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April 30, 1997

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THE 1999 MBNA SUPERBIKE TOUR PRESENTED BY PARTS UNLIMITED

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MBNA Superbike Series presented by Parts Unlimited
Lockhart Phillips USA 750 SuperSport Series
Pro Honda Oils 600 SuperSport Series
Mazda Trucks 250 Grand Prix Series
Progressive Insurance Pro Thunder Series
Sunoco Formula Xtreme Series



1999 SEASON SCHEDULE

March 3-7 Daytona International Speedway, Daytona Beach, Florida Tickets: (904) 252-BIKE	June 18-20 New Hampshire International Speedway, Loudon, New Hampshire Tickets: (603) 783-4931
March 19-21 Phoenix International Raceway, Phoenix, Arizona Tickets: (602) 252-2227	July 9-11 World Superbike at Laguna Seca Raceway, Monterey, California Tickets: (800) 327-SECA
April 16-18 Willow Springs International Raceway, Rosamond, California Tickets: (800) 993-7338	July 16-18 Mid-Ohio Sports Car Course, Lexington, Ohio Tickets: (800) MID-0HIO
April 23-25 Sears Point Raceway, Sonoma, California Tickets: (800) 870-RACE	July 30-August 1 Brainerd International Raceway, Brainerd, Minnesota Tickets: (612) 475-1500
April 30-May 1 Laguna Seca Raceway, Monterey, California Tickets: (800) 327-SECA	September 17-19 Pikes Peak International Raceway, Fountain, Colorado Tickets: (888) 306-7223
June 4-6 Road Atlanta, Braselton, Georgia Tickets: (770) 967-6143	October 1-3 Las Vegas Motor Speedway, Las Vegas, Nevada Tickets: (702) 644-4443
June 11-13 Road America, Elkhart Lake, Wisconsin Tickets: (800) 365-RACE	

Catch the 1999 MBNA Superbike Tour presented by
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www.ama-cycle.org

