

PRIMEDIA

INTERNATIONAL AUTOMOTIVE GROUP

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PRIMEDIA
GET RESULTS

PRIMEDIA is the leading targeted media company in the United States. With 2005 revenue of \$990 million, its properties comprise over 100 brands that connect buyers and sellers through print publications, Internet, events, merchandise and video programs in three market segments: PRIMEDIA Enthusiast Media is the #1 special interest magazine publisher in the U.S. with approximately 90 publications, 100 leading Web sites, 90 events, 11 TV programs, 600 branded products, and has such well-known brands as Motor Trend, Automobile, Automotive.com, Equine.com, In-Fisherman, Power & Motoryacht, Hot Rod, Snowboarder, Stereophile, Surfer, and Wavewatch.com

car audio
AND ELECTRONICS

europaean car

eurotuner

SUPER STREET

IMPORT TUNER

LOWRIDER
MAGAZINE

SPORT COMPACT CAR

HONDA TUNING

turbo

car audio **europaean car** **eurotuner** **HONDA TUNING** **IMPORT TUNER** **LOWRIDER** **SPORT COMPACT CAR** **SUPER STREET** **turbo**

MARKETING PROGRAMS

PRIMEDIA

INTERNATIONAL AUTOMOTIVE GROUP

STEP INSIDE OUR WORLD

私達の世界の中のステップ
PUNTO ALL'INTERNO DEL NOSTRO MONDO

우리의 세계인쪽에 단계
SCHRITT INNERHALB UNSERER WELT

NO BARRIERS NO LIMITS

障壁無し 限界無し
NESSUN BARRIERE NESSUN LIMITI

방벽 한계
KEINE SPERREN KEINE BEGRENZUNGEN

INTRO



PRIMEDIA'S INTERNATIONAL AUTOMOTIVE GROUP

Unlock the next generation of car consumers with PRIMEDIA's International Automotive Group. Nowhere else can you find a brand specifically targeted to the needs and passions of the young automotive lifestyle. European luxury cars, Japanese street racers, stereos and electronics. We don't just write about this stuff... **WE LIVE IT.**

Additionally, the IAG experience includes the lucrative and culturally diversified *Lowrider* franchise, a 30-year institution attracting over millions of enthusiasts. Conquering virtually every medium, *Lowrider* is an unstoppable force, defining and delivering a vital segment of consumers that cannot be ignored.

Magazines, Web Sites, Events. Our nine brands pack a multimedia punch that Get Results from millions of 16- to 24-year-old male enthusiasts, by setting the trends and delivering your message to the center of pop culture.

PRINT

DRIVEN.

What drives our marketplace? Young guys who don't play by the rules. Save your family sedans and SUVs. We want the fastest, baddest rides around.

WE LIVE IT.

Our editors set the standard. They live and breathe lowriding, street racing, luxury, and urban automotive lifestyles. Drifting off the beaten path, our nine titles Get Results by giving readers an inside edge on trends and cars they want to know about.

PRINT

IAG MAGAZINES



IMPORT TUNER

Import Tuner sets the style agenda for teens and young adults living on the edge of the automotive lifestyle. Each issue delivers customized cars, the coolest parts and accessories, street scene fashion, electronic entertainment, and beautiful women. By focusing on the most essential lifestyle interests of the modern tuner, *Import Tuner* influences tomorrow's car enthusiasts today.

READER PROFILE

- Young Males: 14-24.
- The male trendsetter. Chic and hip; he is "cool."
- Driven by appearance and aesthetics (including performance products).
- Early adopters driven by being the "first" to have something.
- He cares about how he is perceived as a whole. The car is a main accessory.
- Brands and labels are extremely important to him.



SUPER STREET

For over 10 years, *Super Street's* focus has been what today's hardcore tuner enthusiasts crave: extensive coverage of the hottest cars, events, and aftermarket products on the scene. But that's only half the package; issues also showcase all of the must-have music, games, gadgets, and, of course, the hottest babes. With a unique editorial voice that speaks directly to the youth market, *Super Street* delivers a testosterone-driven package that's both entertaining and fun.

READER PROFILE

- Young Males: 14-24.
- "One of the boys" mentality: driven by testosterone and adrenaline.
- Looking for respect from his peers and uses vehicle as a conduit.
- Takes his car very seriously, but able to laugh at himself.
- Not afraid to be unique, yet he yearns to be part of a social group.
- Motivated by what the car may get him: a hot chick, status.



