



Championship Auto Racing Teams, Inc.

*Timothy A. Mayer
Vice President
Promoter Operations*

26 November, 2002

Mr. Paul Walter
Metropolis Motorsports Group
93 W. Hubbard St.
Columbus, Ohio 43215

RE: 2002 CART Advance Program

Dear Paul:

On behalf of CART, I would like to thank you for the work that you put into the Advance Program this year. As one of the components of our work that was never seen on a race weekend, the Advance Program went largely unheralded by most people in the CART community, but for the promoters and race fans in each market, this program was a major success story, which played a big part in the record number of 2,686,640 people attending our race events this year.

Early this year, we sat down and laid out a series of goals for the Advance Program. In each of these you were a critical component in setting, implementing and accomplishing these goals. Given the short timelines and the number of events across the US, Mexico and Canada, we knew this was an ambitious program. But as a company, we considered it critical to reach our target audience.

Our overall goal was to provide a taste of the race event coming to each venue, for groups of decision makers (business leaders) and opinion makers (the media). To do that we decided to provide them with a taste of the track through the use of pace car rides at the track, or if the track was not available, we would build autocross tracks; and a taste of the race environment, by creating a major hospitality facility and bringing Champ Car drivers or other celebrities to be a part of the program.

To do this we had to design and build a major hospitality unit with the capability to entertain up to 100 members of the media, business leaders and consumers at a time, on a completely stand alone basis. Further, this unit had to be able to support vehicle maintenance, either for a two seat Champ Car, or for the pace car vehicles, and had to be able to carry all the audio visual equipment, power, lights, fans, tables, chairs,





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flooring and assorted equipment needed to drive into a completely green site and accomplish all of these goals without support. We also had to build a sister unit to the first, to haul the pace cars, autocross course equipment and other facilities for the program. This unit also had to have the ability to act as work area, but had to match the elegance of the first unit.

The design and build times for these units were critically short, as our first program was just six weeks from the approval of the program, yet you managed to find all the vendors, specify every part, and source and buy all the supplies on time, under budget and just as critically, at the level of quality that we required.

These two units had to be created in the most flexible manner possible, so that we could accomplish media events, business-to-business events, consumer events, pace car rides on existing tracks and in parking lot autocross situations, but also have the flexibility for the future to drive other events, such as two seater Champ Car rides. This large variety of events required an equally broad variety of promotional material, food service items, audio visual support materials, and all the other items needed to do these events on a completely stand-alone basis at any location.

You were responsible completely for sourcing all of these materials, and in some cases in constructing them. For example, when a light, strong and high tech looking lecture podium was needed, you were able to get one built out of carbon fiber for the same price as a heavy and antiquated wooden one. Where weight and power was of concern in the design of the primary unit, you were able to source light weight, low power, commercial refrigeration units for the kitchen. When we wanted to compare the cost of building a new car hauler, versus the costs of refurbishing an old one, you were able to create the cost comparisons that we needed. These are just a few examples among the hundreds of details that you were responsible for, and succeeded at.

Your experience at the race team level was perfect for scheduling, organizing and executing each of our events. Organizing truck drivers, pace car drivers and temporary personnel, contracting for truck rentals, hotels, catering, event schedules and facilities were all part of the program for you. Conducting all the behind the scenes logistics so that they appeared seamless to all of our guests and clients, was something that you took in stride. Dealing with the press, public and business leaders at each of these events was also something that, while not part of your original mandate, you also took in stride.

While the Advance Program did not receive a great deal of recognition itself, it generated literally dozens of television and radio news stories and hundreds of written press stories over the course of the season. In that regard, we received tremendous





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value from the program. All of this however, would have been difficult to do without your efforts this year. And, if we had done it without you, I am certain that we would have needed several people to accomplish what you alone were able to do.

Please feel free to use this letter as a reference, or to use us as a reference with future clients, as we ourselves would not hesitate to use you for future projects.

Again Paul, our thanks for your work this year, building the foundation for a program that will be able to go on for years to come because of your expertise.

Best Regards,

CC: Christopher R. Pook

