

1993 HONDA CIVIC CX

Sponsorship Proposal 2018



Racing is the key inspiration to all automotive enthusiasts. There is a personal goal in every enthusiast that is reached in multiple ways. One way, which only a small percentage of people will experience, is becoming a professional racecar driver. The remaining majority ends up like you and myself, normal people who have only one foot in the door to continue this passion. It's a simple fact that not everyone will become a professional, but that does not stop people from living out their dreams – at the cost of time devoted to their builds and hard-earned money. We are here to help those who need it the most – *your customer*.

MARKETING OPPORTUNITIES

The majority of regular enthusiasts are building cars in their driveways with a limited budget. Often times this means making decisions for parts driven by heavy market research and relying on several avenues for information such as social media, forums, magazines (digital and physical), and professionally sponsored reviews. However, the problems with these sources are that they are normally based on short-term use in limited conditions that are difficult to relate to.

What's missing are rigid long-term reviews that is not biased. People are looking for relatable and detailed information that is available on any platform they may be accessing it with. With a strict (real world) budget, decisions are driven by a level of confidence behind them that check off two boxes: proof of performance and longevity. Performance characteristics are confirmed with racecars. Bolting on products to a street driven car and using butt-dyno like descriptions do not work. Confidence is built into a product that can survive repeated at-the-limit conditions and do what they're advertised to.

We will act as a direct line of information to the end user. Products created by any company will be rigorously tested and a truthful assessment will be made backed by results. Similar to the Federal Drug Administration's rules, advertisements and claims can only be made with real results to drive them. Products will be installed on an endurance-race-prepped car and driven by real people without expectations.



Emptying the shell...



Prepping engine bay for paint... so much room for activities

TEAM GOALS & INFO

Have fun and be weekend racecar drivers. Our team currently consists of two people, David Yu and John Ly. We're long time automotive enthusiasts that stem from opposite ends of the spectrum. Together our experiences and backgrounds cover what most consumers are: regular people who turn wrenches in their garages on cars to do what they're not (usually) designed for.

David Yu



L to R: David Yu, Richard Fan, Steve Cohen, David Howe



HPDE Event with COMSCC – New Hampshire Motor Speedway

A Senior Systems Engineer by day who has experience with wheel-to-wheel and endurance racing. His automotive career began in 2006 as a ProTuner support specialist for Cobb Tuning. During this time, David relocated to Utah where he began the process of turning his streetcar (2006 Subaru WRX STi) to a true track purposed racecar. With support from his employer and local enthusiasts he began completing HPDE and Time Attack/Trial events.

With the laundry list of safety and performance modifications growing, David entered into the Lap Battle Time Attack series at Utah Motorsports Campus (formerly Miller Motorsports Park) in the open AWD class and came in runner up two years in a row. Eventually he returned back home to New England and continued racing with COM Sports Car Club from 2008-2012. COMSCC's Time Trial Series took place at various tracks such as New Hampshire Motor Speedway, Le Circuit Mont Tremblant, and Watkins-Glen International. He won 1st place in class PB in open class for AWD during his rookie year, 2008. Through the years he continued to gain more track experience and eventually got into endurance racing.

In 2016, he competed in the Chumpcar World Series at WGI and Lime Rock Park. With more seat time and experience under his belt, he transitioned into racing with AER. Within AER he achieved a Class 5 runner up position at NJMP in 2016 and raced for eight hours at Watkins Glen International. 2017 brought the biggest win, a 1st place win with the series 5 class at NJMP. He is a seasoned veteran in the automotive industry, with plenty of seat time and experience in setting up race cars, he is rightfully the Team leader.

John Ly



Visiting Spoon's Type ONE Facility

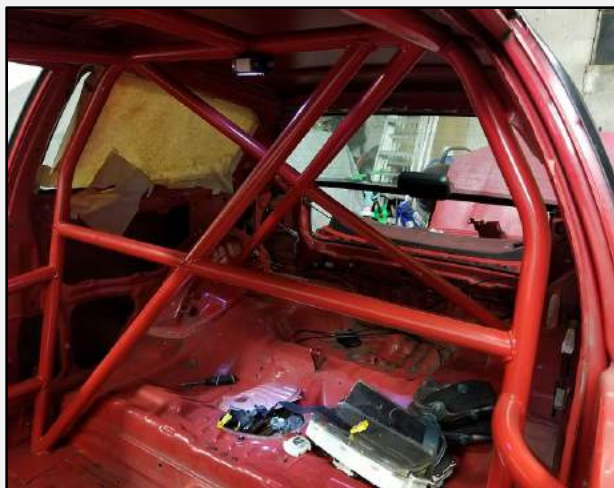


Track Night in America – Thompson Speedway

Is a mechanical and plastics engineer that is just beginning. His resume consists of mainly wrenching on friend and family's Honda's from an early age. He follows the industry closely to maintain a steady stream of knowledge and is a writer for Honda-Tech, which is under the Internet-brands Automotive group. Aside from contributing to the community via feature articles, Instagram posts, and traveling to meets, he is focused on building a 1996 Honda Civic DX project car, gaining more track experience with his 2003 Acura RSX Type S and lending a hand with building David's racecar.