SPORT COMPACT CAR

Sport Compact Car takes a precise and straightforward approach to educating car lovers about the market's latest high-performing compacts and the products that enhance them. Intelligent writing paired with beautiful, quality imagery make it one of the industry's most respected (and highly quoted) tuner magazines.

READER PROFILE

- Young Males: 18-34.
- Fact-driven personality who makes decisions based on research and questioning.
- Driven by speed. They are early adopters of any performance technology.
- Focused on the performance and handling of the car. They appreciate the cosmetic styling as long as it contributes to the car's performance.
- Readers have a great deal of respect for the mechanical and technical aspects of the car.

IAG MAGAZINES



TURBO & HIGH-TECH PERFORMANCE

Turbo & High-Tech Performance takes a no-nonsense approach to the most highly customized cars prowling the import scene. With an emphasis on hot aftermarket accessories as well as real-world testing, *Turbo's* editors install, dyno test, and evaluate all of the latest parts to hit the market.

READER PROFILE

- Young Males: 16-30.
- Core enthusiast who is technically and mechanically savvy.
- Has a high expectation factor when it comes to craftsmanship and quality.
- Appreciates styling, handling, and power and uses these attributes in the real world.
- Tuning and modifying is more than just a means, it is a passion and, in some cases, a profession.
- Will not shy away from the challenge and fulfillment of getting it done themselves.



EUROPEAN CAR

Targeting an affluent and educated audience, European Car brings the foreign automotive experience to life with road tests and impressions based on the most technically superior European driving machines. Each issue brings expert advice and product evaluations complemented by the industry's most beautiful photography.

READER PROFILE

- Males: 24-40.
- Majority are young urban professionals on either the East Coast or West Coast.
- Readers have high incomes to invest in accessories and modifications. Strong desire to do the most he can with what he has.
- Has an appreciation for the finer things in life. Innate understanding that quality has a financial cost.



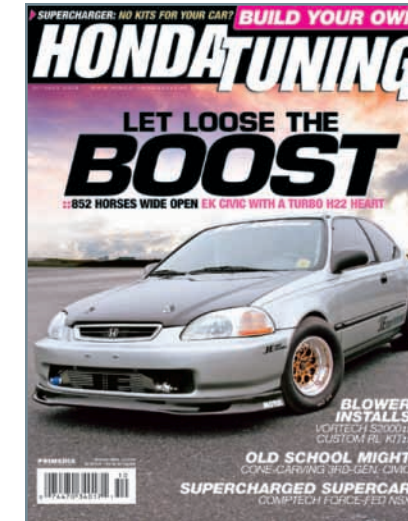
EUROTUNER

eurotuner brings its readers both the latest and greatest trends in the European tuning segment. Its distinct mix of informative features, vibrant photography, and straightforward technical analyses delivers a fresh perspective aimed at anybody wanting to join the scene.

READER PROFILE

- Young Males: 16-24.
- Entry-level car enthusiast with technical knowledge to do some work on his own.
- Has the mindset of a European car owner, yet can't afford the top of the line. Aspires to "trade up" when he can afford it.
- The "new" European car owner. He is willing to invest to improve the car's performance.
- Great appreciation for the sophistication of European styling and tuning.

IAG MAGAZINES



HONDA TUNING

Honda Tuning fuels the passions of enthusiasts who own the most popular sport-compact platform — Honda/Acura. Monthly highlights include cutting-edge performance techniques, event coverage, and tuner profiles. Written for the broad gamut of Honda fans, *HT* keeps its readers informed about the hottest offerings to hit the marketplace.

READER PROFILE

- Young Males: 16-30.
- Honda or Acura enthusiasts who want to see what they can do to their car themselves (versus going to the shop).
- Very loyal to their brand. Look for specific Honda/Acura-related products.
- Extremely interested in top-of-the-line audio equipment for their vehicles.



CAR AUDIO AND ELECTRONICS

The in-car electronics enthusiast continues to look to *Car Audio and Electronics* magazine as THE definitive source for information. The only monthly mobile A/V magazine on the market, *CAE* services its readers by giving them essential information on new technologies, vehicle stereo installations, and comparison testing.

READER PROFILE

- Young Males: 16-35.
- DIYers. Core enthusiast is technically savvy.
- Has a high expectation of product quality and aesthetics.
- Main interest is audio; secondary interest is other mobile electronics, including portables.
- Readers spend on average \$3,000-\$5,000 for system upgrades.



