

AMG



The North American Solution
for Global Sportscar Success



TRG has definitive experience with using the motorsports platform as a marketing tool to create sustainable business outcomes. Understanding the business needs of the customer, leveraging strong personal relationships to move the needle, and delivering on our objectives are all key elements of our business acumen.

- We have an expansive and powerful network to be leveraged for generating the desired business outcomes
- We are experts at activating programs in a way that appeals to a high-level demographic
- The TRG brand has broad appeal within motorsports - based on legacy and performance the brand is powerful with drivers and fans alike
- We can attract, engage, and retain a wealthy demographic to the AMG brand



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TRG has won multiple titles at every level of sportscar racing: The team has earned four series championships, four Rolex 24 At Daytona GT victories (once overall), a GT victory at the fabled 24 Hours of Le Mans, a victory at Petit Le Mans, and an impressive 175 combined podium finishes in major North American sports car competition—the most for any privateer team in history.

HIGHLIGHTS

- 2002 ROLEX 24 HOURS OF DAYTONA - GT CHAMPION
- 2002 24 HOURS OF LE MANS - GT CHAMPION
- 2002 PORSCHE WORLD CUP CHAMPION - KEVIN BUCKLER
- 2003 ROLEX 24 HOURS OF DAYTONA - OVERALL CHAMPION
- 2005 ROLEX GT TEAM CHAMPION
- 2006 ROLEX GT TEAM CHAMPION
- 2006 ROLEX GT DRIVERS CHAMPIONSHIP
- 2006 ROLEX GT MANUFACTURERS CHAMPIONSHIP
- 2009 ROLEX 24 HOURS OF DAYTONA - GT CHAMPION (1-2 FINISH)
- 2010 ALMS PETIT LE MANS - GTC CHAMPION
- 2011 ROLEX 24 HOURS OF DAYTONA - GT CHAMPION
- 2015 TUDOR UNITED SPORTSCAR CHAMPIONSHIP: GTD CLASS RUNNER-UP



We are prepared and capable to make the change to AMG Motorsports. We have infrastructure in place to facilitate a swift and effective transition to a new team, and include the following:

- A knowledgeable, effective, and seasoned competition team in place
- A full-time team of professionals dedicated to business development and marketing initiatives
- A fully staffed & operating 20,000 square foot motorsport facility, with full business infrastructure
- Access to our existing equipment, including transporters, pit boxes, tools
- An expansive and powerful network of investors, partners, drivers and decision makers which can engage immediately
- Personal connections with top decision-makers within the race series, media, teams
- A calendar of effective activations all across the country: Arrive and Drive days at top tracks, wine dinners, luxury lifestyle experiences in key markets
- We are willing to “invest” in this program as well, including purchasing hard assets, cars and sponsorships



TRG is one of the most revered brands in sportscar racing: 20+ years as the industry leader in the business of motorsports, the brand is synonymous with performance, innovation, and delivering results.

- We have proven results based on our ability to deliver on the GT4 business model through engagement of the consumer to drive awareness and ultimately purchase of a street or track car.
- We use the GT4 for a variety of highly effective purposes.
- The "track only" car enhances the motorsports image of the existing brand and builds stronger relationships with customers
- The GT4 will attract new customers from other competing brands
- The GT4 will give a stair-step approach to a driver looking to move up to GT3, closing the gap on potentially losing drivers and customers
- A dealer can buy and operate a GT4
- TRG can operate integrated track days with select dealerships to showcase the capabilities of both the streetcar and the racecar
- A GT4 in the dealership showroom or in the service department (on a lift) definitely attracts interest from buyers and helps to enhance the AMG brand including help push towards the younger demographic
- A racecar at the dealership motivates the dealership employees
- We were pioneers in innovating around the GT4 platform, leading the charge by organizing street, track, showcar events, and implementing the TRG Aston Martin GT4 Challenge Series
- TRG sold 15 new Aston Martin race cars: 12 GT4s and 3 GT3s
- Due to our experience, infrastructure, and business knowledge, we cater to potential GT4 buyers at every level - from amateur to professional
- TRG would like to promote a mobile AMG GT4 driving school that would travel around the country with our transporters and equipment, activating around showcase events and select dealerships



