



SLATER RACING PRODUCTS, INC.





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Mission Statement



Slater Racing Products, Inc. (SRP) provides the opportunity for major corporate sponsors to reach a desirable new market segment. This is achieved through advertising via products like its exclusive “Slater Skins,” as well as selling corporate sponsorships, all targeted to penetrate this fast-growing and lucrative extreme sports market.



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- ❑ SRP, Inc. was incorporated in 1995. John Slater, founder and CEO, has a deep knowledge of the motocross industry as a sports enthusiast, professional competitor, sports promoter, and plastics manufacturer.
- ❑ SRP has been operating for 15 years and has a reputation for high quality and innovation. Over the past decade, the motocross industry has grown, gaining exposure to a wider audience.
- ❑ The demand for our products and services has increased accordingly. The time is right for Slater Racing Products to take motocross marketing to the next level.



Selling out: Motocross will never keep major corporate sponsors until we can offer them maximum exposure. Slater Skins give a race team plenty of room to pay off that million-dollar sponsor. MXA's Mazda scheme proves that motocross could compete with NASCAR on signage space.

SLATER SKINS

It's gonna happen someday

• If you owned a company like SplitFire, Mazda, Chevy or Amsell, you'd want to get maximum exposure for the dollars you spend. A dinky decal on a radiator wing is hardly the hood of Dale Earnhardt's Chevy. Enter Slater Skins! Actually, Slater Skins have been around for years (you might remember them as Rhino Skins), but no major race team has been bold enough, bright enough or forward thinking enough to use them. Last year, several areacross riders saw the light, while this year freestyler Mike Metzger is their number one disciple.

As for the MXA wrecking crew, we believe that the \$285 (US\$5.99 with complete graphics) Slater Skins are the only way to pay off (and keep) big-buck sponsors. However, local racers

should be forewarned that Slater Skins are not totally refined; mounting requires some handiwork, capturing the professional look demands painting or decal; and you have to trim them to get the perfect fit. It takes about an hour of heat gunning, zip-tieing, bolt choosing and finagling to get Slater Skins to fit well enough to race with them.

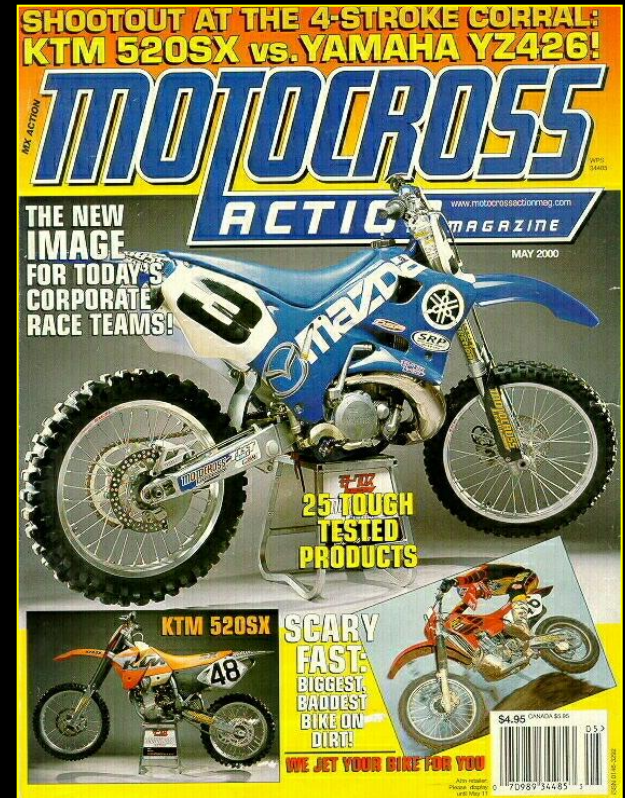
On the plus side, your bike stays cleaner, is easier to grip with your legs and feels exceptionally sleek. For unsponsored racers, the Skins may be too much work, but for someone trying to pay-off a big sponsorship, they should be required. This is a winner of an idea—forced to compete in a short-sighted world.

Contact: Slater Skins at (203) 878-2379. •



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- ❑ Motocross riders are the modern day daredevils and rock stars.
- ❑ Freestyle, Supercross and Motocross continue to fill arenas around the world.
- ❑ It is the highest rated and most popular event of both the winter and summer X-Games and a headlining event on ESPN, CBS, Live NBC, Live Speed TV, ABC Wide World of Sports, MTV and Fuel TV .
- ❑ It's the only extreme sport that hits not only the youth market, but transcends it to a broad NASCAR - like demographic : young men, families, women and kids.
- ❑ Kids love it and know the riders by name.



No other sport, and no other promoter, even comes close.



WHY SLATER RACING PRODUCTS?



Before



After

- ❑ Slater Skins are a unique product that SRP brings to the table.
- ❑ They create a marketing venue that gives clients maximum exposure and this sets us apart from any other sports marketers in this class.



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- ❑ Sponsorships and marketing competition is currently smaller scale, individual efforts that have grown from the need that riders and others have had to raise capital.
- ❑ The market itself is newer and full of potential for an organized and experienced group to capitalize on the growth of the industry.



Slater Racing Products:

- Provides licensing agreements (potential clients: X-Games, Disney, Red Bull X- Fighters, NASCAR, etc).
- Sells sponsorships to organizations, riders, teams
- Advertises clients through additional media and entertainment opportunities (TV commercials, Movie Premiers, Team Suzuki's Ricky Carmichael Reality TV show on Speed, James Stewart Reality TV show, Travis Pastrana and the Nitro Circus, etc.)
- Markets and Promotes with NASCAR Teams, Credit Card Companies, Oil, others companies etc.



Slater Racing Products New Marketing Opportunities



We plan to approach this market with the same vision that NASCAR had:

Create a comprehensive mainstream media outlet for high-end corporate clients to get maximum product exposure.



We have witnessed the rapid growth of NASCAR in recent years...our sport of AMA motocross is undoubtedly next to earn its' due. The rise in popularity is evident with the start of each season. A strong sanctioning body, major sponsorships, televised events, corporate involvement and media coverage are all bringing the sport to the next level.



Our Newest Product Slater Shields





The Transporter and VIP Tent