LOWRIDER

Since its launch in 1977, *Lowrider* has evolved to become the #1 Hispanic automotive magazine on the newsstands. Each month, this distinct brand brings its audience colorful features on the vehicles and people who define the lifestyle, as well as event coverage and technical how-to articles. *Lowrider* is a "forum" to voice opinions, show off style, and dictate the newest cultural trends.

READER PROFILE

- Males: 18-34.
- Enjoy active lifestyles; attending events, concerts.
- Uses his car as a symbol of culture and identity.
- Readers embrace creativity and expressionism.
- The original Hispanic automotive lifestyle magazine

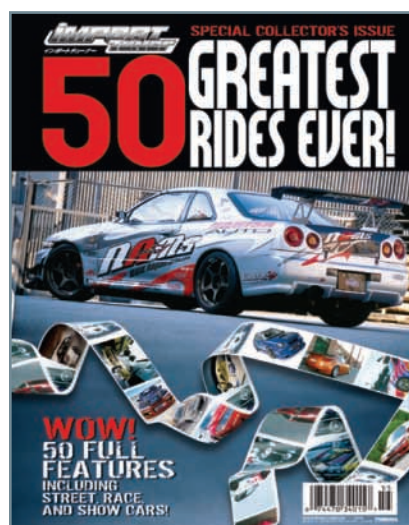
SPECIAL ISSUES



SUPER STREET BUYER'S GUIDE



This annual publication is the only definitive, all-parts buyer's guide on the tuner scene today. Sitting on the newsstands for 90 days, the *Super Street Buyer's Guide* gives readers an in-depth look into what's currently on, and soon to hit, the market. Covering all categories of performance and cosmetic parts, this is one annual publication you can't afford to miss.



IMPORT TUNER BEST OF...



Once a year *Import Tuner* puts out its top picks in the form of the *Import Tuner Best of...* special. With topics ranging from the "Hottest Girls" to the "50 Best Cars," *Best of...* highlights the yearly features our audience really wants to know about. Its 90-day sale cycle bolsters newsstand awareness from not only core readers but also new buyers.



ULTIMATE WHEEL & TIRE BUYER'S GUIDE

This 250-plus-page *Single-Issue* Publication catalogs all of the hottest wheels and tires on the scene today. From performance to tuner to the "Bling Bling" wheels, the *Ultimate Wheel & Tire Buyer's Guide* has got the goods that every enthusiast wants to know about. With a distribution of over 290,000 and newsstand sales for 90 straight days, this is one collector's piece that will be embraced by any and all tire and wheel *afficionados!*

SPECIAL ISSUES



PROJECT CAR

A brand-new *Special Issue*, *Project Car* teaches young budget-minded tuners how to get the most bang for their buck. Featuring the distinct style of *Super Street*, this title is already building buzz for its ability to dish out discount tech tips that really work! Each issue focuses on the tuner industry's most popular vehicle models (Civics, Eclipses, etc..) and offers affordable solutions to transform them into turbo-charged street machines.

- Features the input of popular *Super Street* editor, Ricky Chu.
- Includes Budget Buyer's Guide.
- Sections include Automotive eBay tips and Junkyard scavenging.
- Over 140 pages of color photos and tech tips.
- Published multiple times per year.



SIPHON

Siphon is the *SIP* for the next generation of tuner enthusiasts. Focusing on both the lifestyle and vehicles that drive the current trend of "B-Segment" car consumers, it delivers all of the latest info on models like the Yaris, Scion, Versa, and Fit. The business media has already published numerous reports on this valuable consumer segment and we're delivering the first (and only) magazine catered strictly for them, with features related to testing, gadgets, and fuel efficiency.

- The only current publication catering to "B-Segment" car consumers.
- Profiles the latest Honda Fit, Toyota Yaris, and Scion XA, XB models.
- Sections devoted to cost saving and audio accessories.
- Over 140 pages of color photos and tech tips.
- Published multiple times per year.

SPECIAL ISSUES



LOWRIDER GIRLS

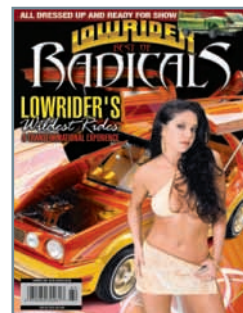
Our best-selling SIP continues to shatter newsstand records year after year. This special magazine is dedicated toward the search for the “girl next door” and her dream of appearing in the pages of *Lowrider*. In addition to photos submitted by hopeful models, *Girls* also allows LRM Editors to expand on their creative talents with unpublished photos, vehicle outtakes, and all-new scenarios related to our core market.

