



The ART and Science of the Unfair Advantage™



SUBARU. CAR AND DRIVER



CAR AND DRIVER.com. TC DESIGN

ART/ESX/C&D/TC Design/ JustRacing.com 2005 NASA 25 Hour Team and Media Guide



Severe Endurance Racing™

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The ART and Science of the Unfair Advantage™

The Team

Owners

Established in 2005, Advantage Racing Technologies (ART) is comprised of motorsports veterans, business leaders, marketing professionals, and automotive journalists. Indycar team manager and engineer Marshall Pruett serves as the organizational and technical director for ART, bringing his 20 years of top-line racing experience to lead ART to success.

Navid Kahangi, a veteran of both the high-tech and automotive performance industries, lends his considerable knowledge to provide valuable business, marketing, and service oriented expertise to ART.

Larry Webster, Technical Director of Car & Driver and host of the Car & Driver Television show on the Spike TV, delivers his ten years of feature writing for the world's largest automotive magazine, and numerous other media associations to create a highly impactful media presence for ART and our partners.

ART is joined for the event by several other main partners. Owned by Ali Afshar, Easy Street Motorsports (ESX), the premier Subaru factory drag racing, road racing, and street tuning company in the country, has earned a reputation for its massive success in every venture it attempts. With ESX's Subaru WRX STi being built and raced by ART, the two companies continue a long association of racing and marketing victories. TC Design & Fabrication brings to the table some of the finest fabrication and race car setup talent on the West Coast and is managing the conversion of the STi to road-racing trim. JustRacing.com, founded by Mark Dadgar, is assisting in the marketing and PR efforts around this world-class racing effort.

NASA 25 Hours of Thunderhill Event Overview

Background

Launched in 2003, the NASA 25 HOUR has come to prominence as both the longest endurance race in the world, and the endurance race that receives the most participation and coverage from major American and international magazines. With major automotive magazines participating in the event, the ART/ESX/Car & Driver NASA 25 Hour team will ensure coverage of both the team and our marketing partners. Held over the December 2nd – 4th weekend in northern California at the famed Thunderhill circuit, the NASA 25 Hour is the longest and most trying endurance race in the world.

Current NASA 25 Hour Marketing Efforts

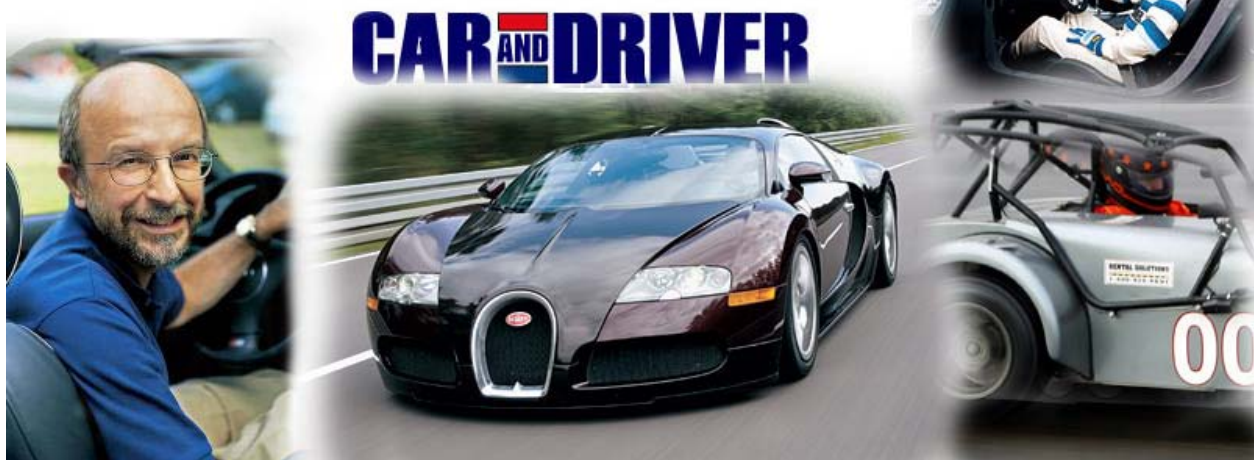
To date our marketing efforts have included four major programs:

- 1) Marketing partnerships (Car & Driver, Car & Driver.com, Justracing.com, StopTech, Percy Design, etc)
 - Car & Driver is the world's largest automotive magazine, with a total audience of nearly 10 million readers
 - NASA 25 HOUR event coverage on Car & Driver.com reaches the 1.6 million viewers that visit the site monthly
- 2) Pre-event press releases (reaching all 50 states, major markets, newspapers, magazines, and online news sources)
- 3) Charitable partnership with the Sam Schmidt Paralysis Foundation (SSPF). Donations for every lap completed will be developed and given to SSPF
- 4) Team and sponsor promotions on JustRacing.com

The Drivers

Built on the success and associations between ART and many of the top drivers in the country, the ART 2005 NASA 25 Hour driving lineup is by far the strongest and most decorated in the field. With these high profile national and international drivers, ART looks to make the most of the plentiful talent on hand for a great race. In order of age and experience, learn about our ace driving squad.

Csaba Csere Editor-in-Chief, Car & Driver



As a veteran of numerous 24 Hour endurance events and decades of racing, Csaba Csere is a genuine treasure for the ART team. Editor-in-Chief, or *The Man In-Charge* of Car & Driver magazine, Csaba brings his deep understanding of all automotive topics, motorsports disciplines, and great character to ART.

With his addition to the team, ART will enjoy the benefit of Csaba's coverage of the NASA 25 Hour effort and car in a feature article about the race in Car & Driver magazine.
Learn more about Car & Driver at:

<http://www.caranddriver.com/>

Read Csaba's latest Car & Driver cover feature at:

http://www.caranddriver.com/article.asp?section_id=19&article_id=10108

Dave McEntee Prototype & GT Driver



The most successful and famous of the ART drivers, Sportscar and Prototype star Dave McEntee brings his infectious enthusiasm and relentless dedication to winning to the ART team. A fixture standing atop American LeMans Series podiums, McEntee will draw upon his experience from winning endurance races, leading a team of drivers, and steering the team towards success.

A veteran of some of the toughest American endurance racing, Dave's friendly nature, familiarity with spraying champagne, and unparalleled talent are great blessings for ART and our marketing partners.

Learn more about Dave at: <http://www.dmracing.com/>

Scott Bradley World Challenge & Prototype Driver



One of the fastest and most talented young Pro Racing drivers today, Scott Bradley is no longer the *best kept secret* when searching for pure speed and commitment. A champion in the Formula Mazda pro series, and also a winner in Prototypes, Bradley's talent in World Challenge have been repeatedly described on-air by Speed TV commentators as "one of the top five touring car drivers in the country, period!"

With such accolades and public support, Bradley's easy demeanor and warmth bring a motivating spirit to the ART team to keep the crew working at their peak for all twenty five hours of the race. Behind the wheel, in front of a camera, or in the pits with his mechanics, Scott's poise and professionalism will provide the foundation for ART to deliver in the NASA 25 Hour.

Learn more about Scott at: <http://www.speedrcr.com/>

Gary Sheehan Grand Am Driver



Gary Sheehan brings all of his well-honed professional driving skills to ART for the NASA 25 Hour: blinding speed, incredible feel and technical feedback, and the patience and polish needed to succeed. Sheehan has the distinction of leading every Grand-Am Cup GS race he's run, and as the dominant USTCC driver from 2000-2003, the only person to campaign a Subaru WRX in a major American road racing championship.

In addition to being a highly sought after pro driver, Sheehan is in equal demand as a test driver for most major auto magazines; his special blend of street and track talents are routinely called upon by top magazine editors.

Learn more about Gary at: <http://teamsmr.com/html/about.html>

Dale Sievwright Touring Car Driver



The emerging pro on the ART 25 Hour team, Dale Sievwright brings the hunger and early success of a driver working his way up the ladder to emulate the likes of ART's own Dave McEntee, Scott Bradley, and Gary Sheehan.

Far from being considered a rookie, Dale's inclusion as a part of ART's 25 Hour effort is based on his front-running success in the 2005 US Touring Car Championship (USTCC). His 2nd place in the USTCC support race for the San Jose Indycar Grand Prix served notice that Dale is ready to move to the next level of pro racing.

As a test driver and trained engineer, Dale spends his week improving the handling of numerous street and race cars. Dale is expected to be the surprise performer of the 25 Hour race and for many seasons to come.

