



Wemett • Aroneck • Anderson



The team...

An exciting team in an exciting sport.
Power. Speed. People. Machines.

Ignite the ingredients. You've got funny car drag racing and the most dynamic young team to emerge from the sport in years — Wemett/Aroneck/Anderson of Macedon, New York.

Wemett, Aroneck and Anderson are ranked with the world's five fastest teams — top competitors at every Winston event and certain entrants in the "Big Bud Shootout," a highly financed race sponsored by Budweiser for the top eight qualifying funny cars each year.

Owners Jim Wemett and Alan Aroneck joined forces in 1983. Jim Wemett started in professional drag racing driving his own funny cars in 1970. As a driver, he ranked as high as ninth in the National Hot Rod Association Winston World Championship Series and consistently collected Division I points. In 1974 Wemett gave up driving to concentrate on the considerable challenge of managing a championship team and in 1979 won the Division I Championship.

Alan Aroneck campaigned top fuel cars out of Auburn, New York, and competed in Division I ranks for four seasons before joining Wemett and Anderson in 1983.

Driver Tom Anderson joined Wemett in 1981. In their first season together they captured the Eastern Funny Car Championship and by 1982 they ranked eighth in the world in the National Hot Rod Association and fifth in the International Hot Rod Association.

In 1982, Tom piloted the Wemett funny car to the first ever world's fastest funny car elapsed time of 5.79 seconds at 244 mph at the 1982 U.S. Nationals and was awarded the Dodge Glenn Memorial Award for the most improved driver.

During the 1983 season, the team achieved three runner-up finishes in the Winston points races at the Winter-nationals in Pomona, California, Mile High Nationals in Denver, Colorado and the prestigious U.S. Nationals in Indianapolis, Indiana resulting in the current ranking with the top five funny cars in the Winston World Points.



BIG BUD SHOOTOUT



The machine... The magic...

The Wemett/Aroneck funny car is a 250 mph power machine. There is a fragile fiberglass shell barely hinged on a short-wheel based dragster chassis designed for one thing — speed. From the moment when the green lights of the “Christmas tree” flash the start of the race to the crossing of the finish line 1,320 feet later, less than six seconds elapse. To reach speeds of 250 mph in just a few seconds, 10 gallons of nitro-methane fuel are swilled to generate more than 2,500 horsepower. This short journey down a straight-line, quarter-mile track is filled with thrills and spectacles. Each time Tom Anderson straps himself into the roaring machine, he's racing against an opponent on the opposite lane, against the false starts, smoking slicks and thundering engines that make drag racing the most popular and spectacular of all automotive sports. Weekend after weekend, fans follow the Wemett/Aroneck team from local match races to the national points events of the National Hot Rod Association's Winston World Championship.

The duel between contestants is brief. The victor is clear. Thousands of dollars ride on thousandths of a second. The winner takes all. Hundreds of thousands of spectators and millions of television viewers watch and cheer. That's the magic of funny car drag racing. To perform the magic takes skill, perseverance and the pooled resources of a polished team.

The Wemett/Aroneck funny car team is one of the top five in the world. Constantly improving and growing, Wemett, Aroneck and Anderson have their sights on the record books and the world championship.

Far from the old image of kids racing street rods, Wemett, Aroneck and Anderson are racing professionals who project the excitement, vigor and potential of America's most exhilarating, homegrown sport — drag racing!

OFFICIAL SOUVENIRS



The exposure...

That's what an exciting team in an exciting sport can deliver.

The Wemett/Aroneck/Anderson Funny Car Team and the sport of professional drag racing guarantee positive exposure to a defined market at a cost well below that of comparable conventional advertising.



\$1 = \$10

Sports Sponsorship Delivers!

Sponsorship delivers ten times more exposure — every dollar invested in sports sponsorship generates the same exposure as \$10 worth of conventional advertising.

Sponsorship delivers exciting promotional opportunities for your product. Sponsorship delivers power and credibility to your product image.



Drag Racing Delivers!

Drag racing delivers males, 18-34, with disposable income.

Drag racing delivers mass appeal. Auto racing is America's number one spectator sport and drag racing is the number one auto sport.

NHRA drag racing delivers over seven million ticket holders and more than 250 million television viewers every year.

Drag Racing delivers growth potential with more fans, more races and more exposure every year.



The Wemett/Aroneck/Anderson Funny Car Team Delivers!

The team delivers winner's credibility — ranked with the top five in the nitro-fueled funny car division, the most popular drag racing category.

The team delivers big-name recognition among drag racing fans nationwide. The team delivers young, articulate spokesmen — professionals who exude the image and excitement of drag racing.

The team delivers year-long television and print media exposure for your product.



DEMOGRAPHICS

90% male

90% under 36 years of age

\$30,400 median family income

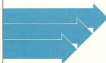
64% married

87% own homes

47% own three or more vehicles

80% use credit cards

41% spend \$501-\$2000 annually on automotive aftermarket products, another 30% spend over \$2000



ATTENDANCE

NHRA attendance figures show steady yearly increases.

Seven million spectators attended National Hot Rod Association events in 1983.

The twelve national events and one all-sportsman event in 1983 attracted 550,000.

1984 Television coverage...

Nine of the 12 National Hot Rod Association championship events will air on network and cable television in 1984. Audience projection exceeds 250 million.

ABC

"Wide World of Sports"
24th Annual Winternationals

Diamond P

Four 60-minute nationally syndicated specials sponsored by Budweiser, Goodyear, Megular Wax, Motorcraft and Faberge:
15th Annual Gatornationals
9th Annual Cajun Nationals
20th Annual Springnationals
30th Annual U.S. Nationals
30-minute special:
"Big Bud Shootout"
In Planning Stages:
3rd Annual NorthStar Nationals
11th Annual Sportsnationals

NBC

"Sports World"
15th Annual Summernationals
20th Annual Winston World Finals

ESPN

Northstar Nationals

Nashville Network/ American Sports Cavalcade

Five 90-minute specials:
15th Annual Gatornationals
(two programs)
20th Annual Springnationals
(two programs)
9th Annual Cajun Nationals

Sources: National Hot Rod Association, A. C. Neilsen Company and The Wall Street Journal





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