as seen in

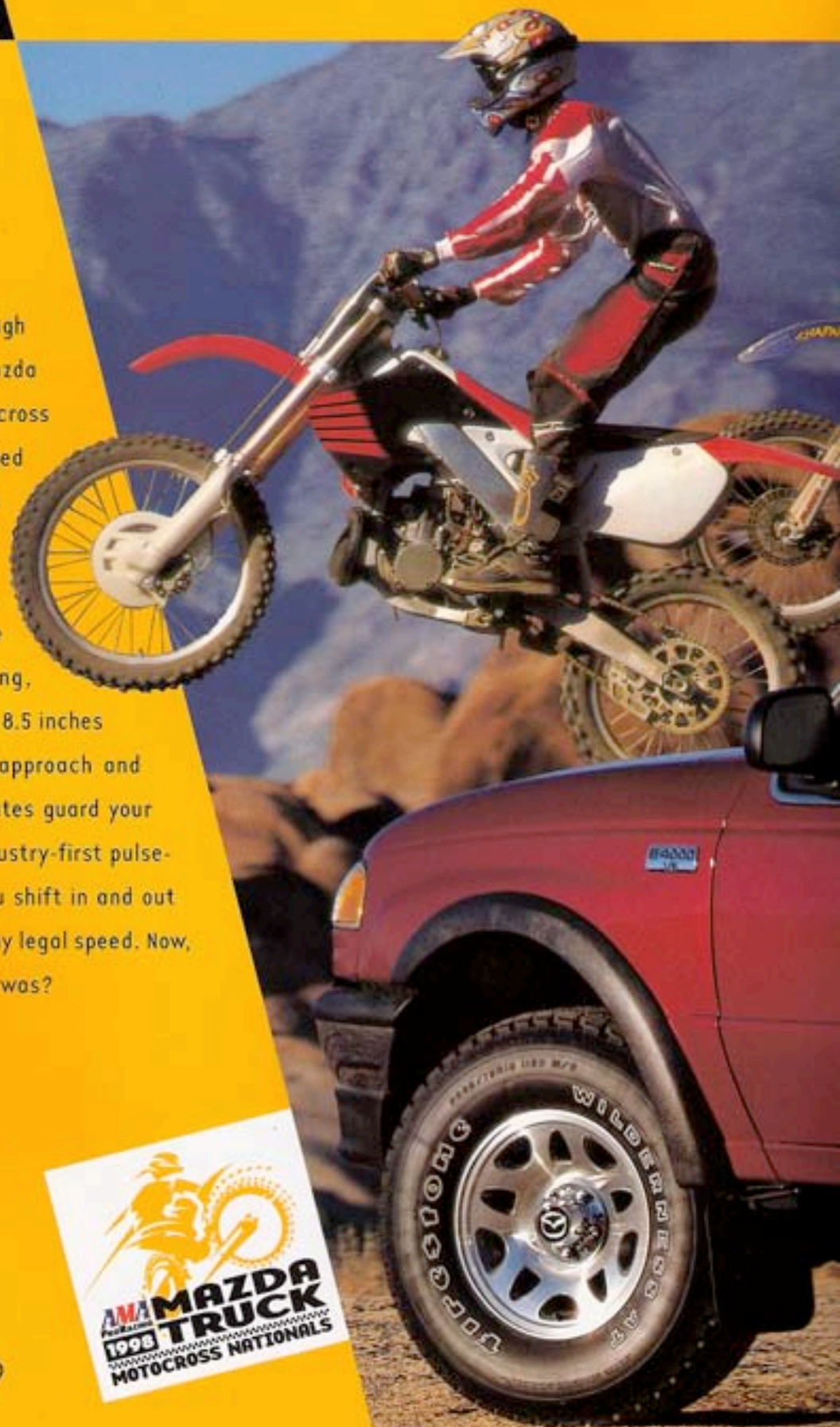
AutoWeek

The company we keep says it all.

Mazda makes the only trucks tough enough to sponsor the AMA/Mazda Truck Motocross Nationals. Motocross riders demand the same rugged dependability in their trucks as in their bikes, and why should you settle for any less? So when you get the urge to leave the road and do a little rock crawling, do it in a Mazda 4x4. It has up to 8.5 inches of ground clearance and high approach and departure angles. Steel skid plates guard your oil pan and gearbox. And an industry-first pulse-vacuum hub-lock design lets you shift in and out of 4-wheel drive on the fly, at any legal speed. Now, where'd you say that trailhead was?



*Jeremy McGrath and Jimmy Button,
top riders in the AMA/Mazda Truck
Motocross Nationals.*



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**BIKERS SHOW
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MEMBERS OF THE CHEVY TRUCK
SUPERCROSS TEAM TAKE TO AIR
➤ please see PAGE 1B
UAW HALTS EFFORTS TO UNIONIZE
FOREIGN AUTOMAKERS' PLANTS
➤ please see PAGE 3A

VOLUME 23, NUMBER 26 • 2 SECTIONS • FREE AT NEWSSTANDS • WARREN, MICHIGAN • FEBRUARY 28, 2000

CHEVY TRUCK PUTS WEIGHT BEHIND SPONSORSHIP OF AMA MOTOCROSS

By Phil Foley
Staff Reporter

The blush is still on the bride, but for the moment, Chevrolet Motor Division and the American Motorcycle Association (AMA) are fairly giddy with anticipation over their recent nuptials.

Chevy, General Motors Corp.'s biggest division, and the AMA, the oldest and largest motorcycle race sanctioning body in the U.S., recently signed a multiyear agreement that make's Chevy Trucks AMA Pro Racing's largest corporate sponsor.

According to Bill Nordquist, AMA Pro Racing's marketing and communications manager, Chevy Truck's sponsorship equals the support of the next four corporate sponsors combined.

"This is awesome. This is huge. This is what we've dreamt about for the last 10-15 years," said Nordquist, looking down from the Chevy corporate suite in the Pontiac Silverdome at the temporary Supercross track several stories below.

Nordquist said he believes Chevrolet's backing will help elevate motorcycle racing in the U.S. to a level on a par with NASCAR.

Chevy Truck is now the title sponsor for the AMA's Superbike Championship series and its U.S. Motocross Championship series. The Bow-tie team is also the primary sponsor of the U.S. Motocross Des Nations team, which is sort of the Olympics of motocross, and Chevy is the official truck of the AMA U.S. Flat Track Championship series.