Learn more about Dale at:

<http://www.mpactmotorsports.com/dale.htm>

Auston Harris Formula Car Driver



The young gun of ART's 25 Hour team, Auston Harris brings his raw speed, raw talent, and a winning history to the program. At the time of the 25 Hour race, Auston will still only be 14 years old, but has amassed a record of success most adults would envy. For starters, he won the northern California BMW SpecE30 championship for 2005.

Competing in the Formula TR series in 2005, a NASA series that allows racers as young as 14 to compete, and the same series won by Marco Andretti in 2004, Auston graduated from 2 years of Karting to find immediate success in Formula TR: 7 top 3 finishes in 2005 capped with a win in the final round. Harris has displayed the potential of a future star in the open wheel ranks.

Learn more about Auston at:

<http://www.austonharris.com>

Marco Romani Touring Car Driver



A veteran of NASA Sprint Racing, Marco Romani has also excelled in every NASA 25 Hour event he's competed in. Beyond his racing pedigree, Romani brings an infectious love for racing and enjoyment to ART. The first person to keep a team motivated, at ease, and laughing, Marco draws upon his years of experience as a Commander in the United States Navy Reserve (assigned to Carrier Strike Group Eleven) to keep his teammates on the right path towards success.

Considered equally as important behind the wheel as he behind pit wall, Marco's contribution to the team will benefit the effort in all areas.

Our Sponsors and Partners in Brief



The premier street tuner shop, pro racing team, driver coaching, engineering, design, and consulting company, ART prepares and runs the 25 Hour team.



The dominant Subaru drag, rally, and now road race team, ESX has won in NHRA and Pro Rally events in 2005. Providing the car, support from the many ESX sponsors, and a number of support items, ESX is key to our effort.



Suppliers of countless parts and components for the race car, Subaru Performance Tuning has been instrumental in the design engineering for the 25 Hour.



Covering the 25 Hour event, our team, and providing daily web updates of the racing adventures, Car & Driver's stature and history is a welcomed addition to the team.



Serving as the driving force behind our 25 Hour marketing, PR, and web presence, JustRacing.com aids in everything from providing support for the event to providing original team web content, pictures, chat, and video.



The brain trust behind the team, TC Design is responsible for the artistry behind the fabrication and creation of the 25 Hour car. All aspects of converting the car from a street car into a pure racing car were executed by TC Design.



Responsible for the tuning of the engine, supply of numerous high performance parts, and valued crew for the race, PDX Tuning thankfully brings their renowned tuning and wrenching abilities to the ART 25 Hour effort.



Simply the best street-legal race tires made, we are very fortunate to have Toyo Tires onboard as our tire supplier for the 25 Hour. Our speed and consistent times will be due to Toyo's incredible Proxes RA-1 tires.



The turbo force behind our powerplant, Forced Performance has supplied their brutal GT35 turbo to propel the Subaru STi to incredible speeds.



A key supplier of turbo intercooler, turbo piping, suspension, and vehicular expertise, Perrin Performance is a greatly appreciated supporter of the team.



A long-time friend and supporter of ART's owners, the Sam Schmidt Paralysis Foundation is the official charity of ART's 25 Hour effort; money for every lap completed will be sought from all sources to help aid and speed research to cure paralysis. Just as Sam Schmidt is determined to find funding to aid scientists to help him and others to step from their wheelchairs one day, we are also committed to helping Sam's foundation to reach this goal.



The graphic design and creative web force helping to bring our effort to the world, Percy Design brings their unparalleled imagery to portray ART in the most professional light possible.

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Select Sponsors and Partners in Detail



1747 Houret CT
Milpitas, CA 95035
408.956.1526
www.tcdesignfab.com

No longer are they best kept secret on the west coast, TC Design is quickly becoming the best national source for a custom roll cage installation. What you might not know is that they do a lot more than just build roll cages in their northern California workshop. Tony Colicchio and his brother Joe also have an expanding line of products for the performance and racing crowd.

Items such as folding tow hooks for BMW, Porsche, Mini, and Honda cars and engineered suspension components for several cars to bring you to the front of the pack. A popular item is their Honda S2000 rear bump steer kit that does away with the car's "twitchy" tendencies when pushed to the limit.

