



RACING  
*Associates*

"The measurement of success is a clearly defined combination of results, integrity, and passion for your racing program."

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### Immediate Driving Opportunities.

#### **-Firestone Indy Lights ( FIL )**

PDM/Racing Associates JV, is a joint venture between PDM Racing, Inc., Indianapolis, IN. and Racing Associates, Inc., Anthem, AZ.

We are offering **Open Seat Time** in a Firestone Indy Lite. There are opportunities to compete in any of the remaining FIL events in the 2009 season, as well as the entire 2010 Championship Season.

\*Testing dates also exist for both Road Course and Oval Venues for prospective drivers.

#### ***What Can We Do For You?***

PDM/Racing Associates JV is ready to provide you with **Complete Team Management & Support** to initiate, as well as sustain a successful racing effort. From a single race, to a complete season, our team is prepared to manage your racing operations, while also effectively marketing your Brand/Sponsor through unique, yet prolific recourses.

\*Priced per event or in packages, call us to discuss your options.

#### ***Extensive Testing Programs Available.***

Pricing is arranged as per the event structure, and may be negotiated to meet the clients need as required.

#### **Road Course:**

100 miles of supervised/observed Test Time at Putnam. All testing will be under the auspices of an IRL Official. If the candidate shows the necessary skill level as well as competence, a Provisional Road Course License may then be purchased.

**Cost:** \$10,000.00. Non-Refundable Deposit of \$2,500.00 is required.

#### **Oval Course:**

100 miles of supervised/observed Test Time at Kentucky. For the ovals it would be the same schedule for miles and provisions, but the price will be higher, due to cost of track rental.

**Cost:** \$15,000.00. Non-Refundable Deposit of \$3,500.00 is required.

\*Car and team will be shared with at least one more driver for a Test Day. All necessary equipment will be provided for Test. Driver will need to provide all safety apparel as required by the Indy Racing League.

\*\*Prices are for Single Packages with NO Crash Damage. Upon Crash Damage, Driver will be responsible for all parts, PDM is responsible for the labor.

\*\*\*Prices may be reduced by scheduling multiple events.



## **Who Are We?**

**PDM Racing, Inc.** is a Professional Racing Operation headed by *Paul Diatlovich*. Paul Diatlovich is a Veteran Indy Car Owner as well as a Mechanic. PDM currently holds a valid IRL Competition License.

**Racing Associates, Inc.** is a Motor Sports Management Company / Partnership, founded by brothers; *Mickey Meyer Jr. and Joe Gartrell*. Mickey Meyer is a veteran Sprint Car driver; however is know for his Engineering and car building prowess. Joe Gartrell is an experienced businessman and innovator. Joe has over 28 years of successful Management experience.

## **Experience**

- PDM Racing has qualified for the **Indianapolis 500**, eight of the last thirteen races.
- **Only 3** racing teams have remained in the IRL since it's inception in 1996. PDM Racing is one of those teams.
- **Over 60 drivers** have obtained their IRL Competition License through PDM Racing. Some of those drivers include: Three-time Indy Car Champion Sam Hornish Jr. \* John Paul Jr. \* Steve Knapp \* Jimmy Kite \* Jack Hewitt \* Ed Carpenter \* Billy Boat \* Mark Dismore \* and Eliseo Salazar.
- PDM Racing is well known for being able to compete, on less than optimum budgets. This can be attributed to the **Knowledge, Ingenuity, and Perseverance** of Paul Diatlovich.
- Paul Diatlovich has been successful with up-and-coming drivers, by emphasizing the fundamentals of car set-ups and driving the car.
- **Tim Wardrup**, the PDM Racing team engineer, had a storied Indy 500 background. He was the engineer on the car that **Arie Luyendyk** drove to an Indianapolis Motor Speedway record in 1996.

## **Low Overhead Cost**

- ✓ The team is housed in the famous and historic A.J Watson race shop, which is fully equipped and reflects the history of the Indy 500 and AJ Watson's legendary status as one of the sports most successful Car Builders, and Mechanics.
- ✓ Full and Part-Time team members, which are focused, driven, and ready to win races as well as championships in both the IRL and FIL series.
- ✓ Cross-functionality of team members between series is an added cost advantage.
- ✓ The joint venture between PDM and Racing Associates
- ✓ PDM currently owns ( debt free ), significant assets including: Fully-Equipped Transporter, Pit Equipment, Shop Equipment, and Telemetry Technology.
- ✓ Racing Associates brings: Computerized Fabrication Machinery, and other significant tooling assets. ( Sponsorship would include the acquisition of additional equipment and technology, to handle the size and scope of racing operations as well as to maintain a competitive edge in both the IRL and FIL series.



### ***Focus***

The joint venture between PDM and Racing Associates, allows the team to focus entirely on racing, turning the business operations over to Racing Associates. This division of duties allows the entire team to concentration the core competencies, in a cost effective manner.

### ***Racing Associates Offers:***

- A comprehensive and integrated Motor Sports Management program that delivers winning results.
- Development of Drivers, Race Engineers, and Race Crew.
- Develop new racing operations or re-purpose existing operations.
- Manage ALL aspects of racing business operations.
- Full Range of Programs for Companies and organizations looking to increase sales and extent their brand with.

### ***To Contact Us:***

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