

RUSS Pavey and KEN Lowe TOP DOOR Corvette Sponsors Report from 2012



Summary of our 2012 season

We want to start by saying a very big thanks to all of our sponsors who help us so much and we are very proud to take their message to the FINISH line.



Race Track	Attendance
Heathcote	5350
Portland	5225
Tasmania	5612
Mildura *	1525
Townsville	5735
Gladstone	5562
Darwin	5895
Total	34904

*Mildura attendance was very low because our race was held on the local speed week and there was racing at other events on the same weekend. (Boats, Motorcycles, Hill Climb, Sprint Cars)
We won't make that same mistake again.

Television - SBS Speedweek claims a viewership of 4.5 million nationally. It is Australia's longest running and most respected motorsport show period. It has a national reach by broadcasting on SBS during a popular Sunday timeslot – 11.30 – 1.30pm

There was a one hour show produced from each Slamfest round during the season. We received a total of 38 minutes of TV time during the season with the United Tools Top Door Corvette or the driver being featured. The Speedweek producer valued our 38 minutes at \$142,000. That's just the SBS broadcast alone!

The show is also repeated on Foxtels' pay TV channel – Speed - a number of times during each month. It was suggested that there was double the broadcast time on Speed – therefore 38 minutes could be 76 minutes on Speed.

This makes our total television value for the year of \$ 426,000.00.

The valuations shown above are for the 2012 season where we only contested the Slamfest Series. This year we are contesting the Slamfest Series and the ANDRA rounds having just finished in Perth where we qualified number 6 out of 17 teams there, in doing so we reset our personal best performance.

With your assistance we had a good 2012 season for our young team. Even with our limited funding we are continuing to progress with our development plans continually resetting our personal best performances. We have just added some secondary fingers to our clutch which allows us to initiate a lock up phase or a dual clutch setting. Now we can have the clutch we need in low gear and the clutch we need in high gear. The complete hardware package was built in house and installed just prior to the Perth round last weekend with stunning results qualifying in the middle of the pack. Now we get to finesse the adjustments to reap some more performance out of it.

We have constructed a multi stage fuel management system and it is ready to install, but have not installed it yet as our development plans are not at that stage yet. We have installed a single stage system to be used at the next race though.

In closing we want to sincerely thank you for helping us and wish to continue our relationship.

Ken Lowe

