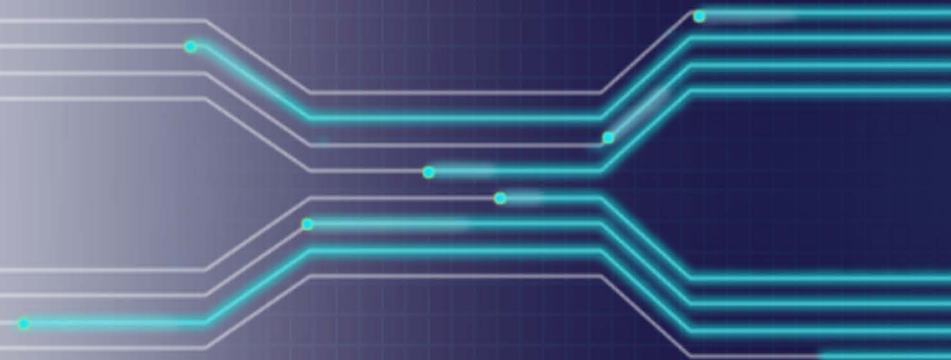
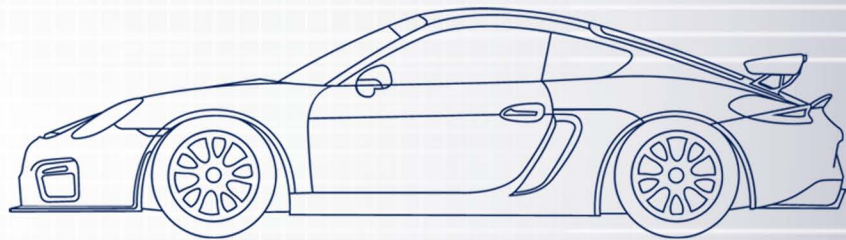
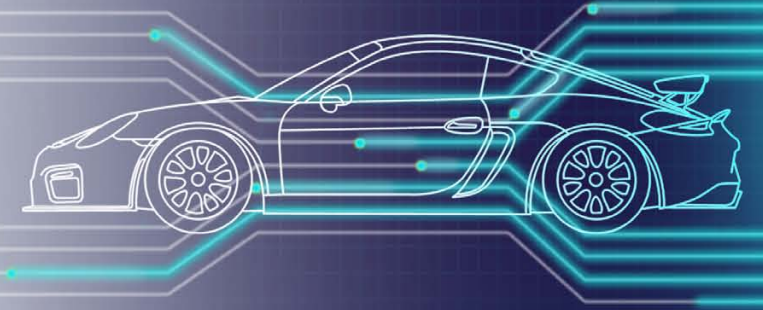




PORSCHE DIGITAL INTRODUCTION

Support for Each Division of Porsche AG



Porsche Digital

- Accelerated knowledge transfer, business models, and partnership opportunities
- Access to Tech & digital media partners, startups, VC/banking networks in Silicon Valley

Porsche Cars North America

- Design & execute VIP customer lifestyle experiences
- Enhance consumer interaction with their vehicle and the brand
- Design & deliver VIP driving experiences at tracks/locations to compliment PDE centers
- Dealer appearances, special events & executive test drive programs (Silicon Valley, etc)

Motorsports

- Design & deliver VIP hospitality to support Porsche factory team & Porsche race customers
- Operate and execute on Porsche racing programs in US. Full operational experience
- Sponsorship and partnership opportunities to support Porsche factory team
- Operate a Porsche-supported GTD and Continental Challenge program - to Win

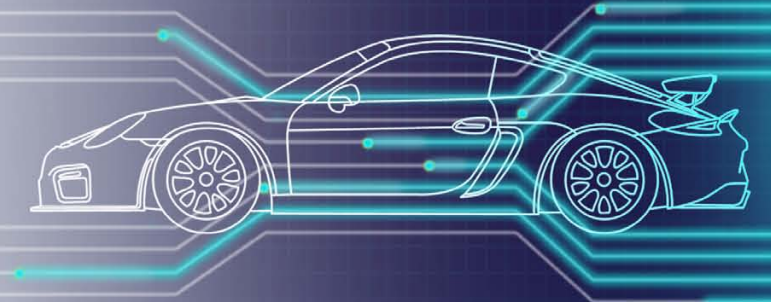


We provide access to expertise and resources to fast-track ROI:

- 

Product A01	2,693,790
Product A02	376,819
Product A03	869,870
Product B01	121,060
Product B02	1,000,000
Product B03	179,594
Product C01	690,144
Product C02	279,981
Product C03	98,420
Product D01	214,330
Product D02	846,579
Product D03	297,689
Product E01	503,980
Product E02	45,000
Product E03	481,271
Product F01	182,790
Product F02	278,263
Product F03	4,567,284
Total	
	43,538
	1,676
	1,016
	133
	764
	542
	23,160
	354
	834
	12,542

TRG Motorsports



Only winning North American GT race team that also provides comprehensive marketing activation and lifestyle experiences for automotive OEMs:

- VIP private networking and business partnerships
- At-track VIP hospitality and experiential marketing (arrive & drive, honorary team members, etc.)
- In-market experiences to support OEM dealership sales, brand/lifestyle marketing and deepen customer relationships
- Sponsor activation (business development, promotions, corporate appearances)
- Full track logistics and operational capacity to operate/support US Carrera Cup series



TRG Digital Influencer Network: Le Mans 2018

**Jeff Bonforte**

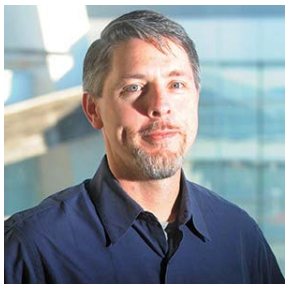
SVP - Communications Products
Yahoo!/Oath

<https://www.linkedin.com/in/bonforte/>

Overview:

Founder/CEO of multiple Tech startups over 20 years, including Gizmo5 (acquired by Google) and Xobni (acquired by Yahoo!).

Oversees staff of over 2,000; highly visible and deeply connected throughout Silicon Valley. Racing enthusiast and TRG investor able to identify new business opportunities and fast-track executive introductions.

**Jeff Huber**

CEO & Vice-Chairman
Grail

<https://www.linkedin.com/in/jeffhuber/>

Overview:

Former SVP of Google, VP of eBay, McKinsey consultant and board member of multiple Silicon Valley tech firms. Harvard MBA, Stanford visiting scholar.

Leader of Google Maps, Google X; led \$2B fundraise for bio-tech company (Grail). Tech innovator and thought leader with deep insight into next generation commerce and digital business models. TRG investor, racer & advisor.

**Michael Levit**

CEO
Dragonfly Partners

<https://www.linkedin.com/in/mlevit/>

Overview:

Former SVP of Marketing at Alibaba, Accenture consultant and board member in Silicon Valley. Oxford graduate in Economics.

Deep network within Silicon Valley startup community and the Chinese business/tech community. Tech investor, and motorsports enthusiast.

**Rick Marini**

Managing Partner
Protocol Ventures

<https://www.linkedin.com/in/rickmarini/>

Overview:

Founded Tickle.com and sold for \$100M (2004). Harvard MBA and angel investor in over 50 companies. Former National co-Chair of Tech for President Obama.

Deep expertise in Tech startups and monetizing online business models. Able to identify and evaluate digital business models. Tech influencer with a global network.

TRG Digital Influencer Network: Le Mans 2018

**Divyank Turakhia**

Founder & CEO

Directi

<https://www.linkedin.com/in/divyankturakhia/>

Overview:

Founder/CEO of a Directi, a global Tech conglomerate with 11 business units (\$1.4B in value) and Media. net a global digital ad inventory platform that supports Yahoo! & Bing.

Wealthy Tech influencer and motorsport enthusiast open to investment in Porsche team sponsorship and new ventures (investment, acceleration, advisor, etc.)

**Henrique de Castro**

Board Director

First Data Corp.

