



TEAM OVERVIEW



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BRAND LOYALTY

- NASCAR is the #1 sport in brand loyalty in the US. Fans are 3 times as likely as non-fans to try and purchase NASCAR sponsors' products and services.
- NASCAR is the #1 spectator sport in the US, with 17 of the 20 most attended sporting events in the US and an average of nearly 120,000 spectators at each NASCAR Sprint Cup Series event.
- NASCAR is the #2 rated regular-season sport on US television and is broadcast in over 150 countries in 20 languages.
- NASCAR sanctions more than 1,200 races at 100 tracks in more than 30 US states, as well as Canada and Mexico.
- NASCAR has 3 national racing series, 4 regional racing series, a local racing series with over 50 participating tracks throughout North America, and 2 international racing series.
- More Fortune 500 companies rely on NASCAR to build their brand than any other sport.
- NASCAR Sprint Cup Series events typically add \$100-\$200 million to local and regional economies.
- 1 of 2 NASCAR fans say that during tough economic times, they will continue to support NASCAR sponsors more than other brands because of the sponsors' commitment to the sport.
- 1 of 2 NASCAR fans say they support NASCAR sponsors more than they support sponsors of other sports.
- Nearly two-thirds of Avid Fans 18-34 say they are more interested in telling others about NASCAR than they were a year ago. (Taylor 2013 Consumer Engagement Survey: NASCAR Fans)

FAST FACTS





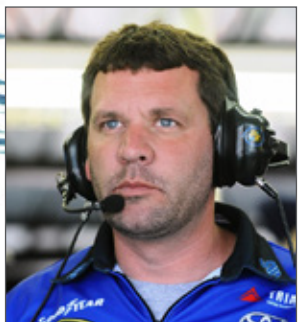
THE SWAN RACING TEAM

ABOUT SWAN RACING

Based in Statesville, North Carolina, Swan Racing is a privately funded motorsports entity that competes in the NASCAR Sprint Cup Series.

Formerly managed by Inception Motorsports, the team is now owned and operated by Brandon Davis, CEO of Swan Energy. Born and raised in western Oklahoma and driven by an entrepreneurial spirit, Davis propelled himself through ranks of various oil companies, bringing decades of business success to the NASCAR world. Swan Energy has benefited from Davis' "working man's" approach to business, and the company has grown over 500% under his direction.

As the owner of Swan Racing Company, Davis brings his proven business acumen to the NASCAR's Sprint Cup Series by implementing a non-traditional business model for sponsorship. Designed for success, Swan Racing's approach will provide partners of all levels the opportunity to experience, benefit, and thrive from the #1 motorsports platform in the US.



PERFORMANCE



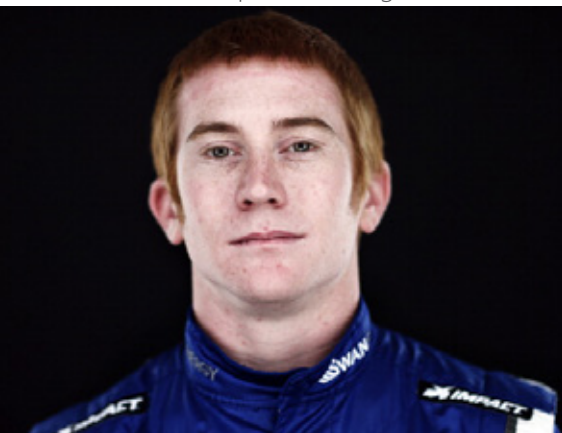
THE NEW-PILOT

At twenty-two years of age, Cole Whitt is considered one of the bright up and coming stars of NASCAR and will compete for Sprint Cup Rookie of the Year honors in 2014. His career really took off when he first signed with Red Bull at age thirteen. His NASCAR career includes four years on the circuit and 102 races in which Cole has competed in each vitally important building block series such as the K&N Pro Series, Camping World Truck Series, Nationwide Series and Sprint Cup Series. He is one of the few drivers to have raced in all three of NASCAR's top touring seasons before the age of twenty-one. During this time Cole's performance has earned his teams \$3,018,764 in winnings.

Prior to joining Swan Racing in 2013, Cole had a strong 2012 Nationwide Series season competing for JR Motorsports; capturing four Top 5 and fourteen Top 10 finishes for a 7th place ranking in the final championship standings. Cole moved to JR Motorsports

fresh off his first full season in the Camping World Truck Series at the end of 2011. He concluded that season with one Pole, two Top 5 and eleven Top 10 finishes en route to a 9th place ranking in the championship points.