We are confident that a new relationship with AMG will inspire our existing and potential sponsors, who are anxious to see more involvement from the manufacturer. A collaborative effort from all parties can result in more effective sponsor acquisition and renewal, bringing our cash outlays to zero once all is funded and launched. TRG was very close to closing on several large sponsorships, yet lacked the collaboration from Aston Martin. There are several deals that can be closed, pending a mutually beneficial relationship for all. Here are a few of the ways we can execute:

- TRG will bring our existing network of partners and sponsors to AMG, and will continue to develop and enhance those relationships with this new partnership
- AMG and TRG can collaborate and share sponsorship revenue, decreasing our respective outlays
- We are sensitive to which brands are appropriate to the AMG image
- We have the ability to integrate with AMG's brand of high-end luxury lifestyle products and services
- TRG is open to creating unique concepts and solutions



Valuable Relationships Are Earned



TRG's long standing viability and strong reputation in the industry is due in part to long-term, personal relationships with executives, influencers, and key decision-makers across many industries.

- Technology: Google, Yahoo!, LinkedIn, Apple, Facebook, PayPal, LaSalle Solutions, Cisco, RingCentral, Crowdstrike
- Media: Fox Sports, NBC, The Wall Street Journal, The New York Times, Racer, Autoweek, Road & Track
- Entertainment: Top Golf, EA Sports, SiriusXM
- International Connections: Grupo Carso & America Movil (Telcel, Infinitum, Telmex) (Kevin has a personal relationship with Carlos Slim)
- Charitable: The Make-A-Wish Foundation, Racing for Cancer, Hotels for Hope
- Retail: Costco, Vizio, Orion Lighting, Passtime, Coca Cola - NOS, Royal Purple, BRM Chronographs, British Sterling, Adobe Road Winery
- Travel: Visit Mexico, Hotels 4 Hope
- Finance: Private Wealth Management and Venture Capital Firms



The Complete Solution



TRG effectively executes what very few teams can offer: fully-integrated race team support.

- Provide end-to-end factory support for customer teams - cars, service, parts, testing, chassis development, graphics design/ application and transportation.
- Professional business development and marketing team - sponsorship marketing and client services, public relations, social media, creative design and production
- Integrated events and hospitality team - corporate events, track days, travel coordination, hotel booking partner, logistics
- Driver development program - integrated ladder system for drivers at any stage in their career - from amateurs to pros
- Expansive parts warehouse/inventory including at-track solutions
- Engineering support
- Racecar sales platform



TRG creates customers through a variety of marketing channels which are measurable and proven to deliver ROI. Our team is adept at connecting with the consumer wherever they are in their buying journey through a variety of tactics:

- At dealerships: showcar and driver appearances, in-store collateral, invite influencers
- At-track: Branding on cars, transporter, pit box, team gear
- In-market: Arrive and drive events, corporate track days, promotions and sweepstakes,
- TRG has well established communications channels - social media, lifestyle magazines, local news
- Adobe Road Winery: TRG and Adobe Road, our high end Northern California boutique winery Winery, combine their expertise to deliver bespoke, high-end networking events and dinner parties where relationships are ignited which often end in a business outcome.



TRG activates with the top luxury car dealerships in key markets across the country, engaging customers through high-value manufacturer events to support dealership initiatives.

- TRG is known for delivering top tier dealership programs through branding, events, in-market and at-track activation, all to promote the brand and support dealership objectives
- TRG's network, combined with each dealer's contacts, ensure a strategic and consistent attendance of executives, influencers, and high net-worth individuals
- TRG's marketing department drives customer awareness, development, and retention before, during, and after these in-market events to tie the investment back to the business' needs



- Combining one of the most successful motorsports operations in North America with one of the most iconic and respected automotive brands in the world, we can create a ***new paradigm***
- A true collaboration, strategic partnership and activation around motorsports, lifestyle, luxury and always driving ROI back into the program
- Win on Sunday, sell on Monday - driving traffic to the dealerships and increasing the brand awareness and the demographic to a younger affluent audience
- Many motorsports/automotive partnerships talk about it but few actually do it. Done properly, both organizations become immensely more powerful and effective



