



2016 CONTINENTAL TIRE MONTEREY GRAND PRIX POWERED BY MAZDA



mazda RACEWAY
LAGUNA SECA



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LAGUNA SECA ●●

2016 LAGUNA SECA

Mazda Raceway Laguna Seca is an 11-turn, 2.238-mile jewel of a road course on California's beautiful central coast. While the track is a favorite of racers and fans worldwide, many focus on one specific section—officially Turns 8 and 8A—or more commonly known as The Corkscrew.

The tradition of memorable sports car racing continues at Mazda Raceway Laguna Seca with the Continental Monterey Grand Prix powered by Mazda featuring the IMSA WeatherTech SportsCar Championship.

The IMSA WeatherTech SportsCar Championship is America's premier road racing series and Monterey will host the fourth round of this international field. For fans, the racing is non-stop with at least 10 different car manufacturers vying for the title with both professional and pro-am drivers behind the wheels.

Feature Race:

IMSA WeatherTech SportsCar Championship

Support Races:

IMSA Continental SportsCar Challenge

Global Mazda Battery Tender MX-5 Cup

Lamborghini Super Trofeo

When: April 29 – May 1, 2016



THE RACER'S GROUP A LEGACY OF SUCCESS

*WE ARE ONE OF THE MOST STORIED TEAMS IN
NORTH AMERICAN SPORTS CAR RACING,
BUILT ON A TRADITION OF WINNING.*

- 2nd place Championship – IMSA Tudor United Sports Car Challenge GTD Class (2015)
- 5 podiums – IMSA TUDOR United Sports Car Challenge GTD Class (2015)
- 1st place finishers – Pirelli World Challenge GTA Class (2015)
- 5 wins – Pirelli World Challenge in GTS Class (2015)
- 4 victories - Rolex 24 Hours at Daytona (2002, 2003, 2009, 2011)
- Overall winner – Rolex 24 (2003); only time in history for a GT car
- GT Class win – 24 Hours of Le Mans (2002)
- 3 consecutive wins – ALMS (2011) including back-to-back 1st – 2nd finishes
- 2 series championships – Grand Am series (2005, 2006)
- 1st and 2nd place finishers – Porsche World Cup (2002)
- 1st and 2nd place finishers – Daytona (2009)
- 12 podiums in last 13 Rolex 24 Hours of Daytona races
- More than 150 podium finishes in 20 years

2016 IMSA WEATHERTECH SPORTCAR CHAMPIONSHIP

The IMSA WeatherTech SportsCar Championship offers a unique blend of high technology and close competition. Specific to the Rolex GT Daytona and Le Mans classes, this offers a unique opportunity to race with a number of exotic makes and models very closely related to their production counterparts.

From Aston Martin Vantage GT3 cars, to BMW, Mazda, Porsche, Chevrolet, and beyond, the IMSA WeatherTech SportsCar series is an chance to race with some of the world's best drivers in premier vehicles. Featuring a competitive field, the series offers a fantastic opportunity to see how you compare to sports car racing's finest.

By racing with TRG-AMR, you receive the performance edge that comes from a decade of winning across multiple classes. We have a proven history of exceptional driver development - from race strategy and data acquisition to race car engineering. With all races being broadcast on the Fox Sports networks, the IMSA WeatherTech SportsCar Championship offers a great platform for maximum exposure for you and your sponsors. Whether it's primary branding on the race car, or providing a forum for B2B networking and executive entertainment using our trackside hospitality, we can bring your sponsors and guests to the forefront of the action.