Off the track, Cole is an avid CrossFit athlete who spends countless hours in the gym pushing himself to the limit and training for the physical demands of professional stock car racing.



COLE WHITT

DOB: June 22, 1991

BIRTHPLACE: Alpine, CA

TEAM: Swan Racing #26 Toyota
NASCAR Sprint Cup Series





THE CO-PILOT

IN THE BEGINNING

Parker Kligerman has not reached the top levels of NASCAR on a typical path. Unlike many drivers who hail from a family steeped in racing tradition, Kligerman had no family ties to racing. What he had was a dream to pursue a career in motorsports and the determination to reach the highest levels of the sport.

From his humble beginnings of kart racing in Connecticut, Kligerman has since achieved remarkable results and become one of stock car racing's most promising young talents.

After spending the 2013 season driving for Kyle Busch Motorsports in the NASCAR Nationwide Series, where he ranked 9th in the standings, Parker Kligerman earned 3 top 5 and 13 Top 10 finishes. In 2012, Parker earned 1 win, 2 poles, 8 Top 5s, and 15 Top 10 finishes for a 5th place ranking in the NASCAR Camping World Truck Series.

Parker made his Sprint Cup debut with Swan Racing at Texas Motor Speedway on November 3. In his first Sprint Cup start, he finished 18th and followed it up with a 25th place finish at the season finale at Homestead Miami Speedway.



PARKER KLIGERMAN

DOB: August 8, 1990

BIRTHPLACE: Westport, CT

TEAM: Swan Racing #30 Toyota
NASCAR Sprint Cup Series



SWANRACING
AND
SMS AUDIO™

TEAMING UP FOR THE 2014 NASCAR SPRINT CUP SEASON

30 26

PARKER KLIGERMAN COLE WHITT

street ON-EAR WIRED HEADPHONES

NASCAR Sprint

SPEED STICK GEAR™

PARTNERING WITH
SWANRACING
FOR THE 2014 DAYTONA 500

DAYTONA 500

NASCAR Sprint

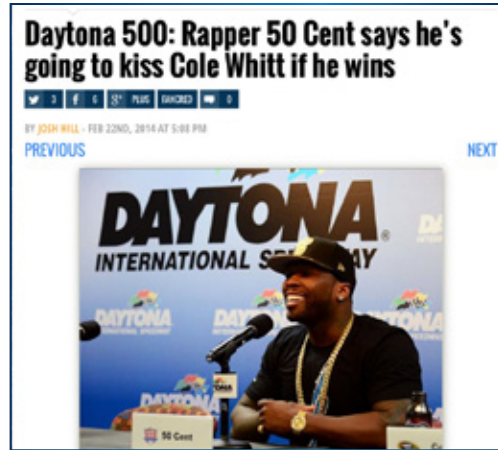
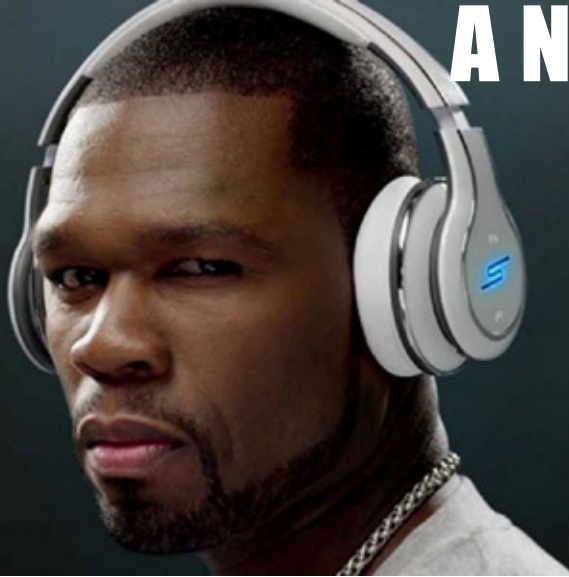
COLE WHITT
SWAN RACING 26



OUR PARTNERS



A NEW PARADIGM



SPONSOR SUPPORT



In designated markets and with sponsor involvement, Swan Racing works with its marketing partners to create effective activation and promotion plans tailor-made to each sponsor.

SWAN RACING PARTNERS WITH EACH SPONSOR BY:

- Displaying the Swan Racing Show Car with Driver and/or Crew Chief at local market events in support of select sponsors
- Providing Meet & Greet opportunities before and after race with Driver and crew members
- Creating sweepstakes/competitions with local media outlets to give away a pair of tickets to the upcoming race in the name of select sponsor
- Providing local media outreach to further extend overall sponsorship effectiveness in each race market for select sponsor partners
- Giving select sponsors access to other Swan Racing partners to develop new B2B opportunities for their company
- Entertaining key industry players trackside during each sponsor's selected race market(s)
- Providing sponsors the flexibility to choose logo positioning on the car for each race according to available budgets
- Integrating select sponsors' brands and products into various media outlets that Swan Racing has secured partnerships with

ACTIVATION:

Whether a sponsor's goals are to build brand awareness, target specific segments, or strengthen cause-marketing, Swan Racing and its marketing partners can design a plan to help each sponsor effectively activate their sponsorship.