In order to produce their current products and help in the R&D and production of future products TC Design just purchased two new HAAS CNC machines. For milling they have purchased the HAAS VF2 with a fourth axis. Turning operations will be handled by a HAAS SL20 lathe. For the CAD design they have been using Solidworks for several years now and have just purchased Surfcam to handle the CAM software. With Surfcam they will have full 3D milling capability along with the 4th axis control. With the expertise and equipment to serve the enthusiast racer, professional teams, and top businesses, TC Design is prepared to launch a continual stream of their own new products, and to produce products for others.

TC Design has been instrumental in getting this car transformed from a street car to race car ready to compete for 25 hours straight. The first task was to create a roll cage that provides great safety to the driver and added chassis stiffness. The cage that they fabricated was a multipoint cage modeled after the cage design that has helped Subaru to win many WRC Rally championships. Using years of knowledge from fabricating roll cages, Tony carefully selected the different mounting points, tube locations and dimensions to create a light, safe, very stiff roll cage. TC Design was also responsible for mounting the fuel tank and dry brake filling system, the seat and harness, and other small fabrication needs. Also on the STi will be TC Design's steering wheel quick release that is indexed to allow it to lock in place in only one position and from the design of the unit has zero free play, a common problem with splined style quick releases.

With the skills and partnership of TC Design in the 25 Hour team, all of the strengths of Tony and Joe Colicchio of TC Design are on display.



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Race, Track, Street...
Welcome Home

JustRacing Inc., led by 15-year high-tech professional and amateur racer Mark Dadgar, brings a new level of service and support to the Motorsports Community. The cutting-edge features of www.justracing.com, JustRacing Inc's first product, provide a place online for the true motorsports and racing enthusiasts of the world to congregate and converse without needing to wade through non-performance topics such as spinning wheels and neon lighting.

Whether it's the incredibly wide range of discussion forums, the Classified Ads, the Parts & Services Reviews Database, the National Track Events Calendar, or the JustRacing Seminar Series, featuring professional motorsports experts from all aspects of the motorsports industry, JustRacing.com is your home for all things racing.

JustRacing has also extended an invitation to interested Car Clubs to take advantage of our offer to host no-charge, fully-featured, club-specific discussion forums and is proud to list several BMW CCA and PCA chapters among our partners with more clubs in ongoing discussions. Current Car Club partners can be seen at http://www.justracing.com/club_forums.php.

For our friends in the motorsports parts and services industry, the revolutionary online advertising system in place at www.justracing.com will change the way motorsports companies market their products, turning the clutter of traditional print ads into a dynamic, interactive, targeted source of interesting information for site users. JustRacing's innovative JustTarget advertising system allows advertisers to deliver rich print-style ads with interactive features to users according to their interests and vehicles owned, saving the cost of advertising goods and services to people who are not in the appropriate target market. For more information, please visit http://www.justracing.com/garage_sale/vendors.php.

JustRacing Inc. is providing marketing and PR services to the ART/ESX/C&D/TC Design/JustRacing.com team and live updates from the 25 Hour Enduro can be found at:

<http://www.justracing.com/25Hour>

JustRacing has partnered with Car & Driver Magazine to bring in-car footage from the ART car to www.caranddriver.com during the 25 hour event and JustRacing is proud to be a Title Sponsor for the ART/ESX/C&D/TC Design/JustRacing.com 2005 NASA 25 Hour Enduro effort.

For more info, please contact:

Mark Dadgar
mark@justracing.com
408-399-3400

JustRacing.com – Your Motorsports Home On The Web™



The ART 25 Hour Partnership

ART and the Sam Schmidt Paralysis Foundation have teamed up to form a donation drive; money will be donated to the Paralysis Foundation for every lap the ART Subaru completes. Donations can be made online at www.samschmidt.org, or in person at the track. Teams and supporters are encouraged to run the small Sam Schmidt *Racing To Recovery* stickers to show their support for this very important charitable entity.

Our Vision

To find a permanent cure for those who have been afflicted with chronic and acute paralysis.

Our Mission

The Sam Schmidt Paralysis Foundation helps individuals overcome spinal cord injuries and other neurological disorders by funding scientific research, medical treatment, rehabilitation and technological advances. The Foundation also raises funds to improve quality of life issues and ensure the best possible outcomes by touching individual lives. (The Foundation is a 501 c 3 organization.)

