

DIESEL

MOTORSPORTS



The ONLY INSURED

Sanctioning Body Diesel Motorsports!

Drag Racing • Pulling • Dyno • Show



Diesel Rural Market

Over 150,000 followers on Social Media

The only SFI Licensed Diesel Sanctioning Body

Reaching the Rural Diesel Marketplace

“Diesel Only” Insurance for events and competitors

Cash Purses paid each event to diesel competitors

Family Friendly Diesel Events - Safe!

Diesel advertising dollars for events

Marketing support for Diesel part manufacturers

Diesel Shop support with manufacturers

SFI “Diesel Only” Technicians for Diesel Vehicles

DIESEL[®]
MOTORSPORTS
www.DIESELMOTORSPORTS.US

DIESEL[®]

MOTORSPORTS

www.DIESELMOTORSPORTS.US

If trucks are your market ...



DIESEL Motorsports events draws 1500-3000 spectators for smaller events to 3-5,000 spectators per day for the larger events. NADM will hold over 45 smaller events next year with 7 DIESEL Events.

Rural Demographics ...

Member Profile

110 Million Households in US

280,000,000 Household Populations

\$54,000 Median Household Income

40% - \$50-100,000 per year income

18-40 years – Average Household Age

96% White (Race)

65% Married w/spouse

78% Married with 2 or more in household

83% Home Owners

51% Homes built after 1980

51% College Graduates

41% High School Graduates

55% White Collar Occupations

45% Blue Collar Occupations

29% Professional or Owner

23% Sales/Office Occupation

**21% Production/Transportation
/Shipping Occupation**



DIESEL

MOTORSPORTS

www.DIESELMOTORSPORTS.US



DIESEL Motorsports taking requests for next years events but currently after 10 years we have scheduled for 2019 . . .

- **DIESEL ONLY Rural Combined Events -**

- **INDIANA • NEW YORK**
- **PENNSYLVANIA • NEBRASKA**
- **SOUTH DAKOTA • FLORIDA**
- **IOWA • OHIO • MISSOURI**

- **Projected drag racing/sled pulling affiliate events -
Over 45 events in all parts of the country**

- **Committed sponsors and affiliate groups promoting Diesel Motorsports®**

- **Attracting rural diesel enthusiasts and shops from Multiple States**

DIESEL

MOTORSPORTS
www.DIESELMOTORSPORTS.US

IMPRESSION counts for 2018

Magazines - 1,700,000

Editorial 1,269,000

Radio- 4,989,000

Internet/Social Media - 134,538,000

Shows - 58,859,000

Total IMPRESSIONS - 201,788,000*

* Based on Media numbers presented to DM



Family Friendly Diesel Truck Events
Spring, Summer, Fall, Winter (Located in Kansas City, MO)



Buying trends in the DIESEL MARKETPLACE

BY BOB KNIGGS

The truck owners soon found out if you bought one from the performance, it left another factor of the drivetrain efficiency and it need upgrading. The other parts in the drivetrain needed adjustments such as larger fuel supply as performance 100 pumps and injection pumps were added. More fuel and air for not enough injection will not better results. The way we the progression of parts, belts and improved performance. Some diesel truck owners had \$10 to \$20,000 dollar extra into their trucks. They wanted to take the better trucks to local drag strips to compete along with old pulling or hard drivetrain. Some thousands of dollar diesel pickups were being pulled up by young people who were from a 100-400 horsepower four-wheel drive pickup was pretty common to drive.

What is most American than riding basically a utility farm or work truck and turning it into a hot rod?

Now with that understanding a lot has changed in the 13 years since the beginning of the diesel pickup were. Some kind of being on better for higher horsepower the OEM intervals of the engine could not stand up on the higher torque and HP, most engines need to generally along with maintenance.

There has been efforts to dial back in electronic diesel vehicle in the US, keep in mind 80% of vehicles in Europe are diesel.



Time to Show It Off

Preparing your truck for driving winter.

WATER IS YOUR ENEMY... The winter months are the most difficult time to drive a truck. The cold weather can cause a lot of problems, from frozen pipes to engine issues. Make sure your truck is ready for the season.

FLUIDS ARE KEY... Check your oil, coolant, and brake fluid levels. Use winter-grade fluids to keep your truck running smoothly.

WAX IS YOUR FRIEND... Apply a quality wax to protect your truck's paint from the elements.

WHEELS AND TIRES... Inspect your tires for wear and tear. Consider switching to winter tires for better traction.

