

# Bridgestone/Firestone, Inc.

One Bridgestone Park • Nashville, TN 37214 • (615) 231-3526 • Fax: (615) 872-2627

February 27, 1995

Mr. Brad Kettler  
Rohr Motorsports  
6455 Gano Road  
West Chester, OH 45069

Dear Brad:

Attached is an outline of the Road Atlanta event. I hope that it helps.

I'm glad that Bridgestone and Rohr will be able to work together on this project. It should be fun. The time schedule for getting the car ready will be very tight. As of this moment the prep schedule is :

Wed. March 15	Car arrives in Atlanta and is picked up. Depart for Detroit.
Thur. March 16	Car arrives in Detroit for painting and graphics.
Thur. March 23	Car departs Detroit completed, arrives @ Rohr for prep.
Sat. March 26	Car departs for Road Atlanta.

Let me know if you have any questions.

Sincerely,



Mike Van Sicklen  
Bridgestone Consumer Marketing Specialist

# **Revised Outline for Bridgestone Potenza Ride and Drive Event**

Date: March 27-30, 1995

Where: Road Atlanta  
5300 Winder Highway  
Braselton, GA 30517  
(404) 967-6143  
Contact: Mike Kanely

Hotel: The Inn at Chateau Elan  
100 Rue Charlemagne  
Braselton, GA 30517  
(404) 271-6914  
Contact: Jennifer Curry

Purpose: To introduce the new Potenza family of performance tires, highlighting the new Bridgestone technology available in the S-02, RE930 and RE900.

Event  
Outline: Monday, March 27                      Set-up and Test Day  
Tuesday, March 28                      Dealer Introduction Day  
Wednesday, March 29                      Media Day  
Thursday, March 30                      Media Day

Each days activities will begin with a classroom style technical highlights presentation. This will be done at the hotel.

The track event will be broken into three sections. Each section will highlight/feature one member of the S-02/RE930/RE900 family. They are:

1. Porsche On Track Fast Ride and Drive with professional drivers. S-02
2. Autocross in paddock in Acuras RE930
3. Wet Skid Pad, lower paddock. RE900 & S-02

There will be opportunities for all participants to ride in the Porsche SuperCup race car with a professional driver. A debriefing will be held at the track before returning to the hotel.

Details: Professional drivers will be

1. Hurley Haywood (3 time LeMans winner, 5 time Daytona Winner, SuperCar Champion)
2. Peter Cunningham (Firehawk Champion, SCCA Champion)
3. David Murray (Firehawk Champion, SuperCar Driver)
4. Jeff Purner (IMSA, Firehawk, Trans Am Driver)
5. Rex McDaniel (Skip Barber Head Corporate Event Instructor)

Porsche has agreed to provide automobiles, (4) 1995 911 Carreras, for the track event. Acura has agreed to provide (4) Integra GSRs. Three will be used for the autocross event. We will use two Porsche 968s Coupe six speeds and one of the Integras on the wet skid pad.

PR will be responsible for inviting the media, providing for a hospitality team to meet and greet, track rental, insurance coverage, waivers, legal, vehicle transportation, photography, hotel and dinner functions for the media..

Marketing will be responsible for obtaining vehicles, drivers, tires, tire service, wearables, technical



presentations, dealer travel, video documentation and event support.

Sales will be responsible for any second day dealer functions beyond the hotel and track events, (golf, etc.).

This event will be a major undertaking and instrumental to the success of the new Potenza family. It requires an intensive work force from BFTS. All support personnel should plan on arriving in Atlanta and at the hotel no later than Sunday, March 26.

Attending Bridgestone personnel will be (tentative)

John Taylor	PR
Melissa Dykstra	PR
Richard Thomas	PR
Jeff Pearlman	PR (JNPR)

Mike Cerio	Marketing
Mike Van Sicklen	Marketing
Phil Pacsi	Marketing
Hollie Larsen	Marketing
Brad Krug	Marketing
Len Manny	Sales
Noel Hickman	Engineering
Warren Dunham	Engineering

Support Personnel

Rex McDaniel	Event Support
Blackburn Racing	Service Support
Blackburn Racing	Service Support
Brad Kettler	Rohr Motorsports
Dave Hawkins	Photography
Donna Stokes	Model/Photography
New Media Dir.	Video Documentation

Media Guests:

Road & Track	Motor Trend
Car and Driver	Autoweek
Automobile	Popular Mechanics
European Car	Excellence
Panorama	Roundel
Cavallino	Playboy

etc.