- *Lowrider's* #1 selling Special Issue Publication.
- Continued growth in newsstand sales with every issue.
- Interviews and articles profiling the hottest models from throughout the year.
- Over 70 pages of color photos from *Lowrider's* “girls next door.”
- Published multiple times a year.

BEST OF LOWRIDER

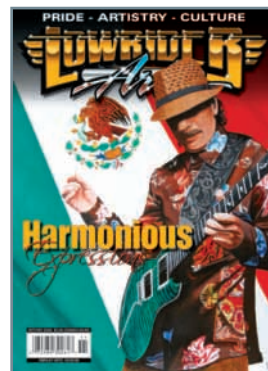
Each year, the readers of *Lowrider* want more, so we've decided to give them just that. The new *Best of Series* profiles the top lowriders, the latest bombs, and even customized SUVs. Each issue is jam-packed, offering our readers more outtakes, more photos, and more coverage of the girls and cars we love.

- National distribution backed by *Lowrider's* world-famous branding.
- See the hottest rides as they work toward becoming the “*Lowrider* of the Year.”
- The world's hottest lowriders wait in line for full features in this issue.



LOWRIDER ARTE

Established in 1990, *Lowrider Arte* was launched after the tremendous response to the cultural art movement. *Arte* gives talented artists, particularly Chicanos, a place to belong and to display their best work. It is the only bimonthly title of its kind and features some of the best original pieces from around the world. Featuring airbrush, watercolor, marker, oil, and pencil, *Lowrider Arte* has become the melting pot of cultural representation and continues to give many young artists the inspiration to follow their dreams. The magazine is not only a forum for expression, but also a learning tool, used at schools and universities as an example of modern artistic achievement.



- Over 30,000 units on newsstand alone.
- The premier and only Chicano art publication.
- The forum of expression for cultural artists nationwide.
- Published multiple times per year.

SIP covers and titles are subject to change.

POLYBAG OPPORTUNITIES



CALENDARS

Imagine having your brand, products, or services in front of our readers 365 days a year! The 2007 polybagged calendars can give your company just that with tech tips and photos targeted just for your audience.

Lowrider's one-of-a-kind calendar continues to be an industry best-seller. Featuring 12 months of the hottest women and most glamorous cars, the LRM Calendar is where it's at.

- Formats can be customized to support branded products.
- Sponsorship is limited as these calendars are the perfect promo pieces for any aftermarket automotive company.



DVDS

Super Street and *Import Tuner* have partnered with JDM Video Option to bring our readers polybagged DVDs that contain some of the most exciting Japanese tuning footage ever filmed. From crashes to top speed runs, time attacks to D1 footage, these discs will be the talk of the industry. Sponsorship opportunities include: Branding on actual disc, Main Menu branding, 30 sec “must view” commercial spots, and Easter Eggs.



OTHER OPPORTUNITIES

Our magazines invite a multitude of additional opportunities for advertisers. Targeted mailings, market research studies, polybagged collateral materials...and that's just the beginning. Customized publications and “mini-mags” can be designed directly for your audience and distributed to thousands of consumers at the country's most popular events.

We also offer a multitude of licensing opportunities tied to the most popular IAG brands. Die-cast tuner cars, *Lowrider* apparel, RC vehicles, even video games...We can offer you limitless opportunities to be seen, shared, and sampled by our millions of fans. There is literally nothing we can't do to help pinpoint your audience and deliver the next wave of potential customers!

DIGITAL

LINKED.

Instant gratification. Our readers want info and they want it now. Tech tips at 4 a.m. on a Tuesday night. Afternoon blogs on their favorite cars and cover girls.

WE'RE ON IT.

24-7, we've got their needs covered. Nine Web sites. 10 million page views a month. Our readers embrace the net and grab their daily fix from IAG Web sites. Streaming video, podcasts, daily blogs, message boards... we Get Results by delivering a tuner experience that's fresh and at their fingertips.