The Swan Racing team can position each brand to access the passion and loyalty of the NASCAR fan base. Swan Racing brings each brand to NASCAR fans, and NASCAR fans to each brand.



TAILOR MADE





SPONSOR HOSPITALITY

INCREASED MEDIA PROMOTIONS

- Swan entertains key personnel at the track to increase relationships with key industry partners.
- Swan provides Meet & Greet opportunities before, during, and after the race with key sponsor personnel.
- Contests with local media in each sponsored race market are arranged to give away upcoming race-day tickets in the name of select sponsor(s).
- Integration across various platforms is provided to help each sponsor further capitalize on overall sponsorship.

SPONSOR HOSPITALITY & REWARDS

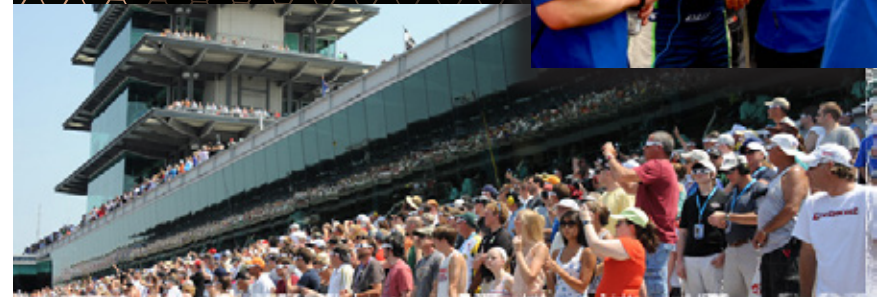
- To capitalize on a memorable race day, Swan Racing gets each sponsor up close and personal in the pits with the car and driver.
- Swan Racing uses each sponsored race to entertain sponsor's staff.
- Swan Racing works with each sponsor by creating memorable race day hospitality to help build business relationships with key industry players.

These unique occasions are ideal for entertaining staff members, gaining or renewing key business relationships, and rewarding sales performance and loyalty.

Presentations can be made in team haulers, VIP tents, or VIP suites with the driver, depending on your chosen package.

Swan Racing believes in old-fashioned hospitality when it comes to its sponsorship programs.

SPONSOR VALUE



A TRUE PARTNERSHIP



SWAN RACING'S APPROACH:

The Swan Racing team recognizes that for long-term success within NASCAR, we need to deliver solid and measurable results for our partners. As a result, our sponsorship matrix is flexible enough to accommodate each specific business need, and our platforms range from corporate hospitality to full-season primary sponsorships.

SWAN RACING ASSETS INCLUDE:

- On-car branding
- Driver appearances
- Driver endorsements
- B2B | Hospitality | Corporate entertainment
- Local in-market programs
- Advertising and promotion
- Show cars for corporate displays
- Valued pass-through rights



FLEXIBLE HIGH-PROFILE SOLUTION



UNPARALLELED IMPACT



MEDIA INTEGRATION

BY COMPARISON

Swan Racing provides more media value for each invested sponsorship dollar than any other team in NASCAR.

Sponsor gets:

- Seen by 100,000 – 150,000 attendees
- Seen by 5.5 million TV viewers
- Integrated/mentioned in the Crook & Chase TV show in 140 Million households.
- Integrated/mentioned in the Crook & Chase Countdown show heard in 261 US radio markets.

Swan Racing has partnered with a few key media outlets to add additional sponsorship horsepower to its sponsorship programs.

RADIO & TV INTEGRATION:

- Sponsor's brand integrated into the Crook & Chase TV show and broadcast into 140 Million households.
- Sponsor's brand integrated into the Crook & Chase Countdown show and heard in 261 radio markets throughout the US
- (2) 30-second commercial spots provided in the Crook & Chase TV show.
- (1) mid-program voiceover and/or visual as a "Crook & Chase brought to you by"
- Open or closing billboard provided in a Crook & Chase TV broadcast. (10 seconds each)
- Contesting and promotional opportunities integrated into TV and radio broadcasts.
- Sponsor's brand mentioned across Crook & Chase social media networks.

