



ASTON MARTIN
RACING



ASTON MARTIN RACING NORTH AMERICA
VIP EXPERIENCES

EXPERIENTIAL MARKETING



VIP HOSPITALITY

TRG-AMR's commitment to executive level VIP hospitality is second to none. With a full time staff and an executive chef, we deliver the best experience possible for you and your guests. TRG-AMR will handle the entire experience from end to end – all you have to do is show up and enjoy



CORPORATE EVENTS

TRG-AMR transforms routine corporate events into memorable experiences. Leverage the Aston Martin brand and our racecars, drivers, hospitality, and simulators to spice up your conferences, seminars, press conferences, team building, product launches, award ceremonies, and executive retreats to name a few



ADOBE ROAD WINE DINNER

TRG-AMR and award-winning Adobe Road Winery will create a unique one of a kind experience tailored to meet your needs. Enjoy wine and food pairings, presented by winery owner Kevin Buckler, in the most exclusive settings or presented as part of a corporate outing



ARRIVE & DRIVE EXPERIENCE

Bring your best clients, partners, or prospects to some of the most exhilarating road race tracks in North America. Spend a full day of instruction with TRG-AMR's expert staff and drivers – complete with technical data, photos, and videos for each participant. It's an experience you and your guests will never forget



SHOWCAR PROGRAM

Bring the impact of sportscar racing and your company-branded Aston Martin racecar directly to your customers, prospects, employees, and corporate events. On-site corporate driving events, autocross, or simulators

MEDIA, DIGITAL & PUBLIC RELATIONS

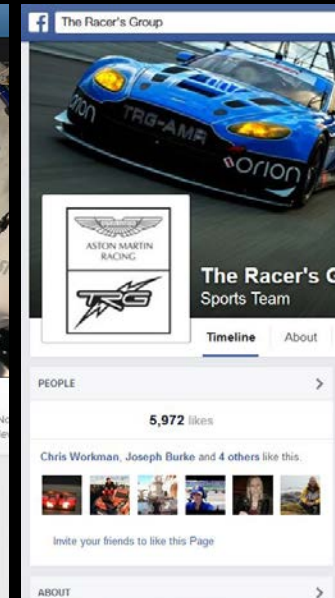
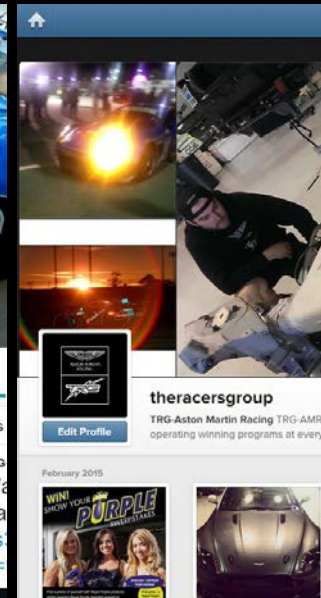
DIGITAL VIDEO & CONTENT PRODUCTION

- Fully customizable weekend documentary style video with broadcast quality HD cameras
- Team/driver interviews and reality video shots
- Fully integrated weekend social media campaign with tracking
- Digital ad reel, Content for social posts, etc.
- Up to \$100,000 in production credit (varies by sponsorship level)

WEB, SOCIAL MEDIA & PUBLIC RELATIONS

Beyond creating content, we help you distribute that content to engage prospects: website, video, social media, and public relations channels. Our team of experts will help your marketing team develop and execute the right strategy

@TheRacersGroup





VIP RACE HOSPITALITY EXPERIENCE

- Guest information guide
- Team pit open access
- Team garage/paddock access
- Team lunch
- Private wine dinner option
- Award-winning Adobe Road wine tasting
- Golf cart use
- Pre-race strategy session
- Custom design apparel
- Use of TRG-AMR radio headsets (during race)
- Photo with drivers/team owner
- Honorary pit crew position(s)
- Guided tour of garage/paddock
- Introductions to network TV talent
- Tour of on-site TV production facility
- B2B opportunities with corporate partners & VIP guests
- Multimedia experience summary (photo / video)

WEATHERTECH SPORTSCAR CHAMPIONSHIP



- IMSA's Weather Tech SportsCar Championship is the premier sports car racing platform in North America.
- Features the most technologically advanced and consumer relevant race cars in North America.
- Unites North America's greatest endurance races, the Rolex 24 At Daytona and the Mobil 1 Twelve Hours of Sebring, with a direct connection to the 24 Hours of Le Mans.
- More official partnerships with premium automobile and tire manufacturers than any other major auto racing platform in the world.

