



Metropolis Motorsports Group is a project-management consultancy providing effective short- and long-term solutions tailored to each of our client's specific requirements. We can create an entire program from the most nebulous concept or simply provide a project management option for an emerging need.

As you deliberate any new project, search for the solution to an existing problem, or want to optimize your systems or operations, experience *High Performance Project Management* by engaging Metropolis Motorsports Group.

Metropolis Motorsports Group is prepared to assist you with any project. Please contact us to discuss your needs and see how we may be of service to you and your business.

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Metropolis Motorsports Group (MMG) is a specialty consulting firm offering businesses a flexible, professional project management resource. Consider the many advantages of partnering with us — tap our extensive technical knowledge... benefit from personalized service with an objective perspective... make use of our flexible scheduling, eliminating the need to increase staff... be inspired by our unique creative vision... and rest assured that our dedication to your project is above all.

Metropolis, founded in 2000 by Paul Walter, addresses the need for a strategic resource for managing all aspects of motorsports business operations. This resource would be an asset to companies who would not ordinarily have the necessary employees or the wherewithal readily available to fully develop their concepts or requirements internally. While Metropolis specializes in motorsports clients, the business principles are applicable to any industry, automotive or otherwise.



From preparation and engineering services to in-depth operations efficiency evaluation, Metropolis Motorsports Group provides results exceeding your expectations. Whether organizing and managing an entire racing team or creating a simple component design for a touring sedan, MMG has the experience you require. In many circumstances, the answer is not apparent and an outside perspective is the catalyst for discovering the best solution.

Our industry credentials, range of experience and hard-working reputation are second to none. A glance at a few of our project profiles highlights the diversity of our client list. We provided season-long trackside damper support for IRL and Pro Series teams. And when CART needed someone to take the reins on a special promotional program, they called MMG. We created the program, complete with a hospitality tractor trailer and a new car transporter, in just 6 weeks from initial concept. We also optimized a software system and procedural operating methodology for a major open-wheel racing team. We have a global clientele and are accustomed to managing projects around the world.

As a consulting firm, Metropolis Motorsports Group works on a structured fee-for-service basis. We're there for you until your project is completed and available when you need us again. This eliminates the continuing overhead associated with permanent employees. Metropolis will adapt the number of personnel dedicated to your operation as your project parameters dictate. With MMG, you get the benefit of our diverse experience focused on your immediate needs, without long-term commitment.

Metropolis is a company prepared to solve problems, and to plan, develop and implement your ideas and programs efficiently, professionally and quickly. Whether you endeavor to optimize operations, or are searching for greater effectiveness and that elusive competitive advantage, rely on Metropolis Motorsports Group as your high performance project management specialist.

Metropolis Motorsports Group offers a diverse skillset and proven track record that will bring your concept to completion on time and on budget.

Special Projects Development

Metropolis Motorsports Group specializes in assisting clients with developing and handling projects that would ordinarily be outside the client's scope of capability. We work with you to develop a concept with an understanding of budget, scope, objective and timeline. The result is the creation of a winning program embodying the best qualities of your goals. A Special Project may be as simple as designing and fabricating pit or transporter equipment or as involved as the creation of a complete multi-car racing team and promotional program. We provide trackside technical and engineering support, race car preparation and restoration, promotional program development and support program implementation. We handle design, sourcing, fabrication, manufacturing, staffing, logistics and operations. We have a proven track record of project creation that you can use to your advantage.



Operations Streamlining

Using our expertise in evaluating existing business structure and practices, Metropolis Motorsports Group can help your company optimize operations in the pursuit of maximum efficiency. From an experienced yet 'outsider' perspective, MMG is well qualified to identify inefficient processes, redundancies or outdated methodology. We can suggest simple improvements or whole-scale restructuring ensuring that all available resources are being deployed in the most productive and cost-effective manner.

Problem Identification and Solving

Problem Identification and Solving commences upon the client's presentation of a specific concern requiring resolution. Problems may be defined as general concerns on the order of reducing departmental or company costs or more specifically, as in finding an efficient solution for a flawed component or equipment design. Our thorough investigation precedes an accurate solution complete with recommendations for improvements.