2015

- Pole Position GTD Class Rolex 24 at Daytona
- 2nd Place 12 Hours of Sebring
- 2nd Place Championship - IMSA Tudor United SportsCar Challenge GTD Class
- 5 Podiums - IMSA Tudor United SportsCar Challenge GTD Class
- 1st Place Finishers - Pirelli World Challenge GTA Class at Sonoma Raceway
- 5 Wins - Pirelli World Challenge in GTS Class
- Porsche Cup driver Mark Nelson wins Pirelli GT3 Trophy Cup Platinum Class
- Took eight cars, the transporter, 25 crew and over 60 VIP guests to Le Mans for the companion race — The Aston Martin Festival, resulting in a first place in GT4 and 2 podiums in GT3.

2014

- Launched the Aston Martin GT4 Championship
- 2 Wins, 3 Podiums - Continental Tire Sportscar Championship
- 4 Pole Positions in a Row - IMSA GTD
- Podium - Pirelli World Challenge GTA Sonoma

2013

- 1st Place - ALMS GTC Circuit of the Americas
- 1st Place - ALMS GTC Virginia International Raceway

- 1st Place Pirelli World Challenge Sonoma Raceway
- 3rd Place ALMS GTC Mosport Canada
- 2nd Place ALMS GTC Lime Rock

2012

- 1st Place ALMS GTC Laguna Seca 6 hour
- 1st Place ALMS GTC Baltimore
- 1st Place ALMS GTC Mosport Canada
- 1st Place ALMS GTC Mid Ohio
- 2nd at the Rolex 24 hour at Daytona in GT-five cars started, five cars finished
- 2nd at Petit Le Mans

2011

- 1st at the Rolex 24 Hour at Daytona in GT - The team's 4th victory at the prestigious Rolex 24
- TRG Driver achieves Rookie of the Year in NASCAR Sprint Cup
- TRG Motorsports competes in the Daytona 500 in NASCAR Sprint Cup
- TRG Motorsports competes full-time in the NASCAR Sprint Cup series
- NASCAR multiple Top 25 finished with a Top 10 at Daytona
- 2nd at Sebring 12 Hour in ALMS series, GTC category
- 1-2 finish at Lime Rock in ALMS series, GTC category



2011 (CONT)

- 1-2 finish at Mosport in ALMS series, GTC category
- 1st place at Watkins Glen 6 hour, Rolex series
- 1st place at Road America in ALMS series, GTC category
- 1st at Laguna Seca 6 hour in the ALMS series, GTC category
- 2-3 Finish at Road Atlanta's Petit Le Mans, GTC Category
- 2nd at Sebring 12 Hour in ALMS series, GTC category
- 1-2 finish at Lime Rock in ALMS series, GTC category
- 1-2 finish at Mosport in ALMS series, GTC category
- 1st place at Watkins Glen 6 hour, Rolex series
- 1st place at Road America in ALMS series, GTC category
- 1st at Laguna Seca 6 hour in the ALMS series, GTC category
- 2-3 Finish at Road Atlanta's Petit Le Mans, GTC Category

2010

- TRG Motorsports debuts at the Daytona 500 in NASCAR Sprint Cup with driver Bobby Labonte
- TRG Motorsports finishes 9th at the NASCAR Sprint Cup Daytona mid-season race
- TRG Motorsports competes in the entire Sprint Cup schedule and finishes the season with a coveted Top 35 spot
- Bobby Labonte takes 18th place at Daytona, in their first Budweiser Shootout.
- 2-3 finish at the Rolex 24 Hour at Daytona

- 1st at VIR in Rolex series
- 1st at Watkins Glen 6 Hour in Rolex series
- 1st at Daytona in Grand-Am Rolex series Porsche 250
- 1st at Mid-Ohio in Continental GS series
- Multiple Top 25 Finishes in NASCAR
- 2nd at Road Atlanta's Petit Le Mans in GTC Class
- Kevin Buckler is elected to the prestigious Road Racing Drivers Club