CALENDAR

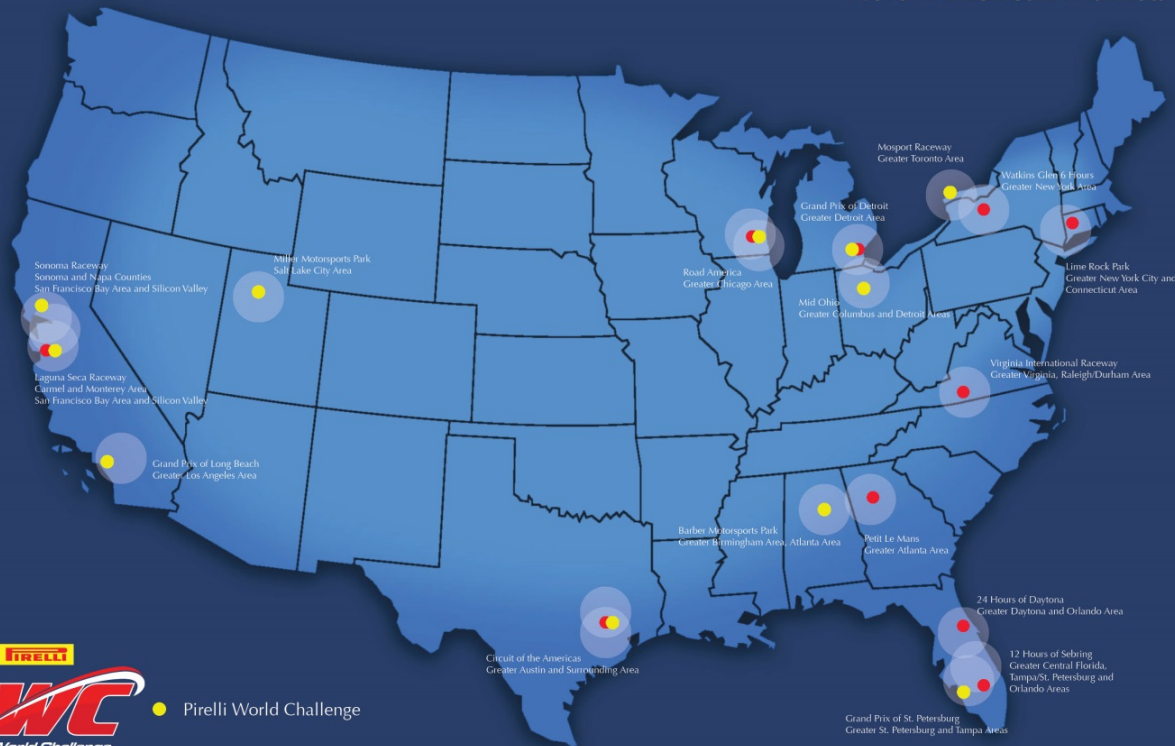
IMSA WeatherTech

DATE	VENUE
Jan. 30-31	Daytona Beach, FL
March 19	Sebring, FL
May 1	Monterey, CA
June 4	Detroit, MI
July 3	Watkins Glen 6 Hours Greater New York Area
July 10	Bowmanville, CN
July 23	Lakeville, CT
August 7	Elkhart Lake, WI
August 21	Alton, VA
Sept. 17	Austin, TX
October 1	Atlanta, GA

Pirelli World Challenge

March 6	Austin, TX
March 13	St. Petersburg, FL
April 17	Long Beach, CA
April 24	Birmingham, AL
May 22	Toronto, Ontario
May 28	Lakeville, CT
June 26	Elkhart Lake, WI
July 30	Lexington, OH
August 14	Tooele, UT
September 18	Sonoma, CA
October 9	Monterey, CA

North American Markets



PIRELLI

WC
World Challenge

● Pirelli World Challenge

IMSA
WeatherTech
SPORTSCAR CHAMPIONSHIP

● IMSA TUDOR United SportsCar Championship

BRAND ASSOCIATION



Associate with one of the most sophisticated
and highly esteemed brands in the world.

V12 VANTAGE GT3 GTD CLASS



- The most competitive and exciting racing in North America will take place in the 2016 IMSA WeatherTech Sportscar Series
- The Vantage GT3 is powered by a lightweight, dry-sump 6.0 liter V12 engine that creates ~720hp when unrestricted
- Power is applied through a pneumatically actuated X-Trac 6-speed sequential, paddle-shifted gearbox

BUILDING A WINNING PROGRAM

TRG-AMR has the capability to create a successful racing program by fielding winning teams both on and off the track. As a team built by race proven winners, performance and competition are always paramount. From pre-race education to a top-notch mechanical staff, proven engineers and race-winning strategists, our team has the experience necessary to win.



Off the track, TRG-AMR is unparalleled in its hospitality, business development opportunities and marketing support. Whether it's creating a fun, yet professional atmosphere for your at-track guests, a top-level design and presence for your car, or new approaches to sponsorship, we have the team you need.



TRG-AMR BUSINESS CAPABILITIES

- Integration with Aston Martin business network
- Support from in house marketing and creative departments
- Collaborate with business development team
- Access to team travel and logistics coordinator
- Hospitality management for event planning and coordination
- Utilization of full service vinyl installers
- Media outreach and PR development
- Integration with TRG-Aston Martin Racing social media and websites
- Access to professional content: video and photo
- In market event development and coordination



ASTON MARTIN BUSINESS NETWORK

Create and develop beneficial relationships within the Aston Martin business network, empowering you with an array of activation opportunities.