In the only other remaining major AMA series — Supercross — Chevy Truck is only a team sponsor. E.A. Sports, a video game maker, is the title sponsor of the

ing sponsor.

It was Toyota and Mazda's interest in motorcycle racing in recent years that caught Chevrolet's attention, said John Farris, assistant brand manager for Silverado.

Chevy Trucks took over from Mazda as the title sponsor of U.S. Motocross Championship series and Toyota is in the last year of a three-year contract to be presenting sponsor for Supercross.

According to AMA statistics, in 1998 (the most current year available) the average motorcycle owner was 38 years old and had an average household income of \$44,250. That's up from an average of 24 and income of \$17,500 in 1980.

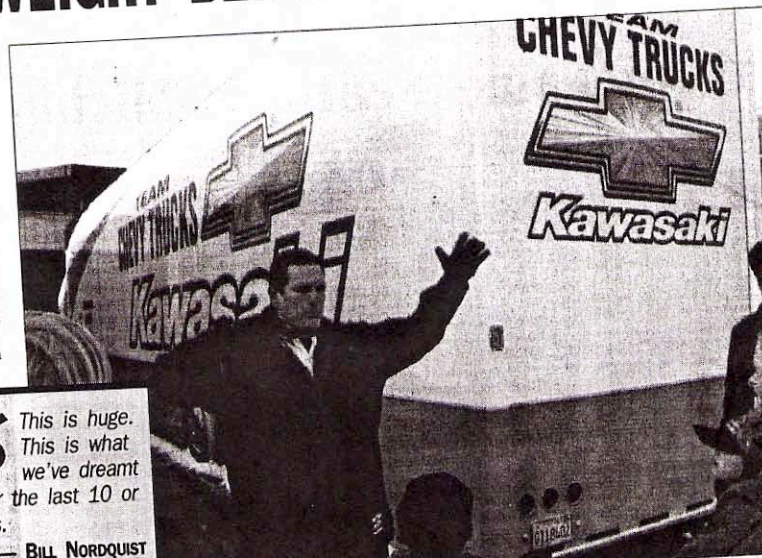
"The bubble is following the Boomers," observed Nordquist, adding that there has been a slight but steady increase in motorcycle sales in the U.S. in recent years. He noted that "Harley-Davidson" just passed Honda in sales.

AMA's 1998 motorcycle ownership study showed there were more than 6.5 million registered motorcycles in the U.S., enough for 2.5 bikes for every 100 Americans.

Nordquist noted that while motorcycle ownership carries with it something of a Marlon Brando, studded-leather-jacket, Hell's-angel kind of image, the reality is that nearly half of all motorcycle owners have gone to college or graduate school and 31.3 percent list their profession as professional or technical, while another 15.3 percent are either mechanics

**“This is huge.
This is what
we've dreamt
about for the last 10 or
15 years.”**

— BILL NORDQUIST



SPOKESMAN FOR TEAM CHEVY Trucks Kawasaki Tony Gardea gives GM employees a pit tour of team's trucks at the Pontiac Silverdome. Team trucks like this one burn \$1 million to \$2 million a season in operational costs, and usually travel more than 16,000 miles annually.
—photo by Gerald

Americans, according to the AMA study, spent \$3.5 billion in 1998 alone on new machines.

These are the kinds of numbers that make an automotive marketer's heart go all aflutter.

Members of the Chevy Truck marketing team expressed surprise at the readily apparent disparity between trucks and cars — nearly four to one — in the Silverdome parking lot prior to the Feb. 19 Supercross race.

They smiled even more when Tony Gardea, Kawasaki's publicist for Team Chevy Trucks Kawasaki, told them that during a typical autograph session, their team signs between 200 and 300 posters an hour.

Farris said Chevy Truck's connection to the 75-year-old AMA is very similar to its connection with the U.S. Ski Team.

"This is affinity marketing. This is about lifestyle," he said, noting that people who own motorcycles then need a truck to haul them around.

"Our on-site track presence and television advertising commitment to the AMA are excellent platforms to showcase our Silverado and S-10 pick brands," said Farris.

Interestingly, Chevy's partner on the Supercross circuit, Kawasaki, is the only motorcycle manufacturer in the series that doesn't have a division that makes auto parts or cars.