2009

- 1-2 finish at the Rolex 24 Hours at Daytona in GT Category. (has never been achieved before)
- TRG Motorsports enters the NASCAR Sprint Cup and scores a top-15 result in the team's second race
- TRG Motorsports finishes an impressive 4th place in the NASCAR Camping World Truck Series season opener at Daytona
- TRG Finishes 1st at New Jersey Motorsports Park in Koni Challenge
- TRG Finishes 1st at Watkins Glen in Koni Challenge
- TRG and TRG Motorsports enter five cars at the Watkins Glen combines NASCAR and Grand-Am Rolex event



2008

- 1st Place at Mansfield Motorsports Park in the team's inaugural season in the Camping World Truck Series. Virginia International Raceway
- TRG fields 6 cars and takes 2nd, 3rd, and 4th finishing positions at the Rolex 24 Hours at Daytona
- TRG Motorsports earns 10 top-10 finishes in the Camping World Truck Series
- 4 podiums out of first 5 races in the Grand-Am Rolex Series GT Class-8 total for the season
- TRG captures the Pole Position at the New Jersey Motorsports Park in the Grand-Am Rolex Series
- TRG Motorsports captures the Pole Position at the New Jersey Motorsports Park in the ARCA RE/MAX Series
- Victory for TRG at New Jersey Motorsports Park in the Grand-Am Rolex GT Class

2007

- TRG takes the #66 Porsche GT3 to a season-high five race victories
- TRG leads the season in wins for the second year in a row
- In its first season of competition in the Koni Challenge Series, TRG fields winning cars.
- TRG cars combine for a total of 6 wins, 17 top three, 25 top five and 31 top ten finishes

2006

- TRG fields 6 cars at Rolex 24 at Daytona; all six finish with a top place of 2nd
- The TRG GTO.R Daytona 24 Hours effort is the subject of a six part documentary
- Marc Bunting and Andy Lally win the GT drivers' championship
- TRG wins the GT team championship for the second straight year
- Pontiac and TRG win the GT manufacturers' title
- TRG wins 9 of 15 races
- TRG totals 23 podium finishes out of a possible 30
- Three 1-2 finishes, three times
- Both GTO.Rs finish on the podium 6 times
- A TRG Pontiac GTO.R is on the podium at every feature and qualifying race
- TRG has a 23-race podium streak, spanning 2005-06

2005

- The TRG Daytona Prototype team is formed; two Pontiac-Riley DPs
- Historic 1-2 finish in the DP class at Watkins Glen 6 Hours;
- TRG wins GT team championship; Lally and Bunting finish 2nd in driver championship by a single point
- TRG is selected to run factory Pontiac GTO.R
- GTO.Rs finish 1-2 at Watkins Glen 250
- Five wins in 2005 season: Homestead, Phoenix, Watkins Glen (2) and Mexico City



2005 (CONT)

- GT0.Rs finish 1-2 at Watkins Glen 250
- Five wins in 2005 season: Homestead, Phoenix, Watkins Glen (2) and Mexico City
- TRG fields eight cars at Rolex 24, six finish; the most cars fielded by one team in race history
- TRG is the first team in Rolex Grand-Am history to sweep both GT and DP class wins in the same weekend at Phoenix Intl. Raceway



2004

- TRG becomes the Factory ALMS team with two new Porsche RSRs
- Fields a two car Grand-Am team with numerous wins and podiums
- TRG launches groundbreaking new marketing program for professional sportscar arena



2003

- Rolex 24 At Daytona Overall Winner — from the GT Class
- Numerous wins and podiums
- Competes in both the Grand-Am and the ALMS for the entire season with two, three-car teams

2002

- Rolex 24 At Daytona GT class win
- 24 Heures du Mans – GT class win.
- Kevin Buckler and Michael Schrom Finish 1-2 in Porsche World Cup
- Numerous wins & podiums in both ALMS and Grand-Am
- 13 podiums for the year
- TRG competes in both the Grand-Am series and the ALMS with a multiple car team



TRG is prepared and capable. Our assets are already in place to efficiently launch with minimal transition time. Our group of investors and business partners are willing to invest in this program — and more importantly, this new relationship — for a true, win-win situation.