<https://www.linkedin.com/in/henrique-de-castro-b4648b5/>

Overview:

Former President of Google Mobile Platforms, COO of Yahoo!, McKinsey consultant and current Board member at Target (\$70B retailer).

Fortune 500 executive at the world's top digital media companies and prior European consulting experience at McKinsey. Motorsport enthusiast and advisor on digital business models.

**John China**

Head of Technology Banking
Silicon Valley Bank

<https://www.linkedin.com/in/johnchinasvb/>

Overview:

Oversees 8 US regions and responsible for identifying and funding hardware and software companies. Stanford graduate and 20+ year Tech banking expert.

One of the powerful private bankers in Silicon Valley with deep Tech network, John is close working partner with TRG to provide access to capital, help identify promising startups, and advice on Tech business models.

**Sean Gibbons**

SVP - Product and UX
SiriusXM

<https://www.linkedin.com/in/sean-gibbons-2063921/>

Overview:

Veteran executive for the world's largest satellite radio content provider (30MM+ subscribers). Leads in-car technology relationships with automotive OEMs.

Sean is a current TRG racer (GT4) and long-time business advisor to automotive OEMs on digital delivered services. He actively identifies & connects businesses for partnerships.

TRG Digital Influencer Network: Le Mans 2018

**Eric Anderson**

Founder/CEO
Top Golf, West River

Overview:

Leader in global innovation relating to lifestyle experiences. His West River Group provides capital while TopGolf is a premier golf entertainment venue.

Eric's investments include music labels and other forms of entertainment and lifestyle platforms that are valuable to brands seeking to entertain customers and prospects in VIP settings.

**David Sinegal**

Vintner & GM
Sinegal Estate Winery
<https://www.linkedin.com/in/david-sinegal-4290164/>

Overview:

David's family founded COSTCO warehouse clubs (\$130B retail operation). David runs a winery in California after spending 20 years working for COSTCO.

Access to capital and US retail insights for activation and marketing. Motorsport enthusiast with a business network that is valuable to brands seeking to reach US consumers.

**James Everingham**

Head of Engineering
Instagram (Facebook)
<https://www.linkedin.com/in/jevering/>

Overview:

Former Founder/CTO of several tech firms and ex-head of Engineering at Yahoo!

Deep technical insight into social networks, content, and business models relating to lifestyle and connectivity. Potential advisory insights into technical feasibility & business models.

**Steven Robb**

President - Solution Group
LaSalle Solutions
<https://www.linkedin.com/in/swrobb/>

Overview:

Long-time sales and executive management leader in Tech sector.

TRG team sponsor and business advisor. Steve can access hundreds of Tech companies for business introduction and partnerships.

TRG Activation Team



Tim Watkins
Partner
Valor Equity Partners

Overview:

Founding Partner of Valor Equity Partners and head of its Operations Group.

Deep expertise in solving the operational problems of fast growing companies. First institutional investor in Tesla Motors. Deep understanding and connections in the EV space. Co-founder and board member at Evercharge, the market leader in condo, apartment and workplace EV charging.



Tim Gaffney
President/Advisor
62 Consulting

Overview:

20-year auto industry executive with AMCI, leading a \$100M agency that focused on helping automotive OEMs with their marketing objectives as well as transforming the customer experience at the dealership.

Experience creating over 50 different consumer marketing campaigns from the “Taste of Lexus” to the launch of FIAT in the US. Tim’s motor-sports includes leadings operations for the Mercedes Driving Academy, Lexus Performance Driving School and Porsche Experience Center staffing.



Kevin Buckler
Founder/CEO
The Racers Group

Overview:

Kevin leads the winningest privateer race team in North American sports car history. Two decades of experience racing Porsches to wins at Le Mans and throughout North America.

Kevin’s race operations, winery operations, VIP hospitality and experiential marketing capabilities can play a critical role in helping Porsche deepen its relationships with Tech/digital partners, innovators and customers.



CONTACT

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CEO THE RACERS GROUP
KEVIN@THERACERSGROUP.COM
(415) 860-7223