WASH YOUR TRUCK... Regular washing helps remove salt and dirt, which can cause rust and corrosion.

WAX YOUR TRUCK... A good wax job will help protect your truck's finish from the winter weather.

WAX YOUR TRUCK... A good wax job will help protect your truck's finish from the winter weather.

BD

BD Performance offers a wide range of performance parts for your Diesel truck. From air filters to exhaust systems, we have everything you need to get the most out of your engine.

BD AIR FILTERS... Increase airflow and improve fuel efficiency.

BD EXHAUST SYSTEMS... Reduce backpressure and increase horsepower.

BD TURBOCHARGERS... Boost engine performance and torque.

BD INTERCOOLERS... Keep your engine cool and prevent overheating.

BD FUEL SYSTEMS... Optimize fuel delivery for better combustion.

BD TRANSMISSIONS... Improve shifting and gear selection.

BD DIFFERENTIALS... Enhance traction and handling.

BD SUSPENSIONS... Improve ride quality and stability.

BD BRAKES... Increase stopping power and safety.

BD LIGHTS... Improve visibility at night.

BD WHEELS AND TIRES... Enhance appearance and performance.

BD ACCESSORIES... Add functionality and style to your truck.

REBUILDERS CHOICE

#1 SUPPLIER FOR VINTAGE CAR, TRUCK, INDUSTRIAL 1930-1990

CALL FOR A FREE CATALOG

866-902-0661

www.rebuilderschoice.com

ROI in sponsoring DIESEL Motorsports...



- **Branding of your product/service's** name to both diesel competitors and fans at events and industry trade shows
- **Place products/services in front of people** in the stands that are true diesel enthusiasts at DIESEL ONLY Events!
- Can place products or services within **rural Diesel community**
- Will help in promotions and marketing of **your products/services**
- Assist in placing your products or services with top race/pull teams
- **Report back** with credible numbers and reports of the events



DIESEL[®]

MOTORSPORTS

www.DIESELMOTORSPORTS.US



Sponsorship Levels ...

**SPONSORSHIP IS AVAILABLE FOR 1 or 3 year
COMMITMENT AS A NATIONAL SPONSOR TO THE
ASSOCIATION OR FOR A LOCAL RACE EVENT THAT FITS
YOUR MARKETPLACE!**

Our goal to a sponsor is value return investment! ROI\$\$

Sponsorship has always been a huge part of motorsports, the current question is how diluted is the market and is anyone going to see my portion of sponsorship. DIESEL Motorsports goes to great efforts to accommodate sponsors for an event or the association.

Tell us what you want to accomplish and then let DIESEL Motorsports configure a custom sponsorship package for your company.

***Sponsorship levels start as little as \$500 up to \$200,000 for the entire year.
As the popularity of the sport grows along with the number of diesel vehicles
sold the sponsorship dollars will continue to grow at a steady pace.***

80% of the race/Pull teams are jobber stores or service centers - customers!

YEARLY TITLE SPONSORSHIPS- \$50,000-\$200,000

Regular, VIP, Elite

DIESEL Motorsports Endorsed Product Sponsors - \$12-\$15,000

Clutch, Oil, Tuners, Exhaust, Injectors, Turbo, Etc.

DIESEL Motorsports Race Bracket Sponsor

Drag Racing - Season \$25,000

ET Bracket - Season \$5,000 or Event \$1000

Quick Diesel - Season \$10,000 or Event \$1000

Unlimited - Season \$10,000 or Event \$1000

Pro Stock - Season \$12,000 or Event \$1000

Pro Diesel - Season \$12,000 or Event \$1000

Sled Pulling - Season - \$25,000

Work Stock - Season \$10,000 or Event \$1000

2.6 Street - Season \$12,000 or Event \$1000

3.0 Street - Season \$12,000 or Event \$1500

Super Street - Season \$15,000 or Event \$1500

Modified - Season \$20,000 or Event \$5000

• DIESEL Motorsports Competition Sponsor

DynoChallenge - Season \$10,000 or Event \$2500

Show-N-Shine - Season \$5,000 or Event \$500

• DIESEL Motorsports Event Sponsorship

Nationals - \$2,000 - \$20,000

























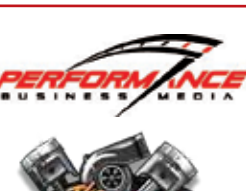




DIESEL

MOTORSPORTS

www.DIESELMOTORSPORTS.US

2018 Sponsors

  <p>Official Pistons</p>	  <p>Official Fuel Additives</p>	  <p>Official Head Stud</p>	  <p>Official Grille</p>	  <p>Official Gaskets</p>
  <p>Official Cooling Fan</p>	  <p>Official Injection Pumps</p>	  <p>Official Engine Bearing</p>	  <p>Official Exhaust Manifold</p>	  <p>Official Injector</p>
  <p>Official Gauges</p>	  <p>Official Bedliner</p>	  <p>Official Head</p>	  <p>Official Connecting Rod</p>	  <p>Official Turbo Cover</p>
				