We are now prepared to continue our 20+ years of winning history with AMG.





Erik Anderson

WestRiver Group | Founder & CEO

- Co-Chairman & CEO of TopGolf Entertainment Group, premier sports entertainment. Over \$1 Billion Valuation with 20 Million customers and 24 five-star locations.
- President & Founder of WestRiver Management, LLC, private equity investment company with over \$1.4 Billion Assets under Management.
- He holds a Master of Science in Industrial Engineering from Stanford University.
- 2014 Ernst & Young Entrepreneur of the Year Award recipient for his work at TopGolf.
- Member of the Board of Avista Corp (NYSE:AVA), an energy management company, serves as Chairman of their Finance Committee.
- His experience includes tenures at the private equity firm of Frazier & Company, LP, and Vice President at Goldman, Sachs & Co.



Steven Robb

President | La Salle Solutions

- President of LaSalle Solutions. Managing business strategy & CMO, the lead deal closer.
- Over the past decade, he has overseen LaSalle's core revenue rise to over \$270 million annually
- LaSalle has long-term partnerships with firms such as Cisco, Hewlett-Packard, Juniper.
- Helped LaSalle achieve Cisco Service Partner of the Year 5 times (2004, 2006, 2010, 2011, 2013, 2014 and 2015) and received the Cisco customer satisfaction award for 40 consecutive quarters since 2007.
- Cisco labeled Steven and LaSalle as one of the top 8 companies for growth, as it is 200% more profitable than the Cisco average.
- Co-founded the email marketing service Global Profiles.
- Responsible for the development of LaSalle's LAMP product, a cloud based application centered on Lifecycle Management of Assets, Maintenance Contracts and leasing, available on the Apple App Store and the Android Marketplace.



Jeff Bonforte

Yahoo! | SVP of Communication Products

- Senior Vice President of Communication Products at Yahoo. Leading Yahoo's core communications products - Mail, Messenger, Groups, Calendar and Contacts.
- Previously held other positions at Yahoo as Vice President of Social Search and Vice President of Messenger.
- A long-time entrepreneur and angel investor, he has led pioneering start-ups including i-drive, Gizmo5 (acquired by Google), and Xobni (acquired by Yahoo).
- Patent holder of Search Aided Voice Recognition, a method and apparatus for incorporating voice recognition into a search engine is provided.
- Announced in Fortune Magazine in 2011 as one of the "40 under 40: Ones To Watch."
- In 2012, he was named #36 of "Tech's Most Powerful Disruptors" by Fortune Magazine.



Jeff Huber

GRAIL, Inc. | CEO

Google X, Electronic Arts (EA)

- Chief Executive Officer of GRAIL, Inc., their mission is to detect cancer early, when it can be cured, leveraging the power of Illumina next-generation sequencing technology.
- Prior to Grail, he served as the Senior Vice President at Google X, at the intersection of life science and computer science. Previously at Google, Jeff led development for Google Ads, Google Apps, and Google Maps.
- Earlier, Jeff was Vice President of Architecture and Systems Development at eBay.
- He also was the Senior Vice president of engineering at Excite@Home, where he led consumer product and infrastructure development.
- Jeff holds an Master of Business Administration in Technology Strategy and Economics from Harvard University.
- He is a board member of Electronic Arts (EA) - gaming company with \$4.5 billion in earnings in 2015 and forecasted to almost double those earning in 2016, The Exploratorium and the Lending Club , and former board member of Illumina.



SINEGAL



David Sinegal

Sinegal Estate Winery | Owner & GM

Costco

- Owner and General Manager of Sinegal Estate Winery, from St. Helena, located in Napa County, California.
- With his father James Sinegal, Costco's co-founder and former CEO, David led merchandising at the international retail chain for over 20 years.
- Consulted Starbucks, Amazon and PepsiCo on retail and marketing.

greylockpartners.