ASTON MARTIN LOGANDA – Global managing entity

ASTON MARTIN RACING – UK based factory racing arm

ASTON MARTIN THE AMERICAS - North American corporate branch

ASTON MARTIN DEALERSHIPS – Consumer street car sales and showrooms



MEDIA, DIGITAL & PUBLIC RELATIONS

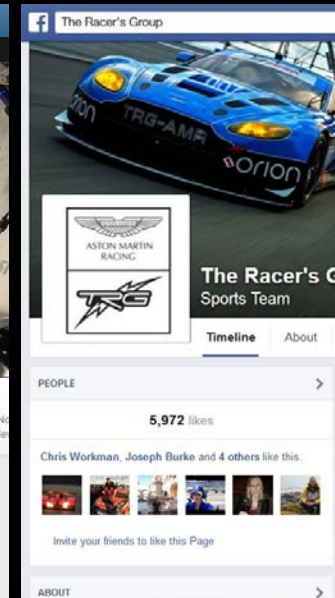
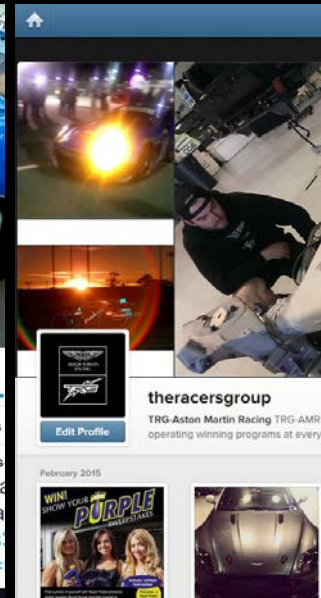
DIGITAL VIDEO & CONTENT PRODUCTION

- 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





IN-HOUSE DESIGN & VINYL SERVICES

TRG-AMR's in-house design team can provide you with crucial assistance in developing your program. Elements such as eye catching vehicle graphics, compelling promotional materials and digital and web based support are just a few of these capabilities. Other services include professional vinyl installation, application and maintenance of your custom livery through out your program. Our team can work with you from concept to implementation, insuring a level of professionalism that gets attention.

OFF-TRACK MARKETING SUPPORT



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



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)





UNRIVALED HOSPITALITY AND PRESTIGE

For your sponsors, business partners, as well as family and friends; TRG-AMR's commitment to luxurious dining and hospitality is second to none in this arena. Our seasoned hospitality staff is meticulous in its preparation and execution. We deliver the best experience possible for you and your guests. From exclusive winemaker's dinners at spectacular dining establishments, professionally catered meals at track events, to relaxing wine country weekends, TRG-AMR makes it simple for you to enjoy yourself.





TRG-AMR CORPORATE TRACK DAY EVENTS

TRG-AMR supports business development and networking opportunities by hosting private driving events around the world. These complete program are designed for companies and individuals wanting to deliver unrivaled enhancements to their business development and networking platforms. Unlike a driving school, we provide private access to real race cars at over 40 race tracks. Add our award-winning wines, VIP hospitality, and B2B networking environment and you have an opportunistic setting.





TRG-AMR ARRIVE AND DRIVE

TRG-Aston Martin Racing regularly secures exclusive track days at select race venues around the country for sports car driving experiences in the Aston Martin Vantage GT4 and GT3 race cars.

Customers arrive at track for a morning of classroom instruction, track orientation and a variety of driving and track activities. We utilize both the Aston Martin Vantage GT4 and GT3 race cars for a day of thrilling driving with professional coaching. This is a chance to become familiar with the Aston Martin race cars at speed to gain experience on an array of world class raceways.

Participants enjoy a full-day track experience, including catered meals, refreshments, photos keepsakes, in-car video footage and access to our unique hospitality and dining events.





SHOW CAR PROGRAM

TRG-AMR's show car program enables you with even more tools to succeed. Can be utilized for in-market events to promote your sponsors and vendor partners at:

- Retail locations
- Trade events
- Corporate offices
- Market promotions
- Race event display



BRAND VISIBILITY ACROSS THE NATION

Our fleet of race car transporters will criss-cross the nation on its way to and from the largest population centers in the country, traveling the busiest interstates and highways—and will be seen by millions, building brand exposure on an expansive basis.



The branded transporters also serve as a staging ground at race venues for fans and Aston Martin enthusiasts to connect with the team. Make a dynamic impression as the transporters arrive at corporate driving and promotional events.