www.caraudiomag.com • www.europeancarweb.com • www.eurotuner.com

www.hondatuningmagazine.com • www.importtuner.com • www.lowridermagazine.com

www.sportcompactcarweb.com • www.superstreetonline.com • www.turbomagazine.com

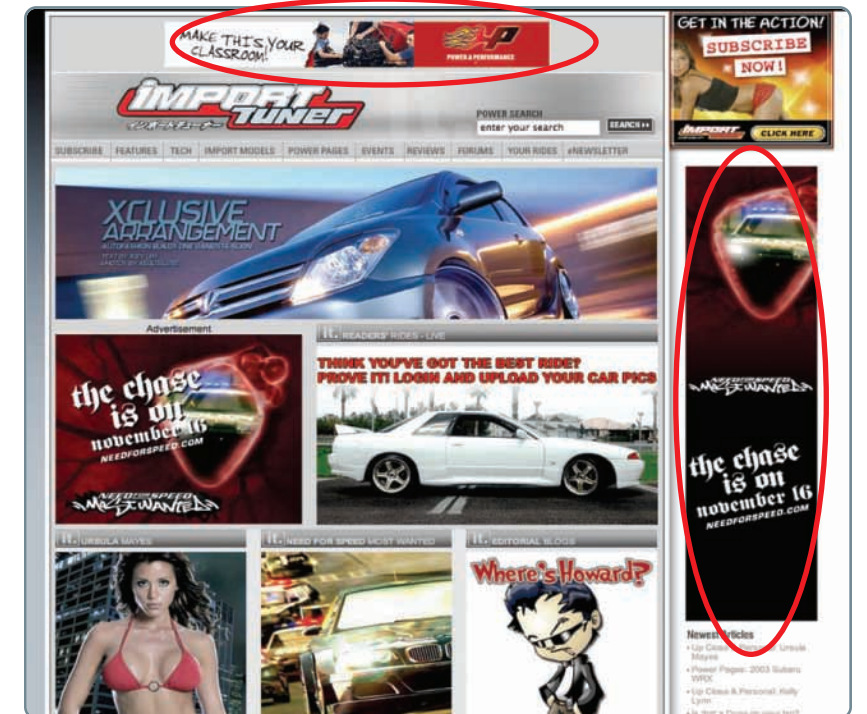
DIGITAL

DIGITAL MEDIA

All eyes on you...

If you want to be seen by our millions of online visitors, consider the impact of digital media. Target your messages directly to the consumers you want to reach. Through a combination of leaderboards, towers and other standard IAB ad units, we'll find just the right vehicle to get your products in front of your target audience. Accessibility is the key and it's never been easier to drive consumers directly from our sites to yours. Rich media, peel-backs, large placement options and exclusive sponsorships provide unique ways to get your message in the right place at the right time.

All of our display advertising is served and measured by DoubleClick, an independent, third-party service which tracks the progress and results of your campaigns.



NEWSLETTERS

One of the most effective ways to reach thousands of active enthusiasts is through our monthly email newsletters. Our subscribers are loyal and dedicated and actively seek out the latest insider information from their favorite titles. Through our newsletters, you have permission to be in their email inboxes and our exclusive tower ad sponsorship guarantees they will see your message.



MICROSITE PROGRAMS

BRING YOUR BUSINESS TO LIFE WITH PRIMEDIA!

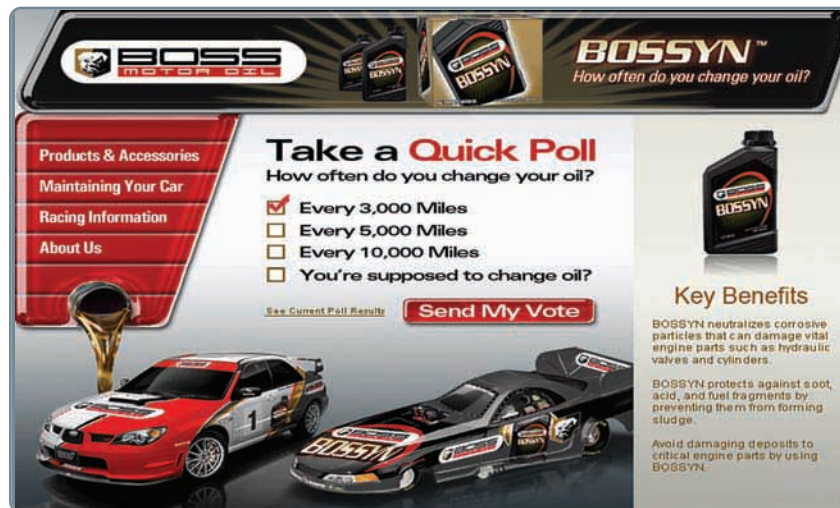
PRIMEDIA is home to the world's premier online tuner enthusiast network and is your conduit to a savvy, targeted, purchase-minded audience. Our readers have an unwavering appreciation for all things tuner, including the lifestyles embodied in each of our unique markets.