VIP Guests: Top 10 PERFORMANCE tire dealers (based upon input from regions)

John Lampe  
Shu Ishibashi  
M. Kawabata (BSJ TC)  
Trevor Hoskins  
Mike Hamaya (Akron TC)  
Jerry Cash  
Max Ono  
Al Speyer  
Tim Quinn (PCNA)

Mike Gaylin (PCNA)  
Linda Sakamaki- Smith (Acura)  
One per region, either RGM or RMM  
Selected AMTS, Keith Rozolis & Art Michalik

- Need to Do:
- √ Invite Media
  - √ Invite Dealers
  - √ Invite BFTS VIPs
  - √ Notify BFTS personnel
  - √ Arrange for vehicles (Porsche/ Honda)
  - √ Arrange for drivers
  - √ Arrange for two lease cars
  - Wearables (polo shirts, sweat shirts, jackets)
  - Insurance
  - Legal
  - Track Rental agreement (corner workers & medical support)
  - √ Blackburn Racing
  - √ Helmets
  - √ Tires from BSJ
  - √ Hospitality Team
  - √ New Media

## Tentative Daily Schedule:

### March 27, Monday: Test Day/Dealer Arrivals

- 8:00 am - 4:00 pm Testing of all events and event timing. Speech rehearsals
- 6:30 pm - 7:30 pm Cocktail Reception
- 7:30 pm - 10:00 pm Dinner Meeting (Welcome, introductions, agenda review)

### March 28, Tuesday: Dealers Track Day

- 6:30 am - 7:45 am Breakfast at The Inn at Chateau Elan
- 8:00 am - 9:30 am Product Presentation at Chateau Elan
- 9:45 am - 10:00 am Transportation to Road Atlanta
- 10:00 am - 11:30 pm Track Event Session #1
- 11:45 pm - 12:45 pm Lunch at Track
- 1:00 pm - 2:30 pm Track Event Session #2
- 2:40 pm - 4:10 pm Track Event Session #3
- 4:20 pm - 4:30 pm Debriefing
- 4:30 pm - 4:45 pm Transportation back to Chateau Elan
- 6:30 pm - 7:30 pm Media Cocktail Reception
- 7:30 pm - 10:00 pm Media Dinner (Welcome, introductions, agenda review)

( If dealers choose to stay over, dinner on their own. Golf on Wednesday with Sales Dept.)

Media Arrivals during day

### March 29, Wednesday: Media Track Day

(Media & Dealer Departures)

( Media arrivals during day)

- 6:30 am - 7:45 am Breakfast at The Inn at Chateau Elan
- 8:00 am - 9:30 am Product Presentation at Chateau Elan
- 9:45 am - 10:00 am Transportation to Road Atlanta
- 10:00 am - 11:30 pm Track Event Session #1
- 11:45 pm - 12:45 pm Lunch at Track
- 1:00 pm - 2:30 pm Track Event Session #2
- 2:40 pm - 4:10 pm Track Event Session #3
- 4:20 pm - 4:30 pm Debriefing
- 4:30 pm - 4:45 pm Transportation back to Chateau Elan
- 6:30 pm - 7:30 pm Media Cocktail Reception
- 7:30 pm - 10:00 pm Media Dinner (Welcome, introductions, agenda review)

### March 30, Thursday: Media Track Day

(Media Departures during day)

- 6:30 am - 7:45 am Breakfast at The Inn at Chateau Elan
- 8:00 am - 9:30 am Product Presentation at Chateau Elan
- 9:45 am - 10:00 am Transportation to Road Atlanta
- 10:00 am - 11:30 pm Track Event Session #1
- 11:45 pm - 12:45 pm Lunch at Track
- 1:00 pm - 2:30 pm Track Event Session #2
- 2:40 pm - 4:10 pm Track Event Session #3
- 4:20 pm - 4:30 pm Debriefing
- 4:30 pm - 4:45 pm Transportation back to Chateau Elan



March 31, Friday

Media departures, Clean up, Go Home, Fall Down

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**Track Event Details:** All groups will consist of 18 participants. They will be divided into teams of six members. Three teams of six will attend each of the three sections or activities for approximately 90 minutes. Then they will rotate to the next event. Bridgestone personnel will accompany each team to the next event and keep track of time. Key Bridgestone personnel will be identified in each section to supervise that activity. Each team will remain at their designated event.