The Build

A 1993 Honda Civic CX Hatchback purchased from Ohio. The car is currently prepped with all sound deadening removed, road racing spec roll cage. Future plans are to swap in a B18B1 motor, complete Integra suspension and braking system, full Lexan window treatment, and revamping of the interior electrical harness.



TARGET EVENTS

The focus of the racecar is to prep it for endurance racing. Our choice is The American Endurance Racing (AER) series for the following reason:



“The American Endurance Racing (AER) series was born out of a desire for an inclusive endurance racing series with simple rules. AER’s goal is to provide a fun, safe environment for experienced drivers to participate in endurance races using almost any production based racecar.”

This series is based on 3-day long race weekends that span across several tracks in the country. With American Endurance Racing there is a lot of track time available with limited rules against car modification. Limited rules allow people to build cars to their exact specifications. At the beginning of each track event, teams focus on qualifying to their consistent lap times. These times then translate to grid starting position and class, instead of based on deviations from factory specifications. It creates a unique opportunity for teams to compete in an unbiased environment.



NASA’s Honda Challenge program is also a competition series that is of interest. This unique event series is intended to bring together the masses of Honda Enthusiasts to compete on a near professional level. Honda Challenge presents a wonderful opportunity for growth and education along side the biggest names amongst aftermarket product manufacturers. The highest level of competition can be expected because of this. It gives us the chance to compare our setups with the latest and greatest available on common grounds.

TARGET AUDIENCE

With vehicles having no modification limitations, this is a great opportunity to prove product performance in multiple aspects: effectiveness, longevity, and real world applications. Our goal is to bring information directly to the end user with information that can help them decide on their next modification.

Common practice for end item users is to Google the product, read several reviews/testimonials, and decide if the item is worthwhile. How would they really know if what they're reading actually meets their requirements? Most reviews reflect short-term use on absolutely unique setups that is not universally applicable. Our goal is to use off-the-shelf items to setup this racecar – making it feel 'real'.



David's Garage – where the magic happens...

Everyone loves real information. Effectiveness would be measured with lap times. Our focus is to race at events within 10 hour driving radius of Boston. That means our experience at specific road courses will allow us to remain consistent and any changes will correlate to the products added. Adjustments will also be recorded in efforts to confirm changes in lap times are understood.

Longevity will be confirmed with endurance racing. We have a theory that products lasting 16+ hour track days will last on the street for quite some time. Most end item users are not professional drivers and will not be racing their vehicles on a regular basis so this would serve as a worst-case scenario. Failure modes experienced by us will definitely occur elsewhere.

Real world applications will come in the documentation of our installation methods. We do not have a professional shop and still mostly use hand tools. Documenting the process and knowing the problems an end user will experience can then relay this important information back to the product manufacturer. Later revisions of the product can assumingly be updated to fix these issues, making the end users happier.

MARKING OPPORTUNITIES

Several avenues of marketing will take place: on the vehicle at events, through social media, and Honda-Tech. A number of sources are available and our goal is to bring detailed but concise information to the masses easily. On vehicle displays will be completed via vinyl graphic applications. Social media accounts for the team and product manufacturer can be utilized to post real-time results to motivate customers to research. Finally, Honda-Tech would be the main source of information that works in two parts: articles and forum discussions.



Articles will be completed for installations and race results. Installations will cover tools required, general time for installations, advice for users, and any issues to be aware of. Our team is based out of the New England area, so corrosion will be a potential cause for problems that many readers will appreciate understanding how to overcome. These articles serve as a great source of summarized information.

The discussion forums allow people to discuss any issues we may have overlooked and share their experiences with the same product. With the information being supplied directly from the customer, manufacturers can also review this input and adjust as necessary. It creates an even closer connection to the two and builds relationships that can help with future sales.

INVESTMENT

This car is an empty canvas ready to turn into a race prepped machine with the right people involved. Our reach to the community, experience building and racing cars, and overall goals are intended to align with your business.

More information can be provided upon request!

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