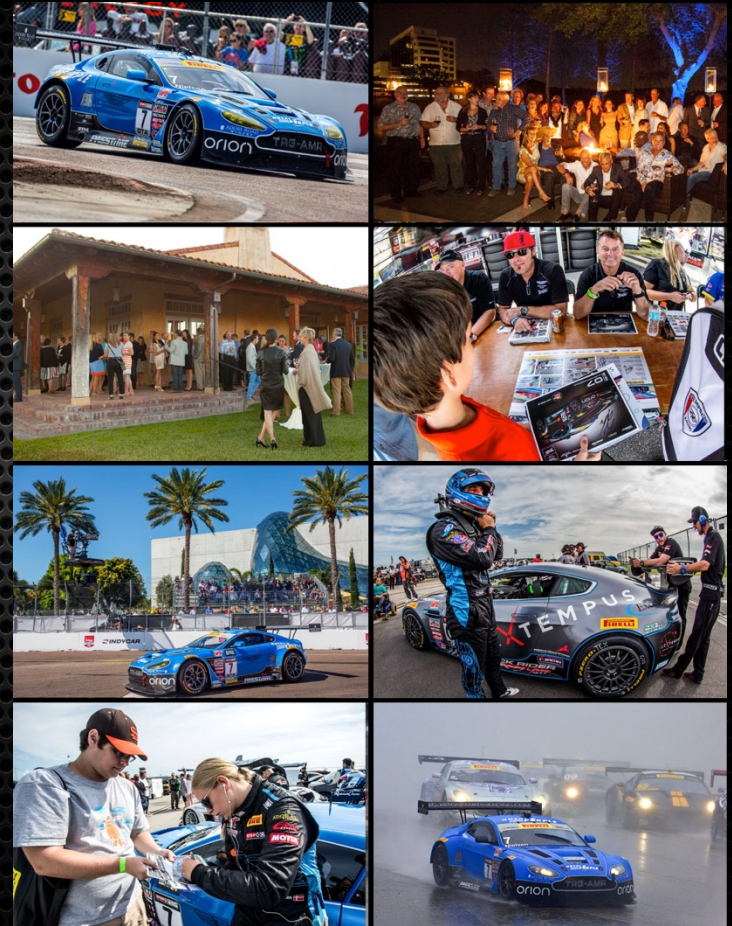


PIRELLI WORLD CHALLENGE SERIES

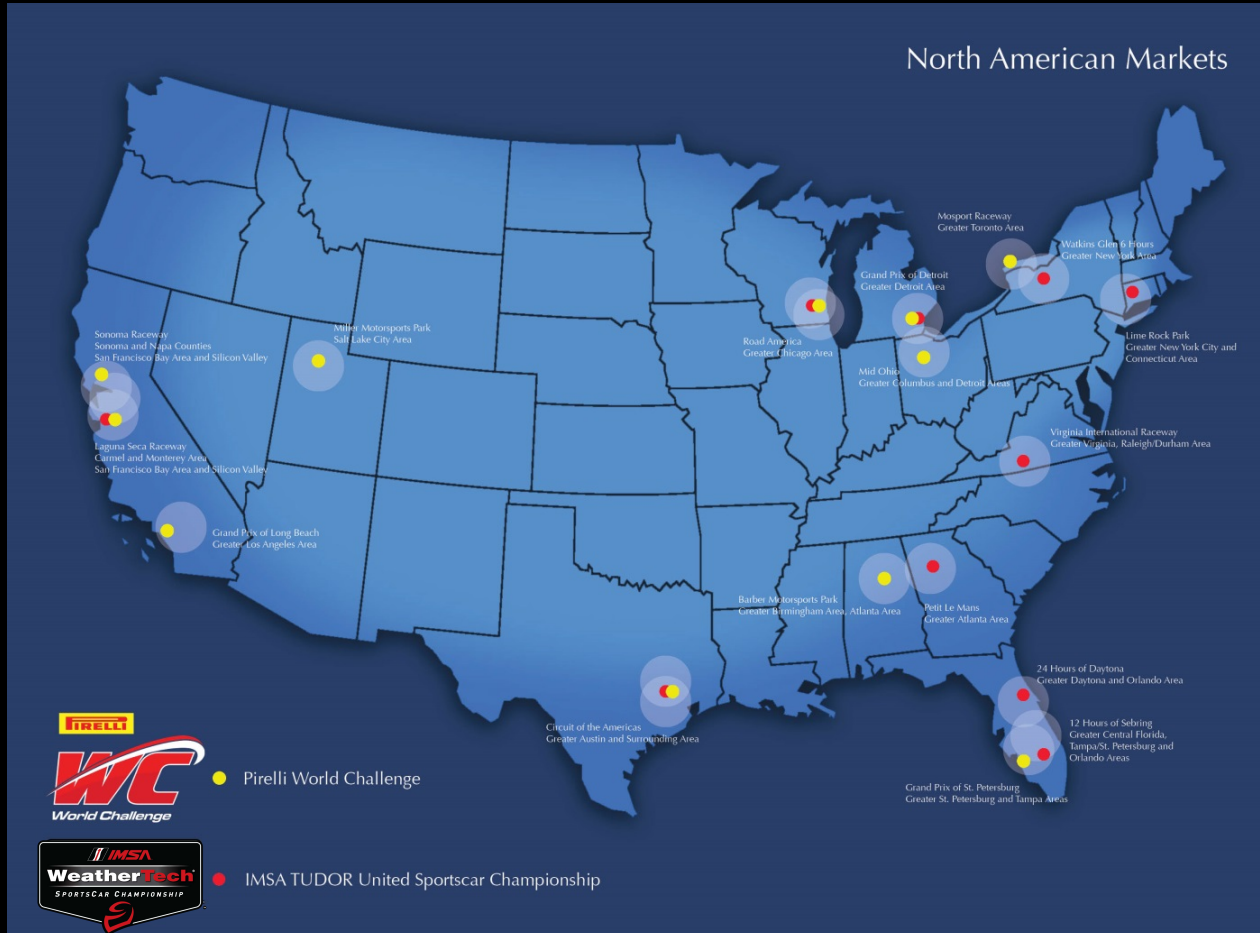


Fifty minute, all-out, door-to-door sprints to the checkered flag. Multi-class racing featuring some of today's top drivers piloting the hottest production-based race cars at North America's top tracks. The only multi-class sports racing series with standing starts. These are the hallmarks of the Pirelli World Challenge series.

Series fields include platforms from over 20 manufacturers including Acura, Aston Martin, Audi, Bentley, BMW, Cadillac, Chevrolet, Ferrari, Fiat, Ford, Honda, Hyundai, Kia, Lamborghini, Mazda, McLaren, Mercedes-Benz, Mini, Nissan, Porsche and Volkswagen.



2016 EVENT CALENDAR



IMSA

DATE

January 28-31

March 18-19

April 30-May 1

June 4

July 2-3

July 9-10

July 23

August 6-7

August 20-21

September 16-18

Sept. 30-Oct. 1

VENUE

Daytona Beach, FL

Sebring, FL

Monterey, CA

Detroit, MI

Watkins Glen, NY

Toronto, Ontario

Lakeville, CT

Elkhart Lake, WI

Alton, VA

Austin, TX

Atlanta, GA

Pirelli World Challenge

DATE

March 3-6

March 11-13

April 15-17

April 22-24

May 19-22

May 27-28

June 23-26

July 29-30

August

Sept. 16-18

October

VENUE

Austin, TX

St. Petersburg, FL

Long Beach, CA

Birmingham, AL

Toronto, Ontario

Lakeville, CT

Elkhart Lake, WI

Lexington, OH

TBA

Sonoma, CA

Monterey, CA



ASTON MARTIN
RACING



SUPPORTING DEALER SUCCESS
IN-MARKET ACTIVATION

OBJECTIVE

Increase attendance and engagement at dealership events and trade shows.

STRATEGY

Feature Aston Martin Racing show car and driver appearances to increase engagement with prospects, customers, and media.

TACTICS

Dealership/event presence:

- Race car display (with dealer branding)
- Driver appearances
- Digital content capture/creation
- Aston Martin Racing content for playback on displays
- Social media interviews with Aston Martin Racing

In-market experiences:

- Private team wine dinners with key prospects/customers
- GT4 race car hot laps for press, prospects and customers
- "Top Gear" autocross competitions for prospects/customers