However, said Farris, that what attracted Chevy Truck team. He said Chevy looked rising star rather than a champion because "we didn't want seen as just going out and a winner."

And while Team Chevy Kawasaki isn't leading the the halfway mark of the 20 son, it shows a fair amount of potential. Ricky Carmichael out last year as AMA National Motocross champion the third time and was the 125cc representative U.S. Motocross Des Nations for the second straight year.

Please see RACING page

CHEVY TRUCKS



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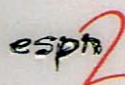
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AMA Chevy Trucks U.S. Superbike Championship
Pro Honda Oils 600 SuperSport
Lockhart Phillips USA 750 SuperSport
MBNA 250 Grand Prix
AMA Formula Extreme
Buell Pro Thunder



2000 SEASON SCHEDULE



March 8-12
Daytona Intl Speedway
Daytona Beach, FL.
Tickets: (904)252-BIKE

May 5-7
Sears Point Raceway
Sonoma, CA.
Tickets: (800)870-RACE

June 2-4
Road Atlanta
Braselton, GA.
Tickets: (770)967-6143

June 9-11
Road America
Elkhart Lake, WI.
Tickets: (800)365-RACE

June 16-18
New Hampshire Intl Speedway
Loudon, N.H.
Tickets: (603)783-4931

July 6-9
Laguna Seca Raceway
Monterey, CA.
Tickets: (800)327-SECA

July 14-16
Mid-Ohio
Lexington, OH.
Tickets: (800)MID-OHIO

July 28-30
Brainerd Intl Raceway
Brainerd, MN.
Tickets: (810)249-5530

August 11-13
Pikes Peak Intl Raceway
Fountain, CO.
Tickets: (888)306-RACE



as seen in the

AutoWeek
Racing Fan Guide



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Get in the Race





**AMA  CHEVROLET
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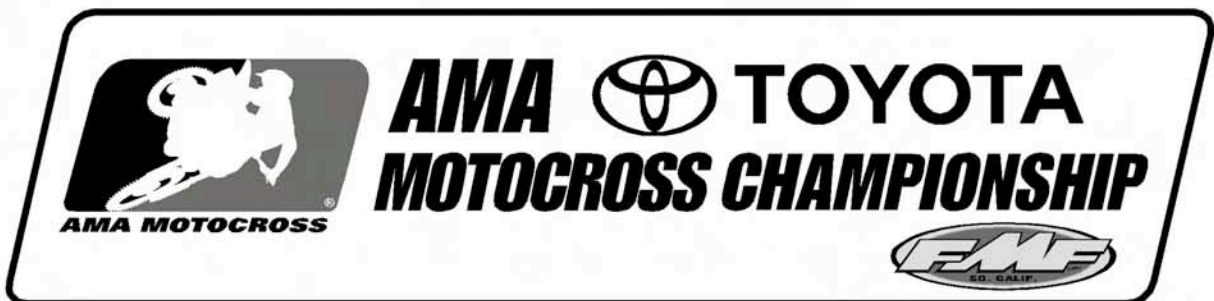
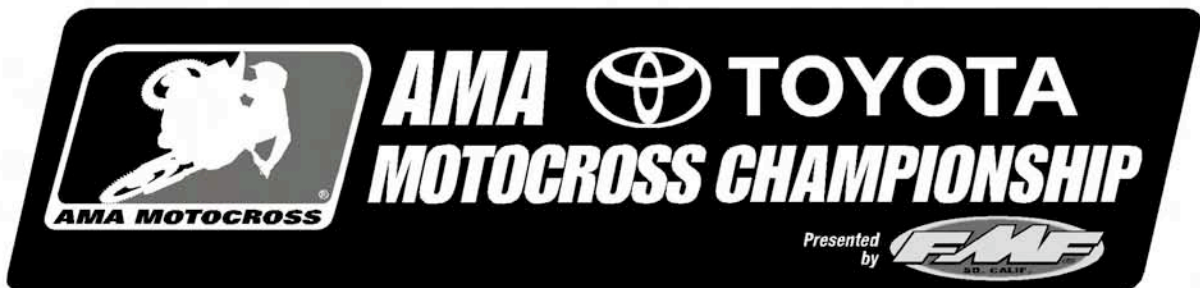
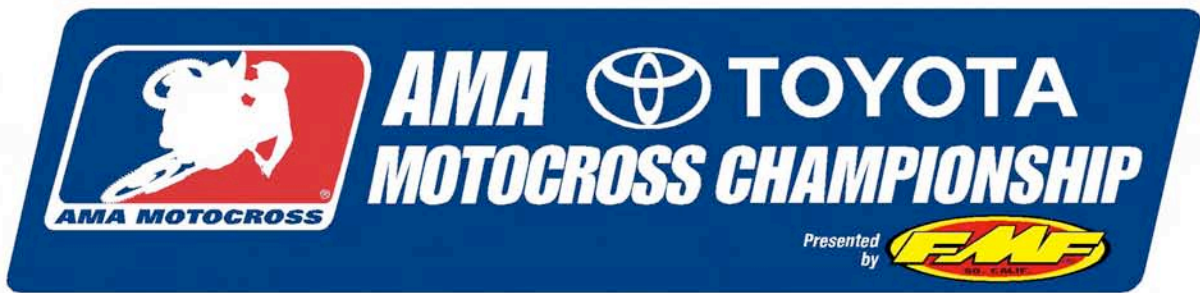
**AMA *PROGRESSIVE*[®]
FLAT TRACK CHAMPIONSHIP**