**Porsche S-02 Fast Ride and Drive:** The purpose of the exercise is to provide dealers and journalists with an exciting high speed experience on the new Potenza S-02. The fast ride will utilize three of the four available 1995 Porsche 911s (1993). The fourth will be reserved for back-up or wet skid pad. Three cars are six speed coupes, one is a Carrera 4 (all wheel drive) and the back up car is a tiptronic cabriolet.

At the end of each morning's product presentation, there will be a short (10 minutes) driving education session regarding oversteer, understeer, turn-in point, apex, track-out point etc. given by one of the professional drivers ( Peter, or David?)

On the dealer day (Tuesday), one of the professional drivers will give a short (5 minutes) talk on safety and proper technique. Then the dealers will be driven on two slow reconnaissance laps by the professional drivers to familiarize them with the track. Upon return to the pit area, the professional drivers will swap into the passenger seat and allow the dealer to drive a total of four laps at whatever speed they and the professional are both comfortable. The first lap will start in the pit lane, the second lap will be a flyer all the way around the track and the third will end in the pit lane. The three cars will be staggered so as to eliminate any potential contact.

This exercise will be repeated for the second group of three dealers. Upon completion of all dealer laps, the professionals will return to the drivers seat and give each dealer four laps at speed to demonstrate the maximum handling potential of the S-02. At the same time, the four professional driver will give fast rides in the Bridgestone/Porsche SuperCup race car. These rides will last a total of three laps per rider. The entire sequence of events will be repeated three times per day.

Ultimately during the dealer day, each set of tires will have to last the following number of laps.

Type of Laps	Laps Per Session/Per Car	Total Amount of Laps/ Day
Slow Reconnaissance Laps	4	12
Dealer Fast Laps	8	24
Professional Fast Laps	6	18
Total Number of Laps	18	54

Porsche SuperCar Fast Laps	18	54
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Road Atlanta is a fairly non-abrasive surface. The left side tires take the bulk of abuse. Since all sessions start and finish in the pit lane, only one-third of the total number of laps will be at full speed by either the professional or dealer. One set of tires per car, per day should be satisfactory.

One media days (Wednesday and Thursday), the event will be similar with one exception, some of the journalists are experienced professional drivers. These drivers will be spread out over the two days and scheduled to be the last group



of the day on the track. This will minimize any potential problems, mechanical or otherwise, until everyone else is finished driving. The first two groups will be identical to the above sequence of events. The third " Pro" group will be allowed to drive a total of eight laps at speed in lieu of the four and three format.

After all the "Pro" media have driven in the normal 911 Carreras, they will each be given three demonstration laps in the SuperCup 911 by a professional.

The lap break down for the medias days will be:

Type of Laps	Laps Per Session/Per Car	Total Amount of Laps/ Day
Slow Reconnaissance Laps	4	12
Slow Media/Fast Laps	8	16
Pro Media/Fast Laps	16	16
<b>Total</b>	<b>28</b>	<b>48</b>

Porsche SuperCar Fast Laps	18	54
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In my past experience on Road Atlanta, one set of shaved RE71s lasted for two complete days on a 911 when driven four to five twenty minute sessions (12 laps) per day. One set per day plus two complete back up sets for all cars (including the back up car) will be more than sufficient.

