toyota Pace Cars and Trucks



The CART INDY CAR Toyota Safety Trucks

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# Technology

- PPI works out of a purpose-built 19,000 sq.ft. **Engineering and Manufacturing facility** located in Southern California. (In 1997, PPI will move to a new and improved 50,000 sq. ft. facility.)
- PPI is fully equipped with the latest in CAD/CAM design capability, CNC machining, with adjacent access to one of the most sophisticated wind tunnels in the world.
- PPI is a leader in applying sophisticated technologies, computer telemetry, and research diagnostics to achieve maximum motorsports performance.
- PPI is staffed with over 130 dedicated, accomplished, and expert employees, all with race-winning resumes, most with past championship experience.



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# Business Services

*PPI* in-house services include:

- Public Relations
- Hospitality
- Graphic Design
- Communications Training
- Marketing
- Merchandising
- Licensing
- Travel Services

Turn-key implementation of programs is an integral part of the services provided by *PPI*.

Post-Program Analysis and Accountability Reports are also provided.

*PPI* offers these services to insure that your motorsports opportunity fully realizes its' business and marketing potential.



# ***Marketing Benefits***

*PPI* is a leader in the motorsports industry in the quality of benefits it delivers:

- "Agency" Services in strategic planning and administration
- Representation services in media, public relations, client/customer relations, hospitality, business networking and introductions
- A comprehensive list of sales, marketing, exposure, motivational "tools" (eg.- Advertising, Promotions, Hospitality, Show Cars and Driver Appearances, etc.)
- Inclusion in a corporate "Marketing Council" of existing *PPI* partners to develop co-marketing opportunities
- Team image that creates positive significant attention, and success stories

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# ***Motorsports as a Business Tool***

Racing offers participating companies the following attributes:

<b><i>Image Enhancement</i></b>	Relevant messages, associations, and themes that can reinforce and build brand images.
<b><i>Diverse Demographics</i></b>	Any consumer target can be identified and reached via the racing theme.
<b><i>Diverse Markets</i></b>	Top markets in the U.S. and around the world.
<b><i>Brand Exposure</i></b>	Record event attendance, a significant national media audience and strong themed advertising support gets your message noticed.
<b><i>Sales "Awareness"</i></b>	High fan loyalty to sponsors and significant purchase influence.
<b><i>Networking</i></b>	Motorsports is driven by business-to-business associations and partnerships.