At the Sam Schmidt Paralysis Foundation, we also hold many 'Racing to Recovery' events across the country to raise funds and awareness of spinal cord injuries. Feel free to check our calendar and attend an event in your area. We are also very proud of our 'Day at the Races' program, which hosts events at many tracks throughout the year. Here we invite those that have been injured, old or new, along with their families, to come to races for information, inspiration and an afternoon of fun. We look forward to seeing you there!

Finally, we will continue to work tirelessly on advocacy issues including the importance of increased healthcare and publicly funded research, on local and national levels. We realize there is simply no way to accomplish our goals in a reasonable amount of time without the support of federal funding.

Welcome to the family of the Sam Schmidt Paralysis Foundation. We look forward to assisting you in any way possible!

Sam Schmidt Paralysis Foundation History

The Sam Schmidt Paralysis Foundation was created by Sam Schmidt to help individuals overcome spinal cord injuries and other neurological disorders. Sam is currently recovering from serious upper spinal cord injuries suffered in a race testing accident on January 6, 2000, while practicing for the season-opening Indy Racing League event at Walt Disney World Speedway in Orlando, Florida.

While in a rehabilitation hospital in St. Louis, Missouri, Sam realized he was one of the lucky ones. He had an incredible support system including his faith, family and the motorsports community. He also realized he had very good insurance. Sam quickly learned these are not generally the demographics of someone with a spinal cord injury.

Sam vowed that when he was able to leave the rehabilitation hospital, he would not forget the less-privileged patients he met. He realized in order to solve some of their issues, he needed to raise awareness of spinal cord injury and the horrendous impact it has on the patient and family. Funds needed to be raised for medical research to develop cures and effective therapeutic treatments for paralysis. Thus, with the help of several of his closest friends, the Sam Schmidt Paralysis Foundation was formed in May of 2000.

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Cont. “Since my injury I have learned so much about the tremendous needs of people suffering from spinal cord injuries,” Schmidt says. “There are three areas on which I have asked the Sam Schmidt Paralysis Foundation to concentrate its fund-raising efforts. The first is medical research. The second, innovative equipment that can be used for rehabilitation. And, third, I want to help people with spinal cord injuries and other disabilities by addressing quality of life issues”.

Founded in May of 2000, the Sam Schmidt Paralysis Foundation is still growing and moving ahead. Schmidt's desire to beat paralysis drives him daily.

“I've come to understand why I'm here,” Schmidt says. “We're spreading the message that you need to stay in shape and keep working hard, because something is going to come. Frankly, I've come to the realization that I'm helping a lot more people now that I ever could as a driver.”

"Let's face it, my motivation in the Foundation is somewhat selfish," he adds. "It was started out of my desire to walk again, but if I can help myself and thousands of others achieve this goal, that would be fantastic!"

Sam wants everyone to clearly understand that absolutely no funds raised by the Sam Schmidt Paralysis Foundation are used in support of his racing team, Sam Schmidt Motorsports. Every dollar raised in the Foundation goes to support the organization's mission of helping individuals overcome spinal cord injuries and to facilitate research, treatment and rehabilitation. The Motorsports team's role is to raise awareness of the Foundation and paralysis issues.

The Foundation funds research with the highest level of integrity and future promise at institutions such as:

Barnes Jewish Hospital

Georgetown University School of Medicine

Toronto Western Hospital Research Institute

University of Iowa

The University of British Columbia

Racing To Recovery

Racing to Recovery fundraising events are held at race tracks throughout the country in conjunction with Sam Schmidt Motorsports' race schedule and combine a walk, 5K run and bike race. Proceeds benefit the Sam Schmidt Paralysis Foundation (SSPF) to fund medical research for spinal cord injury and other neurological disorders as well as quality of life issues for people with disabilities.

We are also soliciting corporate sponsorships for these events. The race tracks will promote them in conjunction with the Indy Car race and the program will be covered on television and radio and in print media. Contributing sponsors will have signage at the track and be featured on the Sam Schmidt Paralysis Foundation website.

SSPF will work with interested sponsors to explore marketing and public relations activities in support of Racing to Recovery events.