Our microsite options give you even more presence online and allow you to showcase your brand in an interactive format. Go "beyond the banner" and engage your customers with your brand and your products by choosing from our menu of microsite packages or speak to a sales representative for a quote on a customized program.

PROGRAM BENEFITS:

- Prominent product/company branding to a targeted responsive audience
- Coordinated media exposure across nine distinct tuner enthusiast sites
- Lead generation opportunities—build your database of qualified prospects
- Reporting on microsite activity and media unit click-throughs
- Expand your audience beyond print readers

THESE ARE THE OPPORTUNITIES THAT CAN TURN YOUR ONLINE PRESENCE INTO AN ONLINE EXPERIENCE.



A. ASK YOUR AUDIENCE!

Gather valuable insight and feedback from your consumers.

- Branded company microsite
- "Take a Quick Poll" section with one question and up to five answer choices
- Feature product images and information
- Up to four links to drive customers back to your Web site
- Reporting on site traffic and poll results
- Unique URL—easy to communicate to customers
- Includes 200,000 run-of-group ad impressions

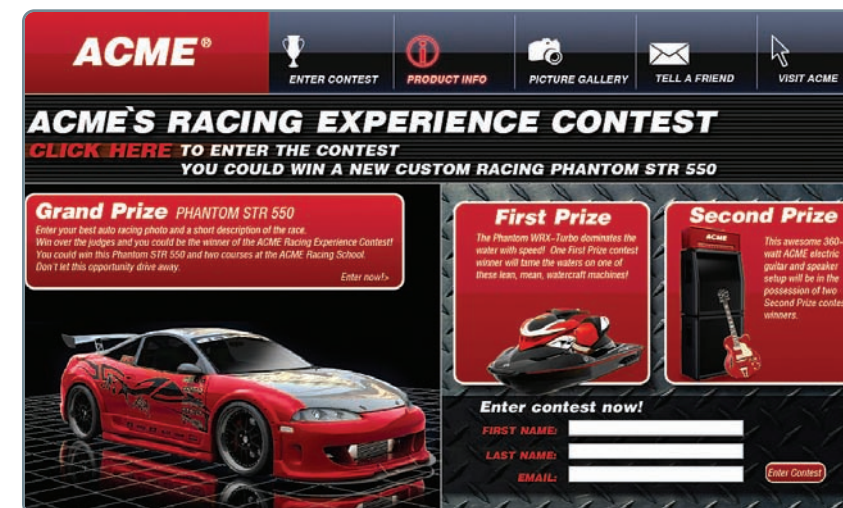
MICROSITE PROGRAMS



B. ONLINE SWEEPSTAKES

Create buzz and build your marketing database.

- Branded company microsite
- Full sweepstakes administration
- Client receives all opt-in data
- Choose up to two Content Sections:
 - Product Guide/Information
 - Photo Gallery
 - About Us/Company information
 - FAQs
- Viral "Tell a Friend" functionality
- Reporting on site traffic and sweepstakes activity
- Link back to your site
- Unique URL—easy to communicate to customers
- Includes 500,000 run-of-group ad impressions



C. ONLINE CONTESTS

Engage your core audience in activities they love.

- Branded company microsite
- Full photo or essay contest administration
- Choose up to two Content Sections:
 - Product Guide/Information
 - Photo Gallery
 - About Us/Company Information
 - FAQs
- Viral "Tell a Friend" functionality
- Reporting on site traffic and contest activity
- Link back to your site
- Unique URL—easy to communicate to customer
- Includes 500,000 run-of-group ad impressions

www.caraudiomag.com • www.europecarweb.com • www.eurotuner.com

www.hondatuningmagazine.com • www.importtuner.com • www.lowridermagazine.com

www.sportcompactcarweb.com • www.superstreetonline.com • www.turbomagazine.com

EVENTS

DIRECT.

In your face. We're a fast-moving generation craving live competitions, breakneck speeds, and an occasional bikini contest.

WE'RE IN IT.

Performance drives the tuner lifestyle. So let the tuners perform. Races, time trials, hydro hops, burnouts... Our seven different events hit every major city and Get Results by letting the fans go out and strut their stuff. And we've got plenty to show too, like bikini models, cover girls, live music, and more!

