



THE RACER'S GROUP A LEGACY OF SUCCESS

TRG has a long history of success in the GRAND-AM and American Le Mans Series (both now combined to form IMSA United SportsCar Racing Series). It is one of the most storied teams in North American sportscar racing, consistently fielding multi-car efforts in multiple series.

Garnering numerous race victories in both major North American sportscar series, TRG is built on a tradition of winning. The team has an extensive number of notable sportscar accolades including victory at the 24 Hours of Le Mans, four wins at the Rolex 24 at Daytona, multiple team and drivers' championships, as well as the record for the most wins and podiums of any independent GT team in North American sportscar racing history.



BUSINESS TO BUSINESS CONNECTIONS

The opportunity to meet your next business client in a unique B2B setting is unparalleled outside of the paddock. Described by one high ranking international executive as "An incredibly effective and targeted environment unlike any I've ever been accustomed to."



SALES INCENTIVE

Whether monthly, quarterly or annually, devise an internal promotion that sends your top performers to a race weekend complete with a "Backstage Pass" featuring one of the world's top sports car teams, potentially with his or her top customer/client. Not only have you created a reward for those who perform above and beyond, but you've created a bond to the brand.



MARKETING AND BRAND AFFILIATION

Use the success of TRG-AMR's team and its internationally televised race series as part of your company's marketing program. Create overlays and campaigns that result in return on investment, brand awareness, customer entertainment and valuable business-to-business relationships.

Become an insider. Create marketing and branding overlays with one of the most renowned and recognized automotive marques in the world through brand affiliation.

For your sponsors, business partners, as well as family and friends. TRG-AMR's commitment to executive level marketing and hospitality is second to none. With a full-time staff to make sure your experience is flawless, we deliver both you and your car to the race weekend with a professional design and plan. From livery and custom suit design, to personalized hero cards and in-car videos, we have you covered. In addition, your clients, family, and friends will enjoy top notch at-track hospitality.





BACKSTAGE PASS

Create the memories of a lifetime with a behind-the-scenes experience that totally immerses the client within the team. Hot pit pass. Radio scanner. Pit box position next to the team owner. Socialize with the drivers. Maybe even the chance to do a pit stop as an honorary crew member. See the inner workings of one of the world's most successful professional sports car teams. It's the ticket you can't buy!



RIDE AND DRIVE

Bring your best clients and prospects to some of the finest road race tracks in North America for a day or two of instruction and driving with TRG-AMR's expert staff and drivers – complete with technical data, photos, and videos for each participant. We handle it all. Drive your car or ours the camaraderie is amazing. It's an experience you and your guests will never forget!



VIP GUEST ENTERTAINMENT & HOSPITALITY

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WINE COUNTRY EXPERIENCE

Allow TRG-AMR and Adobe Road Winery to create a unique wine experience complete with personal appearance by its wine-maker or winery owner, Kevin Buckler. Enjoy these wine and food pairings in the most intimate of settings or presented as part of a corporate outing. Start your winery tour with a wine tasting on the historic Sonoma Square at the beautiful Adobe Road tasting room and meet with our award-winning wine maker. Stay at one of Sonoma's luxurious inns. Visit TRG-AMR's race shop with its 150+ trophy display. Take a private tour and barrel tasting from a noted vineyard owner-complete with private dinner and tasting overlooking majestic vineyards...and more. It's our "Backstage Pass" to the wine industry!

OWN AN ASTON MARTIN RACECAR

Aston Martin V12 Vantage GT3 and V8 Vantage GT4 models are available pre-raced and new from the ProDrive/Aston Martin Racing factory in the UK. Factory tours are available to see your car in the build process. Inquire for more information.



TESTING OPPORTUNITIES WITH TRG-AMR

TRG-AMR holds a number of test days throughout the year aimed at drivers and teams wishing to evaluate the Aston Martin race cars. These test days are totally customizable to fit your needs, with the end goal of working towards a car purchase (pre-raced or new from the AMR factory) and/or an Arrive and Drive or Full Support program for the coming IMSA or World Challenge season or club/private racing schedule. These test days can also be used towards race licensing or other certifications. Call to discuss the options.

Make sure to follow TRG-AMR on social media for the most current season news



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