**AMA HILLCLIMB
CHAMPIONSHIP**

Presented by

** *pace*
AMERICAN[®]**



Series Title Logo: Print & Electronic

Per the terms of the sanction agreement, the AMA Ford Quality Checked Flat Track Championship series title logo is required as the primary logo for use in print and electronic communications related to the race event, including the event program.

The AMA Ford Quality Checked Flat Track Championship series title logo is the only graphic approved for event-related merchandise applications, and only with prior approval and written permission from AMA Pro Racing, as detailed in the Merchandising section (page 11).

Series Title Logo
AMA Progressive Flat Track Championship



AMA Flat Track League Logo



The AMA Flat Track league logo may be used only in secondary print and electronic media applications, where the AMA Ford Quality Checked Flat Track Championship series title logo has already been prominently displayed or would appear redundant. Refer to page 9 for specific requirements.

IMPOSING OUTDOOR MEDIA IN THE HEART OF THE ARENA DISTRICT:

HIGH-WATTAGE AUDIO AND VIDEO | ADTV commands the attention of nearly 3 million year-round Arena District visitors. Adjacent tri-face billboards reinforce ADTV commercials in alternating still sequences.



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GATEWAY KIOSKS AND LIGHTED ARENA DISTRICT PLAZA CLOCK

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over 2 million cars
parked annually



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THE ARENA DISTRICT LEXUS EXPERIENCE:

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OVER 2 MILLION CARS PARKED ANNUALLY

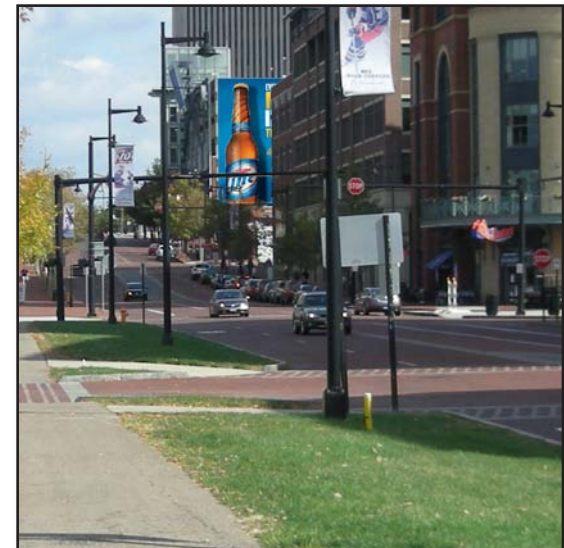


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IMPOSING OUTDOOR MEDIA IN THE HEART OF THE ARENA DISTRICT

High-visibility outdoor advertising, visible from over three blocks away and adjacent to Nationwide Arena, Huntington Ballpark, Arena Grand Theatre and many other dining and entertainment venues.



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