EVENTS 

SUPER STREET TOUR

Secure your sponsorship today for one of fall's hottest automotive events. Every September, over 500 high-performance vehicles hit the road to show their stuff on the *Super Street Tour*. Loaded with the latest aftermarket upgrades, these stylized street machines cram a lifetime of tuning into two days of madness across urban America. Each leg crosses hundreds of miles and thousands of spectators before the final stop for Atlanta's *NOPI National Motorsports Supershow*. For the millions of *Super Street* readers, this is the year's biggest event and one that you cannot afford to pass up.

The first wave of exposure begins with the June issues of *Super Street*, followed by post-event magazine and web coverage the following January.



OFFICIAL SPONSORSHIP BENEFITS:

- Category exclusivity
- Logos on both front and back cover of *Tour Passport*
- Goodie Bag contributions, 3,000 items (key chains, decals or brochures, etc.)
- Logos on front of Goodie Bags
- Onsite raffles at the *Tour Zone*
- Logo appearances on *Tour* stop banners
- Banner opportunities at overnight stops
- Logo appearances on front of official *Tour* T-shirt
- *Tour* logo usage in corporate advertising
- Name mentions in PR generated by PRIMEDIA
- Logos on all collateral materials, including 50,000 rave cards
- Logos in all event coverage issues of *Super Street*
- Logos in *Super Street* Web site promotions

KREUZERFEST

Every year, hundreds of drivers "Kreuze" the East Coast highways out for IAG's most popular summer pastime. A celebration of the Volkswagen and Audi driving experience, *Kreuzerfest* gives participants the chance to mingle and ride with fellow enthusiasts across hundreds of miles on the way to the popular VW/Audi *Waterfest Festival*.

Fans look forward to this event all year as an opportunity to show off their customized vehicles, mingle with our editors, and be featured in *eurotuner's* magazine and Web site. Participants also gain valuable insight from VW and Audi experts with designated tuner and tech stops along the routes.

Sponsorship opportunities give your company a unique and innovative forum to reach this targeted tuning segment, with comprehensive pre- and post-event coverage through the *eurotuner* brand.



OFFICIAL SPONSORSHIP BENEFITS:

- Official Sponsor promotional pieces will be included in Goodie Bags
- Logo on front of Goodie Bag
- Onsite raffles at stops along the way and at final destination
- Logo appears on *Kreuzerfest* tour stop banners
- Name mention in event PR generated by PRIMEDIA or PRIMEDIA's contracted PR firm
- Logo on all collateral materials including 20,000 rave cards
- Logo in all pre-event coverage in *eurotuner*
- Logo placement in post-event coverage in *eurotuner*
- Logo on *eurotuner* Web site to further promote event



CAR AUDIO TRIFECTA SERIES

IAG's newest event is unlike any other competition on the circuit today. Built upon automotive perfection, *Trifecta* challenges our readers to take their personal vehicles and put them to the ultimate test. The goal is to find the world's most superior show car, based upon three key features: (1) overall aesthetics, both interior and exterior, (2) sound system quality, and (3) peak SPL (Sound Pressure Levels). Participants must undergo rigorous testing in a series of challenges and outperform the competition at the country's most popular tuner events.

Only *Car Audio and Electronics* can offer the media exposure, world-class celebrity judging, and unrivaled credibility worthy of classifying the ultimate automotive machine, and you can join them every step of the way with dozens of unique sponsorship opportunities.



OFFICIAL SPONSORSHIP BENEFITS:

- Logo placement for pre- and post-event coverage in *Car Audio and Electronics* magazine
- Name/logo on all collateral materials including event "passes" and promotional pieces
- Banner placement
- Sampling and raffle opportunities
- Logo on event T-shirts
- Prominent booth space

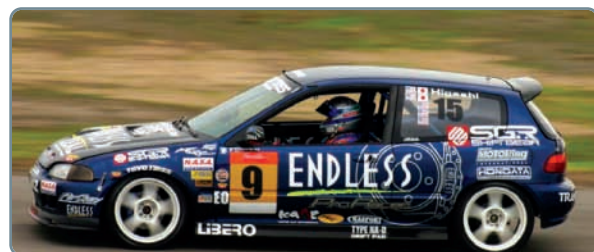


TIME ATTACK

Place your bets. Choose your sides. Racers from Japan, Europe, and North America are gearing up for the challenge of their lives as they attempt to beat the *Time Attack* clock. An event on truly the grandest scale, this epic competition spans seven months and five states.

Taking on the *Attack* gives worldwide drivers the chance to test their skills and break new records. *Super Street* and *eurotuner* join the madness each step of the way, documenting all of the excitement and drama as the final showdown approaches.