2019 Sample Benefits

- Logo on official NADM staff uniforms.
- Display of (6-7) banners, rope flagging, flags and staff access at all NADM events.(2 ft x 6-8ft banners only)
- Distribution of product giveaways at events.
- Logo shown on every NADM national ad in industry publications & event flyers
- Display literature and brochures at NADM registration trailer at NADM events.
- Company provided display shown in Sponsor's Tent at National shows and materials passed out at every NADM event!
- Announcements at each NADM event for products (script provided)
- Staff access at other NADM events for entertaining.
- Any size vendor booth at all NADM events.
- Static advertising button in NADM Partners section.
- Representation at NADM Affiliate Events
- Unlimited NADM/DIESEL Motorsports® logo usage-official product.
- Product information, logos and links will be displayed on the NADM website in the Sponsors section, and the contingency products section.



Conclusion . . .

Reasons to consider contracting with DIESEL Motorsports . . .

- **ONLY** Sanctioning body for diesels
- **Businessmen who have history with the Automotive Aftermarket Industry for over 35 years**
- **Business contacts throughout the US**
- **Insured events with SFI approved Technicians**
- **Knowledge of every diesel race team in the US**
- **Top manufacturers in the industry recognize our expertise**
- **Long term commitments and agreements**
- **Displaying and attending industry trade shows during Winter months**
- **Real Association Business Plan for future growth**
- **Marketing programs sell sponsor's products**
- **Largest social media footprint in DIESEL Motorsports market!**
- **REACHING the Rural market for diesel products**





DIESEL

MOTORSPORTS

www.DIESELMOTORSPORTS.US NADM NATIONAL ASSOCIATION OF DIESEL MOTORSPORTS

World Records

ET Class 1/4 Mile
Driver: Doug Brarens
1929 Rat Rod/Cummins
Reaction .002, ET 12.0



Unlimited Class
2004 Dodge B&B Tooling
Driver: Bruce Block
Record - 149mph, 1/4 mile
Numdia Dragway -
July 15, 2016



Pro Stock
Firepunk Diesel
Driver: Lavon Larson
Record - 177mph, 1/4 mile
Dragway 42 - September 2, 2017

Hall of Fame



Dave Mitchell
Enterprise Engine Performance
Engine Builder/Sled Puller



Scott Bentz
Rocky Mountain Cummins
1st Diesel Rail Dragster

Nowel Thomas aka HVAC
Nowel/Performance Diesel NorCal
Drag Racer



Brady Williams
Industrial Injection
Manufacturer of Performance Parts



Larry "Gene" Mohney
Sled Puller/Sleddy
DHRA/NADM

DIESEL[®]

MOTORSPORTS

www.DIESELMOTORSPORTS.US



Sled Pulling

Work Stock:

Stock: Stock turbochargers, 1" minimum compression travel on rear suspension, water injection prohibited, hanging weights prohibited.

Hot WS: Customized Stock appearing turbos, Hanging weights prohibited, water injection prohibited, OEM suspension

2.5/2.6SB Street Diesel: Single turbo, 2.5 inch maximum inducer bore, turbocharger bushings prohibited, water injection prohibited, receiver style hitch required, hanging weights permitted.

2.6/3.0SB Street Diesel: Single turbo, 2.6/3.0 Smoothbore inch maximum inducer bore, turbocharger bushings permitted, water injection prohibited, bolt in, removable solid rear suspension bars permitted, receiver style hitch required, drive shaft u-joint shields required, hanging weights permitted.

Super Street/Modified Diesel: Unlimited turbocharger, 2 stage maximum, open driveline, open tire, 7600 pound maximum weight.

Semi Diesel: Street Diesels with bolt-on modifications, some over 1,000 horsepower



ET Bracket Class: Competitors Race against their dial in efforts to predict, react, and perform better than their competitor.