#### Timing

Type of Laps	Amount	Minutes per Lap	Total Session Time
Reconnaissance Laps	1 7/8 Laps	3:00	12:00
Participant Fast laps	3 7/8 Laps	2:30	20:00
993 Pro Laps	2 7/8 Laps	2:00	12:00
SuperCup Fast laps	2 7/8 Laps	1:40	32:00
Driver Changes	2 per car	0:30	5:00
<b>Total</b>	<b>11.5</b>	<b>N/A</b>	<b>81:00</b>

**Acura Autocross Event:** The autocross will set up in the upper paddock area. It will be a simple, low speed course designed to test the RE930's steering response and handling ability. The purpose of the exercise is to demonstrate the performance advantage of the Potenza RE930 and the Turanza H. It will also help demonstrate the difference between touring and performance tires. Two Acura Integra GSRs will be fitted with RE930s and two will be fitted with Turanza Hs in the same 195/60HR15 size. Each driver will drive on the RE930s and on Turanzas for five laps each. A Bridgestone representative will ride in the cars at all times to reinforce what the drivers are actually experiencing while driving on the two types of tires. After everyone has made their ten laps, two teams of three will be assigned to one of the two RE930 Acuras and they will then compete for fastest elapsed times for two laps per driver. Each driver will complete two laps and then after coming to a complete stop, the next driver will get in, put on the seatbelt and do their two laps. The third driver will do the same, but time will stop when they cross the finish line. Just like in Solo II, pylons knocked down and out of the marked box will add two seconds apiece to cumulative time. Each team's times for that day will be posted on a chalkboard for everyone else to see. Each member of the fastest team overall each day will win a free set of Potenza RE930s.



Type of Laps	Amount of Laps	Minutes per Lap	Total Session Minutes
RE930 Test	5	:40	20:00
Turanza Test	5	:40	20:00
Team Competition	6	:40	20:00
Driver Changes	16	:30	10:00
		Total	70:00

**Wet Skid Pad Event:** The lower skid pad will be utilized as a wet skid pad. The purpose of the exercise is two fold. First we will demonstrate the advanced water evacuation characteristics of the Potenza S-02 over the Potenza RE71 and secondly, we will demonstrate the superb wet traction characteristics of the Potenza RE900. This will require three cars. Two identical 16" tire equipped vehicles for S-02 and RE71 and one of the Acura Integras for RE900. I will try and obtain two Porsche 968s for this event.

In the first demonstration participants will observe the visual differences in water evacuation between RE71 and the S-02 as well as the RE900. Drivers will make 10 laps in each car to demonstrate. After observing, the participants will then ride with the drivers for 10 laps to see and feel the difference inside the cars. After riding, participants will swap into the drivers seat and drive each car for five laps around the skid pad themselves. This exercise will repeat until all participants have ridden and driven all three cars.

Type of Laps	Amount of Laps	Minutes per Lap	Total Session Minutes
Demo Laps	10	:30	30:00
Test Laps	10	:30	30:00
Driver Changes	18	:30	20:00
		Total	80:00

**Event Assignments:**

S-02 Track Event:

Holly Larsen	Team Captain, radio contact w/ track
Brad Krug	Facilitator, driver changes, helmets, etc
Joe May	Facilitator, driver changes, helmets, etc
Dan Rogers	Facilitator, driver changes, helmets, etc
Peter Cunningham	Driver 911 Carrera, Driver Captain
David Murray	Driver 911 Carrera
Jeff Purner	Driver 911 Carrera
Hurley Haywood	Driver SuperCup 911

RE930 Autocross:

Phil Pacsi	Team Captain, rider
Noel Hickman	Facilitator, timing & recording
Richard Thomas	Facilitator, driver changes, helmets
Len Manny	Facilitator, conealogist



Wet Skid Pad

Rex McDaniel  
Andy York  
??????  
Mike Cerio

Team Captain, Chief Driving Instructor  
Driver  
Driver  
Commentator

ETC.

John Taylor  
Melissa Dykstra  
Jeff Pearlman

Camp Counselor, lead groups event to event  
Camp Counselor, lead groups event to event  
Camp Counselor, lead groups event to event

Mike Van Sicklen      Event Supervisor

**Uniforms:**

All event and support personnel should wear the same uniform. We will provide a jacket, hat and shirts for the week. Everyone should bring their own black slacks (dockers type) and white tennis/running shoes. Casual clothes should be brought for dinners and receptions.