



**SPEED INDUSTRIES**  
PARTS | CARS | RACE

[WWW.SPEED-INDUSTRIES.CH](http://WWW.SPEED-INDUSTRIES.CH)

## **SPEED INDUSTRIES**

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# **Speed Industries is campaigning cars in various race series all over Europe and is looking for sponsors for the 2011 season.**

This will give potential customers awareness of the sponsor's products and make them have exciting memories in association with these. Customers will link sponsors with action sports, motor-sports, freestyle sports, cars, lifestyle and other exciting areas of life. Whatever field your company is working in, this extra advertising will raise awareness all over Europe.

## **Be a part of the Speed Industries family.**

Sponsors will be represented with graphics on race cars, racing apparel, support cars and in the pit area. Sponsors will also be represented at all Speed Industries trackdays and in other activities the team participates in. Additional activities are also possible; we are always open to interesting ideas and work hard to promote the team and its sponsors on every occasion possible.

Speed Industries is open to all kind of sponsoring deals. Possible sponsorship could come in form of parts, labour or money. Other sponsoring possibilities which can make the team more competitive are also welcome.

You can find possible sponsoring packages on page 11+12. Should you see any other possibilities for a partnership please feel free to contact us.



## TOBIAS WELTI

Age: 31

City: Pfäffikon, Switzerland

## RACING ACTIVITIES

- Participates in drifting since 2008
- Participates in races since 2006

Biggest achievements:

- Top 15 in 2006 Impreza Cup ([www.impreza-cup.ch.vu](http://www.impreza-cup.ch.vu))
- First places in various slalom races
- 14th overall in the 2010 International Drift Series ([www.idrifts.de](http://www.idrifts.de))
- 5th place overall at the KD Race 2010 in Anneau du Rhin

Plans for 2011:

- International Drift Series Top 10 overall ([www.idrifts.de](http://www.idrifts.de))
- French Drift Championship Top 6 finishes
- Tuner Grand Prix Drift Challenge Hockenheim Top 8 finish
- KD Race in France Podium finish ([www.kdrace.com/v1/](http://www.kdrace.com/v1/))



## Current Cars

Toyota Corolla Ae86, In build process ; Nissan Silvia PS13, 300hp, 1250kg





## ALAIN THOMET

Age: 26

City: Gattikon, Switzerland

## RACING ACTIVITIES

- Participates in drifting since 2008
- Participates in track activities since 2006

Biggest achievements:

- 2nd place at International Drift Series Round 3 (2010)
- 4th place overall at the KD Race 2010 in Anneau du Rhin
- 5th place at Falken European Drifting Championship (2010)
- 10th overall in the 2010 International Drift Series ([www.idrifts.de](http://www.idrifts.de))

Plans for 2011:

- International Drift Series Top 6 overall ([www.idrifts.de](http://www.idrifts.de))
- French Drift Championship Top 6 finishes
- Tuner Grand Prix Dift Challenge Hockenheim Top 8 finish
- KD Race in France Podium finish ([www.kdrace.com/v1/](http://www.kdrace.com/v1/))



## Current Cars

Nissan S14 380hp, 1200kg





## SWEN BURKHARD

Age: 29

City: Baden, Switzerland

### RACING ACTIVITIES

- Participates in drifting since 2008
- Participates in track activities since 2006
- Karting since 2004

Biggest achievements:

- 7th place at International Drift Series Round 3 (2010)
- 15th overall in the 2010 International Drift Series ([www.idrifts.de](http://www.idrifts.de))

Plans for 2011:

- Top 16 International Drift Series ([www.idrifts.de](http://www.idrifts.de))
- Speed Industries Time Attack



## Current Cars

Toyota Corolla Ae86 180hp, 920kg





## ROMAN HAUDENSCHILD

Age: 35

City: Zürich, Switzerland

## RACING ACTIVITIES

- Participates in drifting since 2008
- Participates in track activities since 2008

Biggest achievements:

- 2nd place in his time attack class
- 4th place Street class at the KD Race 2010
- 9th place Street class at the IDS round 3 (2010)

Plans for 2011:

- International Drift Series, Top 8 Street Class ([www.idrifts.de](http://www.idrifts.de))
- Speed Industries Time Attack
- KD Race in France ([www.kdrace.com/v1/](http://www.kdrace.com/v1/))
- Gymkahna in Germany ([www.gymkhanadrift.de](http://www.gymkhanadrift.de))



## Current Cars

Nissan Skyline R32 402hp, 1260kg



## Other Drivers and important people

Speed Industries also supports newcomers and their cars who want to get into the racing scene. These drivers support the team at the events and are trying to gain racing experience along the way. All of them carry the Speed Industries branding on their cars and work hard on their skills. Most of them will enter the racing scene actively sooner or later.

We also have our own media team. This team of photographers and cameramen accompany us to the events and produce impressive photographs and movies to ensure a lasting effect even after an event has ended. All these results are spread through our various media channels.

