



**EVERYTHING RACING™**

***TRACKSIDE SALES & PROMOTION***

If you have any further questions or require any additional information on CV Trackside, please contact:  
Ryan White at CV Products (336.472.2242 or 336.472.0378 fax) or E-mail: [rwhite@cvproducts.com](mailto:rwhite@cvproducts.com)

***TRACKSIDE  
SALES & PROMOTION***





### **CV TRACKSIDE SALES AND PROMOTION**

CV Trackside supports competitors all over the country by selling products and promoting valuable technical information on a personal basis. This proposal will provide an overview of CV Trackside program; detailing why joining as a partner is a wise investment in your company's motorsports marketing and sales strategy.

### **MISSION**

Mission to serve and support both professional and sportsman race team(s) at various racing series and circuits, specifically on behalf of the CV partners and their product and services.

### **GUIDING OBJECTIVES**

- Establish brand recognition for all partners through regular trackside presence at scheduled events.
- Expand manufacturer support directly to the teams at events, through sales, service bulletins, new product information, technical advice, and service work.
- Provide a quality location at all race venues, from which CV partner representatives may conduct business and support activities for the customer.
- Increase brand loyalty and customer commitment of CV partner products and/or services.
- Provide a variety of unique service-oriented benefits to the racing community, through product warranty replacement, product service, testing, and repair in order to:
  - a.) Increase service efficiency to the racers and race teams
  - b.) Offer new services currently not available to racers and race teams at the various racing facilities.

### **OPERATING STRATEGIES**

The CV Trackside program is designed to go to many different motorsports venues from NASCAR Sprint Cup, Nationwide, Camping World Truck, ARCA, IMSA and Grand AM. The CV Trackside program will be at over 200 events in 2011 with 7 sales and promotion vehicles spanning over 1 million miles across North America.



### **PARTNER BENEFITS**

- *Strengthen brand loyalty/recognition:* Increase the racer's (consumers') commitment to using your products/services through trackside service and support of their efforts.
- *Strengthen working relationship:* CV Products Trackside Support partners will benefit from a stronger working relationship because of the increased communication between customer and manufacturer.
- *Increase customer feedback:* CV and/or your company's representatives will have the opportunity to gather more direct feedback from customers using your products.
- *Direct trackside representation of company:* Increase your company's local, regional, and national trackside exposure at premier racing series across the country.
- *Powerful public relations:* Your Company will be effectively building upon its relationships with both the racing sanction and the consumers by becoming directly involved in trackside support.
- *National motorsports media exposure:* Press releases, media coverage, customer newsletters, direct mail to target market, etc.
- *Program flexibility:* As a partner, you have the right to negotiate for specific details of your involvement in the CV Trackside program – the level of involvement, what services to offer, etc.

### **CV TRACKSIDE CAN PROVIDE THE FOLLOWING**

- Experienced Sales personnel at the races, as well as during the week from our locations in Thomasville and Mooresville, NC
- Routine feedback regarding products from competitors
- Salesmen working the pits

### **PARTNER CAN PROVIDE THE FOLLOWING**

- Company should provide any information (such as product flyers, catalogs, new product information, etc.) deemed necessary to get into the hands of competing race teams

### **2011 CV TRACKSIDE SCHEDULE**

CV Circle Track Trucks will be at all of these Events in 2011

- Sprint Cup Series
- Nationwide Series
- Camping World Series
- ARCA Racing Series
- Select Short Track events

Sports Car Trucks will be at all of these road racing events in 2011

- IMSA
- GRAND AM

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### **INVESTMENT BREAKDOWN**

Packages starting at \$10,000

Programs available

- Circle Track program
- Sports car (Road Race) program
- Route Truck program
- Late Model program
- Custom packages available to meet your marketing goals



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