In the end, you'll witness hundreds of competitors and thousands of attendees, but only one winner. Be there for the entire run and sponsor this exciting event before *Time* runs out.



OFFICIAL SPONSORSHIP BENEFITS:

- Prominent location in pit area for booth space
- *Time Attack* logo to include company logo
- Event logo with company logo on all participating cars
- Banner placement at track
- Logo included on all pre-event promotions
- Logo included in post-event coverage in *Super Street* and *eurotuner*
- Logo used in all online promotions on www.superstreet.com and www.eurotuner.com



ULTIMATE STREET CAR CHALLENGE

All across the country, training is underway for the next *Ultimate Street Car Challenge*. Testing, tuning, grinding...our readers look forward to this competition every year and take it very seriously. And why not? This is one *serious* event. Only 11 cars are selected to compete. With 15 categories ranging from acceleration speeds to lateral g-force, attaining the title of *Ultimate Street Car* is no easy task. Being crowned the champ brings the winner millions of *Sport Compact Car* fans and a lifetime of bragging rights.

Throughout the event, sponsors get to know drivers on a firsthand level, exposing them to the products they need for maximum performance. *Sport Compact Car* exposure spans several months, both in-book and on the web.



OFFICIAL SPONSORSHIP BENEFITS:

- Logo placement as an Official Sponsor of the *Ultimate Street Car Challenge* in all print and promotional materials
- Logo placement on the *Ultimate Street Car* site contained within the *Sport Compact Car* Web site
- Link on the *Sport Compact Car* Web site
- Official Sponsor will have the right to use the *Ultimate Street Car Challenge* logo on all promotional material
- Editorial exposure as an Official Sponsor of the *Ultimate Street Car Challenge*
- Banner placement at each venue

EUROTUNER GP

For over four years, *eurotuner GP* has brought the leading US-based European cars together to compete and show off their signature styles. This year expect even more, with two days of over-the-top Dyno Challenges and GP road races. *eurotuner's* event coverage is extensive, with a minimum of 10 print pages profiling the vehicles, racing results, and horsepower figures, plus daily updates on the web.



OFFICIAL SPONSORSHIP BENEFITS:

- Official Sponsorship is non-exclusive
- Logo placement in the News Section of *eurotuner* to announce the event
- Logo placement in pre-event promotion in *eurotuner*
- Logo placement in *eurotuner* post-event coverage
- Logo placement on official event T-shirts
- Logo placement on event vehicles
- Logo placement on event banners
- Web presence on eurotuner.com promoting *eurotuner GP*

LOWRIDER GO-LO SERIES



Much more than an event, the *Lowrider Go-Lo Series* is an experience. One visit and you'll understand why it has become the world's longest-running automotive festival of its kind.

Hitting the country's biggest markets, this 12-event series provides the ultimate forum to celebrate the cars, music, and lifestyle that is *Lowrider*. Each show is completely unique, capitalizing on the most beautiful cars, trucks, bikes, and women each city has to offer.

The *Lowrider* competitions are among the fiercest in the industry. Participants pour thousands of dollars into stylizing their vehicles to earn the coveted "Lowrider of the Year" title, hydraulics competitions create vehicle "dance-offs" that need to be seen to be believed, and no show is complete without the "World Famous Bikini Contest."

Add to that live performances by today's hottest music artists and it's no surprise that the *Go-Lo Series* attracts over a quarter of a million attendees each year.

- The *Lowrider Tour* is the longest-running festival of its kind
- Concert performances at each event by top artists such as Ice Cube, Too \$hort, Chingy, Ying Yang Twins, Baby Bash, Li'l Rob, and Mike Jones
- 12 events per year in the country's biggest markets
- Custom-tailored national and regional sponsorships are available to fit your company's individual marketing needs



OFFICIAL SPONSORSHIP BENEFITS:

- Mentions included on co-branded radio buys promoting you as an official sponsor
- Signage/banners throughout the venue and inflatable display opportunities
- Merchandising booths to directly interact with the audience while distributing collateral
- Logo printed on show programs
- Editorial mentions in *Lowrider* magazine
- Logo displays on the *Lowrider* stage
- Logo and mentions on Web site coverage for lowridermagazine.com
- PA announcements for your company throughout the show
- VIP and complimentary admissions
- Tailored sponsorships to fit your company's individual needs/concepts



EVENTS

LOWRIDER