Sponsorship and Hospitality Programs

Metropolis has extensive experience creating and operating sponsorship and hospitality programs suited to the specific needs of individual clients. We can create the tangible structure for your program, from a simple promotional appearance to a multi-unit tractor-trailer production. MMG can work seamlessly with your existing marketing team, or we can recommend and involve our strategic marketing partner to create a complete package. Utilize our expertise to direct the manufacture of equipment, to source suppliers and staffing and to operate the program during the season. We handle anything from conceptualization to implementation and, with a solid background in racing as well as the hospitality industry, we have the diverse experience required to bring all aspects of the program together into one cohesive package.

Project Management

At Metropolis Motorsports Group our philosophies on effective and efficient project management are based upon three key, and ultimately indivisible, elements: Procedures, Integration and Implementation.

Procedures

Success or failure is significantly linked to procedures. If the procedure for evaluating the design of a component is flawed, the part will be also. If a company's operating procedures are inefficient, misdirected or poorly detailed, those functions will suffer and opportunities and successes will slip away unrealized. We can develop procedures for any requirement, from a winning structure for an entire racing team to simply streamlining the preparation for a fly-away race. For example; a client needed to improve procedures on a time-consuming and error-prone system. Metropolis evaluated and redesigned their systems and methodology, reducing process time from 21 days to 24 hours. This type of renovation maximizes procedural efficiency and allows available resources to be allocated and utilized to their fullest potential. Efficient procedures are the critical starting point of the three interrelated segments of effective project management.



Integration

Without consideration for integration, efficient procedures in one task of one department will provide little benefit for the remaining organization. The impact of any procedural improvements must be considered across all interrelated areas in order to realize maximum benefit from the investment. A close working knowledge of adjacent considerations is vital to proper integration. For the client noted above, Metropolis identified those areas and ensured that they were considered during the development of the project.

Implementation

Following the planning and preparation that is performed during the Procedures and Integration stages, it is during the Implementation stage that the rewards of those efforts are realized. During Implementation, the idiosyncrasies of the working environment and individual personalities are experienced first-hand. Their consideration and proper handling are the hallmarks of efficient implementation. In the case cited, we worked with the company's department heads to ensure an understanding of the impact of each unit's actions on the others. MMG will work with existing personnel, or help identify requirements for future personnel, to ensure that the refinements to company procedures function as intended and deliver the desired result. We specialize in working with clients at the operational level to ensure the efficient, professional realization of your project, making your company a winning team.

Test Program Management

With many racing organizations severely limiting testing for individual teams, the practice of operating a dedicated test team can waste precious resources best utilized elsewhere. That said, it is equally difficult to get the most out of results from testing programs utilizing regular race personnel who are overextended operating with dual responsibilities. Testing programs require their own unique disciplines and personnel qualifications which distinguish them from normal racing procedures. Using the experience of MMG to manage and operate a cost-effective testing program for your organization offers distinct advantages. It allows race personnel to focus on the task at hand while keeping an experienced leader maximizing the return from your program on the racetrack, in the wind tunnel or on the seven-post rig.

Logistics

Metropolis has an extensive background in all aspects of logistics, from show car promotional events to packing and transporting an entire two-car racing team around the world in 15 days. We manage packing, manifests, trucking, airfreight and on-site operations. We can even construct specialty crating for your transportation needs. We excel in ensuring that your program gets where it's going, has what it needs and gets done what it came to do as efficiently, professionally and smoothly as possible.



[Paul Walter]

With over 17 years of experience in varied disciplines of the motorsports, motorcycle and business operations fields, Paul Walter brings a wealth of knowledge to the client's doorstep, applying top-level motorsports business practices to any segment of the industry. Paul has worked with teams and organizations involved in CART, ALMS/IMSA, IRL, Grand-Am, Toyota-Atlantic, Touring Car, V8 Supercars, Vintage racing and the automotive and motorcycle aftermarket industries.

Prior to the formation of Metropolis Motorsports Group, Paul spent six years at the pinnacle of American motorsports as a senior Championship Auto Racing Teams (CART) manager, largely with Steve Horne's Tasman organization. He has been responsible for team management, operations, logistics, purchasing and nearly every other facet of racing team business structure.

Previously, he spent six years in the motorcycle industry, primarily as the owner of a motorcycle performance business.

Additionally, Paul brings five years of background in restaurant industry management, design and new business start-up. He is also a published writer of automotive and motorcycle feature, technical and editorial articles and speaks Russian and German.