RACE DAY ATTENDANCE:

- Sponsor's brand seen by 100,000 – 150,000 attendees at each race.
- Promotional item giveaways staged during each sponsor's selected race.

Swan Racing offers one-of-a-kind opportunities unavailable from any other team in NASCAR and an ideal way of dramatically increasing each sponsor's overall media reach.



2014 SPRINT CUP SCHEDULE

Date	Race	Facility	Network	Start
Feb 15	Sprint Unlimited	Daytona International Speedway	FOX Sports 1	8:00PM ET
Feb 16	Daytona 500 Qualifying	Daytona International Speedway	FOX	1:00PM ET
Feb 20	Budweiser Duel	Daytona International Speedway	FOX Sports 1	7:00PM ET
Feb 23	Daytona 500	Daytona International Speedway	FOX	1:00PM ET
Mar 2	Sprint Cup 500	Phoenix International Speedway	FOX	3:00PM ET
Mar 9	Kobalt 400	Las Vegas Motor Speedway	FOX	3:00PM ET
Mar 16	Food City 500	Bristol Motor Speedway	FOX	1:00PM ET
Mar 23	Auto Club 400	Auto Club Speedway	FOX	3:00PM ET
Mar 30	STP 500	Martinsville Speedway	FOX	1:00PM ET
Apr 6	Texas 500	Texas Motor Speedway	FOX	3:00PM ET
Apr 12	Bojangles' Southern 500	Darlington Raceway	FOX	6:30PM ET
Apr 26	Toyota Owners 400	Richmond International Raceway	FOX	7:00PM ET
May 4	Aaron's 499	Talladega Superspeedway	FOX	1:00PM ET
May 10	NASCAR Sprint Cup Series Under the Lights	Kansas Speedway	FOX	7:30PM ET
May 17	NASCAR All-Star Showdown /NASCAR Sprint All-Star Race	Charlotte Motor Speedway	FOX Sports 1	7:00 PM ET
May 25	Coca-Cola 600	Charlotte Motor Speedway	FOX	6:00PM ET
Jun 1	NASCAR Sprint Cup Series Race	Dover International Speedway	FOX	1:00PM ET
Jun 8	Pocono 400	Pocono Raceway	TNT	1:00PM ET
Jun 15	Quicken Loans 400	Michigan International Speedway	TNT	1:00PM ET
Jun 22	Toyota/Save Mart 350	Sonoma Raceway	TNT	3:00PM ET
Jun 28	Quaker State 400 presented by Advance Auto Parts	Kentucky Speedway	TNT	7:30PM ET
Jul 5	Coke Zero 400 powered by Coca-Cola	Daytona International Speedway	TNT	7:30PM ET
Jul 13	Camping World RV Sales 301	New Hampshire Motor Speedway	TNT	1:00PM ET
Jul 27	NASCAR Sprint Cup Series Race Day	Indianapolis Motor Speedway	ESPN	1:00PM ET
Aug 3	GoBowling.com 400	Pocono Raceway	ESPN	1:00PM ET
Aug 10	Cheez-It 355 at the Glen	Watkins Glen International	ESPN	1:00PM ET
Aug 17	Pure Michigan 400	Michigan International Speedway	ESPN	1:00PM ET
Aug 23	Irwin Tools Night Race	Bristol Motor Speedway	ABC	7:30PM ET
Aug 31	NASCAR Sprint Cup Night Racing Returns	Atlanta Motor Speedway	ESPN	7:30PM ET
Sep 6	Federated Auto Parts 400	Richmond International Raceway	ABC	7:30PM ET

CONTINUED



CHASE FOR THE NASCAR SPRINT CUP BEGINS

Date	Race	Facility	Network	Start
Sep 14	NSCS Race	Chicagoland Speedway	ESPN	2:00PM ET
Sep 21	Osram Sylvania 300	New Hampshire Motor Speedway	ESPN	2:00PM ET
Sep 28	AAA 400	Dover International Speedway	ESPN	2:00PM ET
Oct 5	Hollywood Casino 400	Kansas Speedway	ESPN	2:00PM ET
Oct 11	Bank of America 500	Charlotte Motor Speedway	ABC	7:30PM ET
Oct 19	Talladega 500	Talladega Superspeedway	ESPN	2:00PM ET
Oct 26	Goody's Headache Relief Shot 500	Martinsville Speedway	ESPN 1	:30PM ET
Nov 2	AAA Texas 500	Texas Motor Speedway	ESPN	3:00PM ET
Nov 9	Quicken Loans 500	Phoenix International Raceway	ESPN	3:00PM ET
Nov 16	Ford EcoBoost 400	Homestead-Miami Speedway	ESPN	3:00PM ET



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