SPONSORSHIP OPTIONS

RACE CAR BRANDING

PRIMARY LEVEL



Front bumper
Rear bumper corners
Rear quarter panels
Doors
Rear Wing

ASSOCIATE LEVEL

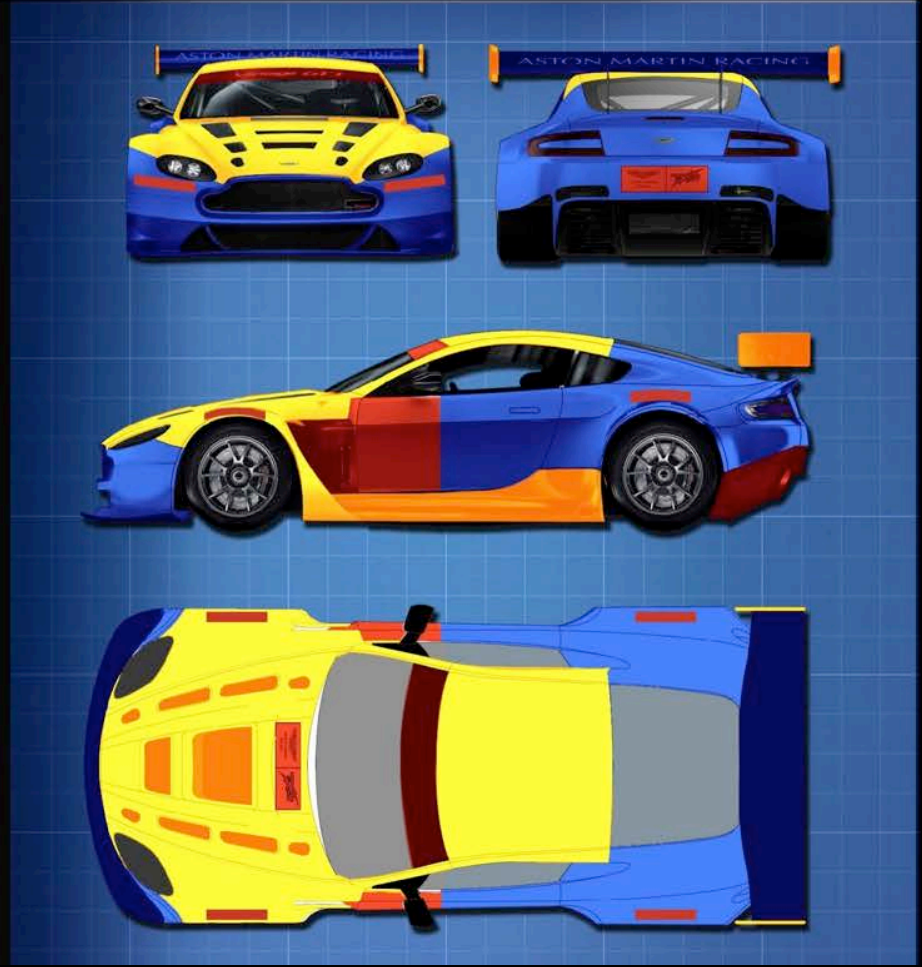


Side rocker panels
Front Fenders
Hood (segment)
Roof (segment)
Wing Plates

SERIES CONTINGENCY



Spaces required for series branding.



INVESTMENT OPPORTUNITIES

TIER 1 ASSOCIATE LEVEL SPONSORSHIP

\$10,000 SINGLE EVENT PARTNERSHIP INVESTMENT

- Associate level branding on the 007 Aston Martin GT3
- Associate level branding on team transporter
- Associate level branding on team pit box
- Associate level branding on driver firesuits
- Inclusion in pre and post race event press release
- Inclusion in event social media campaign

TIER 2 ASSOCIATE LEVEL SPONSORSHIP –

\$25,000 SINGLE EVENT PARTNERSHIP INVESTMENT

Tier 1 plus:

- Six additional TRG VIP Backstage Hospitality passes for race weekend (total of 10) - includes hot pit pass
- Two invitations to an upcoming scheduled Arrive and Drive event
- Two complimentary Adobe Road Winery wine club memberships

TIER 3 ASSOCIATE LEVEL SPONSORSHIP –

\$50,000 SINGLE EVENT PARTNERSHIP INVESTMENT

Tier 2 plus:

- 16 additional TRG VIP Backstage Hospitality passes for race weekend (total of 20) - includes hot pit pass
- Four invitations to an upcoming scheduled Arrive and Drive event
- Four complimentary Adobe Road Winery wine club memberships

- Four TRG VIP Backstage Passes for the entire race weekend
- Access to the TRG pit lane suite – Thursday - Sunday
- Four all access hot pit pass credentials – Thursday – Sunday
- In-paddock Adobe Road Winery networking sit down dinner on Saturday evening
- Attend team pre-race meeting w. drivers, crew chief, spotters, etc.
- Sit on the team pit box during the race
- Use of team radio scanners – listen to drivers, crew chief live during the race
- Access to expansive B2B network with on-purpose networking intros





CONTACT INFORMATION

Kevin Buckler

Chief Executive Officer

T (707) 935-3999

M (415) 860-7223

E Kevin@TRG-AMR.com

Paul Zindrick

SVP of Sales and Marketing

T (707) 935-3999

M (651) 592-2131

E Paul@TRG-AMR.com



TRG-AMR North America, LLC
1995 S. McDowell Blvd.
Petaluma, CA 94954

www.TRG-AstonMartinRacing.com