If you or your company are interested in either participating in a Racing to Recovery event or sponsoring an event, please contact:

The Sam Schmidt Paralysis Foundation
P.O. Box 24355
Speedway, IN 46224-0355

317-236-9999
icahill@samschmidt.org

PercyDesign

A graphic design and web development firm.

We specialize in supporting corporate marketing communications groups - aiding them in creating material using existing (or barely existing) branding guidelines. In addition, we have an extraordinary amount of user interface experience when it comes to web commerce sites. Lastly, we also offer on-site design support. Please visit us at www.percydesign.com to see our portfolio and client list.

Our Graphic Design Services Include:

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What does every StopTech customer have in common with these championship winning drivers?

2004 SPEED World Challenge Touring Car Champion

Bill Auberlen



2005 SPEED World Challenge Touring Car
St. Petersburg Race Winner

Randy Pobst



They all use identical brake components.



StopTech doesn't offer a "racing" brake system and a watered-down "sport" brake system. We manufacture one line of components that are equally at home on the track and the street.

In 2004, drivers using our off-the-shelf Balanced Brake Upgrades™ in the SCCA SPEED World Challenge Touring Car series won the championship and accrued 5 wins, 13 podium finishes, and 42 top tens.

After just six professional races into 2005, StopTech drivers have already scored 2 wins, 4 podium finishes, and 13 top tens.

Why is this relevant to you?

If standard StopTech brake systems can carry these elite professional drivers to race wins, imagine how you will benefit from an identical set of brakes at your next track day, time trial, or club race event.

Become a brake expert, visit www.stoptech.com



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Torrance, California

310-325-4799

ART and StopTech (www.stoptech.com) are proud to be supported for the 2005 25 Hour by Pagid, manufacturers of the best endurance racing pads available.



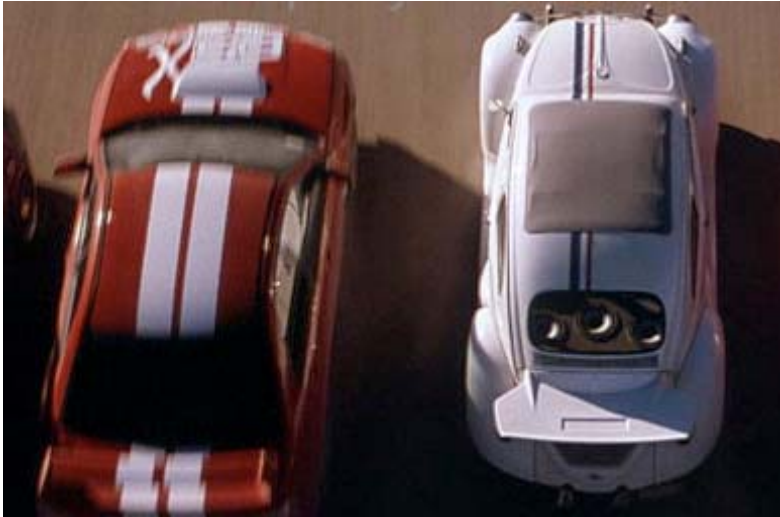
www.pagidusa.com/

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The Car

Starting with a stock 2005 Subaru WRX STi, the ART team is preparing the car in conjunction with ESX and TC Design to World Challenge GT specifications. Originally the prototype for the 40 ESX Ali Afshar Signature Series STis' that were built at the request of Subaru dealers nationwide, the car graced the cover of Road & Track's "SPEED" magazine, and was also featured in the 2005 remake of the movie "The Love Bug" starring Lindsey Lohan.

Once finished with the movie shoot, the car was prepared by ART and ESX to compete in the Car & Driver Super Tuner Challenge, finishing in the top 5 in the car's first outing with ART driver Memo Gidley behind the wheel. In preparing the car for the Super Tuner Challenge, great efforts were made to design the car to compete in the NASA 25 Hour race; with a number of tried and tested modifications underway specifically for the 25 Hour, the ART Car & Driver STi will be one of the fastest, most striking, and most impressive cars entered.



Links

[NASA 25 Hour](#)

[ART](#)

[JustRacing.com](#)

[Car & Driver](#)

[ESX](#)

[TC Design](#)

[PDX Tuning](#)

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