OBJECTIVE

Generate new sales leads and develop existing leads into sales opportunities.

STRATEGY

Leverage VIP race hospitality as a venue for meeting new prospects and entertaining top prospects and customers to generate excitement/interest in buying an Aston Martin.

TACTICS

Entertain VIPs during race weekends in the Pirelli World Challenge and IMSA United SportsCar Championship within key dealership markets:

- Aston Martin VIP hospitality paddock at each race
- Private VIP wine dinner events
- Adobe Road Winery tasting room
- Prospect networking



SALES INCENTIVES

OBJECTIVE

Increase car sales.

STRATEGY

Use VIP “bucket list” race car experiences to reward sales representatives.

TACTICS

Create quarterly schedule of experiences that can be awarded for meeting/exceeding sales goals:

- (a) GT4 passenger experience - right seat hot laps in Vantage race cars by professional drivers,
- (b) GT4 driving experience - left seat driving day in Vantage race cars at race track or motorsport club
- (c) VIP race hospitality packages
- (d) “Top Gear” style GT4 autocross competition at dealership



CUSTOMER EXPERIENCE

OBJECTIVE

Deliver a memorable new car purchase experience.

STRATEGY

Bundle a choice of VIP race hospitality GT4 driving experience with the purchase of a new car.

TACTICS

Allocate VIP race hospitality and/or GT4 driving experiences to customers that purchase certain Aston Martin models or to “golden ticket”/VIP customers:

- (a) GT4 driving experience - left seat driving day in V8 Vantage race cars at a race track or motorsport club
- (b) VIP race hospitality packages (IMSA, PWC)



SUGGESTED BUDGET

DEALER MARKETING SUPPORT

BUDGET

GT4 Arrive & Drive experiences (30 VIPs)
VIP race hospitality experiences (60 VIPs)
Race car/driver dealership appearances (10)

\$90,000
\$60,000
\$100,000

Total

\$250,000

Aston on Ice event to be discussed.

TBD



CONTACT INFORMATION

Kevin Buckler
Chief Executive Officer

T (707) 935-3999
M (415) 860-7223
E Kevin@TRG-AMR.com

Steve Patti
Chief Marketing Officer

T (707) 935-3999
M (214) 693-3276
E Steve@TRG-AMR.com

