

interoffice

MEMORANDUM

to: Mike Cerio

cc: Shu Ishibashi
John Taylor

from: Mike Van Sicklen

re: PORSCHE SUPERCUP 911 EVENTS

date: April 27, 1995

Now that the Road Atlanta POTENZA S-02 introduction is over with, I thought it best that we outline the future uses of our new Porsche SuperCup 911.

Rohr Motorsports/Engineering in Cincinnati will continue to maintain the vehicle before and after all events as well as storing the car and transportation rig from time to time. They are very thorough, extremely affordable, and are the Porsche factory designated motorsports parts distributor. Both Rohr and Blackburn Racing will assist in transporting the car to events and have agreed to very reasonable rates. I or someone else from the office will also drive the rig to some events.

The car is scheduled to be on display at the NTDRA and SEMA conventions. The regions are submitting requests for the car to appear at large dealer events and Ride & Drives. The Tire Rack is already scheduled in May.

John Taylor and the PR department will be utilizing the car for automotive media evaluations and test drives. Since the car is legal for the track only, a Bridgestone designated driver will always go with the car. This might be someone like Peter Cunningham, David Murray or myself. The PR department will make all arrangements for these tests and evaluations.

Hollie Larsen is checking on the possibility of using the Porsche as a "pacecar" for Bridgestone SuperCar races. It is also scheduled to be on display in hospitality areas during SuperCar race weekends.

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Mike Cerio
Paul

→ should m. Shm

Due to the S-02's selection of Porsche-only sizes and our involvement with Porsche OE, the car will be utilized extensively with targeted Porsche Club of America events. This will include Porsche Parade, PCA club races, driver education, and multi-zone events. The car will be used as a static display car as well as a demonstration and/or demo ride vehicle at various track events. Either a professional driver will be enlisted when available or I will drive the car myself. My driving credentials include a past SCCA national championship, past SCCA national club race competitor, certified PCA track event driving instructor, current PCA, HSR and SVRA racing license holder, and past IMSA license holder. (And, I really don't want to scratch the car.)

I have attached a schedule of events planned for the car in 1995. This will be updated as dates are added.

DATE	SITE	EVENT
MAY 5-6	MID OHIO	PCA CLUB RACE
MAY 16-17	TIRE RACK	RIDE AND DRIVE
MAY 27-30	LIME ROCK	SUPERCAR RACE
JUNE 12-17	DETROIT	ONE LAP OF AMERICA
JULY 1-5	COLORADO SPRINGS	PIKES PEAK SUPERCAR RACE
JULY 13-15	PUTNAM PARK INDIANAPOLIS	PCA CLUB RACE
AUGUST 5-13	PORTLAND	PCA PORSCHE PARADE
AUGUST 12-13	MID OHIO	SUPERCAR RACE
SEPT 1-4	ROAD AMERICA	PCA CLUB RACE
SEPT 8-10	LAGUNA SECA	SUPERCAR RACE
OCT 7-8	HEARTLAND PARK TOPEKA	PCA CLUB RACE
OCT 7-8	NEW ORLEANS	SUPERCAR RACE
OCT 9-11	NEW ORLEANS	NTDRA
OCT 24-27	LAS VEGAS	SEMA

Please let me know if you have any questions.

Paul what is AD plan?