

## **Concept – Take Championship Drag Racing to an international level.**

**First** one must disregard all the old ideas of what it takes to have a successful drag race. If you consider what the Red Bull package is basically these are cheap little no frills air planes that can be shipped easily and cheaply and with those they create an successful and interesting entertainment package.

**Second** recognize the power of drag racing. The power is the fact that almost anyone watching can compete. Realize how all of us were first introduced to drag racing. None of us walked in the door on day one with a race car in tow. All of us attended a race first as a spectator and came away from that with realization that this is something we can do ourselves. That is the power of drag racing which is the largest participant motor sport in the world. This is a powerful marketing tool for any vendor wishing to supply this market and needs to be considered in any organizational decisions.

Now create a package of operations that taps into this market.

**Third** - The money has to make sense. How many vendors, manufacturers or business would be interested in selling to a new huge currently untapped market place? How many magazines could be sold there? How many tires, wheels, tachs, cams, bearings, headers, radiators, clutches, converters, transmissions and the list goes on and on of products that could be sold there.

Any sales manager worth his pay would jump at such an opportunity. There is the money – not from the racers who participate but the sponsors who benefit.

All of us love Top Fuel and all the “normal” Professional categories because we have become accustomed to it. Last year I took my son to an air show (he loves airplanes), we got to see some interesting stuff and he got to get up close and touch so many of the planes he has pictures of. On the way home none of us spoke of us building an airplane. On my way home from my first drag race many years ago, all we spoke of was putting something together to go back and do this ourselves. The professional categories are so technically elevated they are interesting to the experienced fan but for the new fans it is almost like an air show was for us. The future client needs to have the opportunity to “see” themselves doing it.

Rule number one should be to keep it simple, but that doesn't mean a professional category car or cars cannot be used as demonstration vehicles, but initially at least, the international competition vehicles, like the Red Bull air planes need to be simple to ship and support. In any business overheads will kill you and successful business (those that make money) control their overheads.

How about 4 race teams and 4 sponsor stands in each container? Can be done.

The idea of DYO eliminates all classing problems so you don't have to have a different set of rules and standards for each country and it puts the burden on the driver and car to perform to a standard, their own standard. A certain quantity of positions must be held for local participation. I would suggest vendors supply DVD's and catalogues of their products. I would suggest even DVD's on how to participate supplied by ANDRA (voice over in local language). In the future once there is a consensus of what type of vehicle may be considered universal throughout the circuit would we create a heads up category as well as our standard DYO format for the base line category.

Drag racing seeds have been sown around the world already, just no one is harvesting the crop.

I have found the magazine that sponsored the drag race in Mumbai in 2008 and have a contact with the Philippine drag racing origination and I had a connection with Malaysian television program that may be helpful. No reason this package could not be taken to UAE as well. UAE

<http://www.youtube.com/watch?v=JElyK0WrYZA>

<http://www.youtube.com/watch?v=DMZOfVkRZM4&feature=related>

Brazil

<http://www.youtube.com/watch?v=jCVMMadOWFE>

Philippines

<http://www.youtube.com/watch?v=0P8nAndiMol>

Malaysia

<http://www.youtube.com/watch?v=J2IK-CaoTQI>

China

<http://www.youtube.com/watch?v=medZjl8qb1o>

<http://www.youtube.com/watch?v=fTFjggxv-O0&NR=1>

<http://www.youtube.com/watch?v=QXSuOiKG7a8&feature=related>

Malta

<http://www.youtube.com/watch?v=wSjh2W82Sf4>

<http://www.youtube.com/watch?v=XRjQ3EMLSTk&feature=related>

France

<http://www.youtube.com/watch?v=QXVya0GwrEQ>

Germany

<http://www.youtube.com/watch?v=OrFV6GMJCUY>

Sweden

<http://www.youtube.com/watch?v=A2aNCnv7vWY&NR=1>

Japan

<http://www.youtube.com/watch?v=-lfsK-ZNU1o>

Indonesia

<http://www.youtube.com/watch?v=ZP4m16mgoxE>

<http://www.youtube.com/watch?v=yhOnI7kYLPk&feature=related>

South Africa (just sold a crank support there last week)

<http://www.youtube.com/watch?v=Z-wgubGPNVc>

Turkey

<http://www.youtube.com/watch?v=JpnRhD97904>

India

<http://www.youtube.com/watch?v=rN0QBL47eU0>

Sri Lanka has a huge street race problem... we could help solve this problem.

and the list grow and grows.... it is getting hard to find a place that DOESN'T have drag racing in some form... and there is NO World Drag Racing Association with international race schedule.  
Can you see Red Bull getting involved?? .. Pepsi ?

How do I know about these places... where do you think I sell my Fuel Injection instruction manuals to?

Marginal tracks would be 1/8 mile.

This would OBVIOUSLY be offered to a couple of USA tracks as well.

Using ANDRA's name and credentials would be a much easier sell to companies considering to be a sponsor of this concept.

I appreciate you calling me and taking the time to discuss this as now I think you get the overall idea of the concept.  
If you want or need help explaining the concept I would be happy to do this.

One container could be for the track prep equipment and one container could be the video suite to gather and mix all the action on the track and that video could be sold or given to local stations to boost our viewership to satisfy our sponsors needs for television.