**You can find more information and material from our media people here:**

**Speed Industries Vimeo Channel**  
**Silver Photography, Martin Aeppli**  
**Alok Paleris work**  
**Trackdays Blog, Marco Bolognese**  
**Züridrift Blog, Alain Thomet**

[www.vimeo.com/channels/speedindustries](http://www.vimeo.com/channels/speedindustries)  
[www.silverpics.ch](http://www.silverpics.ch)  
[www.lokkydesigns.com](http://www.lokkydesigns.com)  
[www.trackdays.ch](http://www.trackdays.ch)  
[www.zueridrft.ch](http://www.zueridrft.ch)

## **Race Series: International Drift Series**

The International Drift Series is the biggest Drift series in the German speaking part of Europe. There will be races at major events in Germany, Belgium and the Netherlands. You can find more info on [www.idrifts.de](http://www.idrifts.de) and in the attached pdf document.

## **French Drift Series**

The French Drift Series covers all of France and there are races held in very different parts of France, all the way from the Cote d'Azur up to the northern parts. More info can be found on [www.driftchallenge.fr](http://www.driftchallenge.fr).

## **Tuner Grand Prix and Driftchallenge Hockenheim**

This is the biggest Time Attack so far in Germany and a big Drift event too. Organised by the Sport Auto Magazine ([www.sportauto-online.de](http://www.sportauto-online.de))

For more info see [www.sportauto-online.de/news/aktionstag-2010-sportauto-driftchallenge-hockenheimring-fazit-1891318.html](http://www.sportauto-online.de/news/aktionstag-2010-sportauto-driftchallenge-hockenheimring-fazit-1891318.html)

## **KD Race France**

This is one special race in France. It started in 2008 and has shown a continued growth both in participants and spectators. Drifting into the night makes it very special. More info can be found here: [www.kdrace.com/v1](http://www.kdrace.com/v1)



## JDM Allstars

JDM Allstars is probably the drift series with the most media coverage across Europe. Some of Europes top drifters drive here and especially the british drivers are competing hard here. Check the following link for more info: [www.jdmallstars.com](http://www.jdmallstars.com)

## Speed Industries Time Attack

Speed Industries will do its own time attack series in 2010. This will be a major grip event in central Europe with competitors coming from all over Europe. The whole Speed Industries Team will participate actively in this event.

Info for sponsorship possibilities for this event can be requested separately, there are individual sponsorship packages available. Please contact for further info.

Also check [www.vimeo.com/channels/speedindustries](http://www.vimeo.com/channels/speedindustries) for videos.

## **Other Activities: Trackdays**

Speed Industries organises various trackdays all over Europe. These are very good promotional platform for race minded customers. Team Speed Industries is always on site to test the cars, practice their skills and promote sponsors brands. These trackdays are held in Germany, France, Belgium, Austria and other countries.

## **Shows**

Speed Industries attends various car shows. It will represent the companies there and will promote their products.

## **Charity**

Speed Industries has been engaged in charity drifting shows where rides on the passengers seats are sold to spectators, and the money raised goes into a charity fund.  
(e.g. [www.telethon.ch/de/](http://www.telethon.ch/de/))

## **Sales**

Speed Industries will also sell products if they match the philosophy and product range. Therefore a strong relationship will develop on various levels.

## **Online**

Sponsors will be shown in the Speed Industries Race team section and on our blog. Special reports about the sponsors products can be published. There is also a Speed Industries Facebook group, Myspace page and video channels are set up on Youtube and Vimeo.

## Sponsorship:

Sponsors should share the same values as Speed Industries which are high quality products, good service, great customer experiences and last but not least great driving.

This is the chance for your company to be part of a young, experienced and passionate team. We not only do our sport, we live it.

Every kind of sponsoring will make it easier for the team to be more competitive and compete on a professional level.

Here we show you three possible sponsoring packages and how your company could be represented by the Speed Industries drift team. There are no prices included in this document since partnership options can be very different from company to company. Please contact us for details.

### Package 1 “Big”

- Big decal package on side, front and rear of the drifting team’s racing cars and racing apparel.
- Banners in the pit area.
- Merchandise booth to sell products or for giveaways.
- Representing the sponsor at our own events (trackdays, time attack, drift schools).
- Representing the sponsor at competitive and media-oriented drifting events (IDS league, Hockenheim Driftchallenge, KD Race, French Drifting Championship, etc.)
- Direct link and logo of the sponsor on our homepage and blog.
- Sponsors logo shown in video event coverage created by our media team.
- Media coverage on our blogs.

## Package 2 “Small”

- Small decals on front fenders, rear quarter panels or bonnet of the drifting team’s racing cars.
- Representing the sponsor at our own events (trackdays, time attack, drift schools).
- Representing the sponsor at competitive and media-oriented drifting events (IDS league, Hockenheim Driftchallenge, KD Race, French Drifting Championship, etc.)
- Direct link and logo of the sponsor on our homepage and blog.
- Media coverage on our blogs.

## Package 3 “Tailor-made”

We can tailor a package to your needs and wishes. Should you just want to pick some of the above options or additional ones then we can build a special package for you.

### **Possible additional options include:**

- Full name-branding of particular racecars (e.g. “The [Sponsor Name] Skyline”)
- Branding on clothing for drivers, support crew and media team
- Organization of time-attack or drifting events branded to your liking (e.g. “The [Sponsor Name] Driftcup”)
- Doing special events exclusively for the sponsor, like demo or a day at a racetrack.
- Production of viral videos for your company.

Please note these are just some ideas we came up with and there are a lot of other possible partnership options. Should you have an idea which works for you please do not hesitate to contact us.

**SPEED INDUSTRIES**

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Speed Industries is a label of Welte DJ U

**The Speed Industries drift team is looking into a bright future and would like to share this with you and your company.**