PANDORA

LinkedIn



David Sze

Greylock Partners | Senior Managing Partner

LinkedIn, Pandora

- Senior Managing Partner of Greylock Partners, a venture capital firm, his areas of focus include consumer Internet and services, media convergence, wireless data, and technology-assisted marketing services.
- Sze personally led Greylock's investment in Facebook in early 2006, as well as investments in LinkedIn (Greylock held a 16% stake at the 2011 IPO) and Pandora (14% stake at 2011 IPO).
- Some current investments include Nextdoor, a neighborhood social network, and Medium, a storytelling experience.
- He's currently an active Board Member of LinkedIn, Pandora, Vessel, Medium, Jelly, Nextdoor.com, Path, WhoSay Inc., ToyTalk Inc., Northern Light Venture Capital, and Seven Networks.
- David has also been named to Forbes' prestigious Midas List multiple years in a row, was ranked #16 on the 2014 edition, #10 on 2013, #4 on 2012, and #9 on the 2011 list.
- He holds a Bachelor of Arts in Economics and Political Science from Yale University and a Master of Business Administration from Stanford University.



Bob Rosin

LinkedIn | VP Global Business Development

- Vice President of Global Business Development at LinkedIn, responsible for leading global partnerships and platform.
- Before joining LinkedIn, he was the Vice President of Business Development & General Manager for Skype at Microsoft and Executive VP of Business Development at Qik
- He's also the first author on 9 granted patents in network technologies, services, advertising models, and user interface.
- He holds a BA from Cornell University, and from Harvard University holds both an MBA and a Dubilier Prize for Entrepreneurship.



Joshua Schachter

Delicious | Founder

- He was the Founder and Director of Engineering of Delicious (del.icio.us), a social bookmarking web service for storing, sharing, and discovering webbookmarks; acquired by Yahoo in 2005.
- He's currently an angel investor in over 100 companies and one of the organizers for Self Racing Cars, an autonomous racing series.
- Joshua is also the creator of GeoURL, a uniform resource identifier, and co-creator of Memepool, a multiple-author weblog.
- In 2006, he was named to the MIT Technology Review TR35 as one of the top 35 innovators in the world under the age of 35.
- He has also served as an Advisor for Walmart Labs, Founder & CEO of Tasty Labs, and led the Technical Department at Google.



Stan Chudnovsky

Facebook | Head of Product for Messaging

- Vice President for Messaging at Facebook, the number one social networking service.
- Founder of Ooga Labs, a technology greenhouse (a business incubator and investment firm), building multiple internet companies simultaneously.
- He served as PayPal's Senior Vice President of Global Strategy and Special Ops, and left in 2014 to become Facebook's VP of Growth.
- Stan has co-founded several companies such as Tickle.com (acquired by Monster Worldwide in 2004) where he was the General Manager and Senior VP, IronPearl Inc. and WonderHill.
- He's also a Member of the Board of Goodreads.com and ZINCH, and an Investor & Advisor for Friend.ly and Afinity Labs.



Sean Gibbons

Sirius XM Radio | SVP Product Management and User Experience

- Senior Vice President of Product Management and User Experience of Sirius XM Holdings Inc., the largest radio company measured by revenue with more than 30 million subscribers.
- Sirius Holdings is a broadcasting company that provides three satellite radio services operating in the United States: Sirius Satellite Radio, XM Satellite Radio, and Sirius XM Radio. The company also has a Canadian subsidiary called Sirius XM Canada, an affiliate company that provides Sirius and XM service in Canada.
- Before serving as the VP of Product Management, Sean held roles such as Vice President of Product Marketing and Vice President of Marketing and Product Development for Sirius XM.
- Sean is a valuable partner, sponsor and driver with the team.



Derek DeBoer

TC Chevy - Ashland | Owner & GM
Lithia Auto Stores

- Owner and General Manager of multiple automotive dealerships in Oregon.
- Derek is a current Member of Lithia Motors Inc., which is owned and operated by the DeBoer family. It is a nationwide automotive dealership network headquartered in Medford, Oregon, and is one of the largest automotive retailer in the United States with revenues of over \$7 Billion annually.
- Lithia Motors was ranked as one of Fortune's "Most Admired Companies" in 2013.
- In 2015, Lithia Motors broke into the Fortune 500 list of companies.
- Lithia now operates 139 stores in 14 states across the US, Hawaii, and Alaska.