12.0 Quick Diesel: Competitors race to 12-second quarter mile times without going over.

Unlimited Truck: Full size trucks compete on an unlimited, heads-up playing field where the lowest time wins

TDI Diesel: Heads up Pro tree racing for TDI/Domestic diesel vehicles

Pro Stock: Fiberglass bodied diesel-powered trucks and cars compete heads up to the finish in the 1/8 and/or 1/4 mile action *

Top Diesel: Diesel Dragsters designed for all out speed compete heads up in 1/8 and/or 1/4 mile action *

See DIESEL Motorsports rulebook for specific class guidelines, free download of rules on web site. * NHRA Class 3 or 4 Competitive License Mandatory.



SEMA not only recognizes our association but asked us to participate in their Diesel Panels and to help gather statistics involving the marketplace.

Specialty Equipment PURCHASED IN THE LAST YEAR or PLAN TO PURCHASE IN THE NEXT 12 MONTHS by Diesel Enthusiasts surveyed.

	Combined	West	East
Air Intake Upgrades	64.5%	76.2%	59.0%
Audio/Video Upgrades	21.1%	23.8%	19.0%
Better Tires	56.6%	47.6%	61.0%
Custom Wheels	35.5%	23.8%	41.0%
Engine Upgrades - Electronic Tuner	68.4%	81.0%	65.0%
Engine Upgrades - Other	40.8%	42.9%	41.0%
Exhaust System Upgrades	68.4%	71.4%	69.0%
Exterior Styling Upgrades (grille, flares, etc.)	30.3%	33.3%	28.0%
Interior Styling/Comfort Upgrades	11.8%	9.5%	13.0%
Lighting (Additional/Auxiliary/Upgrade)	32.9%	19.0%	39.0%
New Gauges	39.5%	52.4%	33.0%
Pickup Bed Rack System	2.6%	0.0%	4.0%
Pickup Bed Shell/Cap	1.3%	0.0%	2.0%
Pickup Bed Tonneau cover	5.3%	4.8%	6.0%
Pickup Drop-in or Spray-in Bedliner	17.1%	14.3%	19.0%
Suspension Upgrades	28.9%	38.1%	26.0%
Tow Package	18.4%	23.8%	17.0%

Source: NADM

Where Specialty-Equipment is Purchased by Diesel Enthusiasts

	Combined	West	East
Car / Truck Show	27.6%	19.0%	31.5%
Catalogue Mail Order	13.2%	4.8%	16.7%
Chain Auto Parts Store	5.3%	9.5%	3.7%
Custom Shop / Installer	40.8%	57.1%	33.3%
Independent Parts Store / Installer	21.1%	19.0%	20.4%
Internet - Auction Website (i.e. Ebay...)	19.7%	33.3%	14.8%
Internet - Manufacturer's Website	10.5%	14.3%	9.3%
Internet - Retail Store Website	23.7%	42.9%	16.7%
Magazine Mail Order	19.7%	28.6%	16.7%
Vehicle Dealership	5.3%	9.5%	3.7%
Other	6.6%	0.0%	9.3%
DO NOT KNOW	6.6%	9.5%	5.6%

Source: NADM



DIESEL[®]

MOTORSPORTS

www.DIESELMOTORSPORTS.US

Specialty Equipment PURCHASED IN THE LAST YEAR or PLAN TO PURCHASE IN THE NEXT 12 MONTHS by Diesel Enthusiasts surveyed.

	HAVE IT	PLAN TO BUY IT
Mirrors (Exterior or Interior) - Custom	9.7%	6.6%
Navigation System GPS	18.4%	11.5%
Nitrous Oxide Kit	1.4%	6.9%
Oil Pan	5.9%	5.6%
Performance Fluids - Oils, Lubricants, etc...	39.2%	13.2%
Performance Plumbing	5.6%	4.9%
Pickup Bed Rack System	5.2%	3.1%
Pickup Drop-in or Spray-in Bedliner	45.8%	16.3%
Pickup Truck Cap/Shell	12.2%	4.9%
Pickup Truck Tonneau Cover	16.3%	10.8%
Pistons / Connecting Rods / Rings / Crankshafts	1.7%	5.2%
Polish / Wax	42.7%	6.9%
Radiator	4.5%	4.5%
Roll Cage	0.3%	2.1%
Safety Gear - Helmet	4.5%	0.7%
Safety Gear - Racing Suit, Shoes, Gloves, etc	2.1%	1.4%
Satellite Radio	28.8%	7.6%
Seats - Custom	4.2%	7.6%
Shifter Knob / Handle	2.1%	2.8%
Side Steps	35.1%	8.3%
Springs / Shocks / Suspension / Sway Bars	29.5%	15.6%
Steering Wheels	2.8%	2.4%
Stereo - Amplifier	18.1%	10.4%
Stereo - CD Changer	20.5%	8.0%
Stereo - DVD Player / Video Monitor	10.1%	6.3%
Stereo - Head Unit	14.2%	7.6%
Stereo - Mid-range Speakers	17.4%	10.4%
Stereo - Subwoofer	16.7%	12.2%
Stereo - Tweeter	12.8%	9.4%
Sunroof / Moonroof	3.5%	4.5%
Suspension - Air Suspension System	9.0%	11.5%
Suspension - Coil Springs	4.5%	3.5%
Suspension - Leaf Springs	9.7%	3.5%
Suspension - Lift Kits	19.8%	19.8%
Suspension - Shocks	18.1%	14.6%
Tires - Performance	19.4%	9.7%
Tires - Plus-sized	41.3%	20.5%
Torque Converters	12.5%	13.5%
Trailer Hitch	45.5%	4.9%
Transmission - Performance Upgrade	21.5%	20.5%
Turbocharger	27.4%	13.9%
Wastegate	9.0%	9.4%
Wheels - Custom	30.9%	18.4%
Window Tinting / Lamination	40.3%	8.3%

Time of the year Diesel Light-truck owners purchased their custom parts and accessories (multiple selections allowed)

January	17%
February	22%
March	27%
April	27%
May	31%
June	31%
July	34%
August	32%
September	21%
October	23%
November	19%
December	19%
Do Not Know	14%
Not Applicable	6%

Dollars spent on custom parts and accessories by Diesel Light-truck owners surveyed

\$0	2%
\$1 - \$500	6%
\$501 - \$1,000	11%
\$1,001 - \$2,500	29%
\$2,501 - \$5,000	29%
\$5,001 - \$7,500	10%
\$7,501 - \$10,000	7%
\$10,001 - \$20,000	5%
\$20,001 - \$30,000	1%
Total	100%

Percent of Diesel Light-truck owners that “Strongly Agree” with the following statements (multiple selections allowed)

	Strongly Agree
“Customizing my vehicle is the primary reason for purchasing it”	13%
“I customize my vehicle to make it different from other vehicles on the road”	40%
“My vehicle is a way for me to express myself”	38%
“I customize my vehicle to increase performance” (i.e. go faster, etc.)	65%
“My vehicle is only for basic transportation”	9%
“I prefer to modify the appearance of my vehicle over the performance”	2%



DIESEL[®]

MOTORSPORTS

www.DIESELMOTORSPORTS.US

Where Diesel Light-truck owners FIND INFORMATION ABOUT CUSTOM PARTS AND ACCESSORIES prior to making a purchase (multiple selections allowed).

Car / Truck Shows	31%
Catalogues	51%
Chain Auto Parts Stores	11%
Custom Shops / Installers	29%
Independent Parts Stores	16%
Internet - Auction Websites (i.e. Ebay...)	22%
Internet - Automotive Forums	49%
Internet - Manufacturer's Websites	59%
Internet - Retail Store Websites	38%
Automotive Magazines	81%
Newspaper Classifieds	2%
Retail Department Stores	2%
Vehicle Dealership	14%
Do Not Know	0%
Not Applicable	1%
Other, please specify	5%

Percent of Diesel Light-truck owners that consider the following product attributes "Very Important" when considering purchasing specialty equipment (multiple selections allowed)

Return Policy	40%
Warranty on Item	58%
Warranty on Installation	35%
Shipping Cost (if applicable)	29%
Quality	85%
Price	58%
Brand Name	33%
Look of Product (i.e. color, etc.)	51%
Item in Stock (no special order)	32%
Number of Days to Receive (if applicable)	28%
Number of Choices Available	38%

Proposed 2019 Schedule ...

Florida Drag Race/Orlando/January*

Nebraska Diesel Show/April

Iowa Drag/ Pull/May*

Thunder in Muncie/IN/June

East Coast Diesel Nationals/PA/July

Sturgis Truck/Bike Week/August

New York Truck Shootout/September

Buckeye Diesel Blast/October*

plus ... state affiliate events

• Tentative schedule for 2019, tracks not yet secured with contracts