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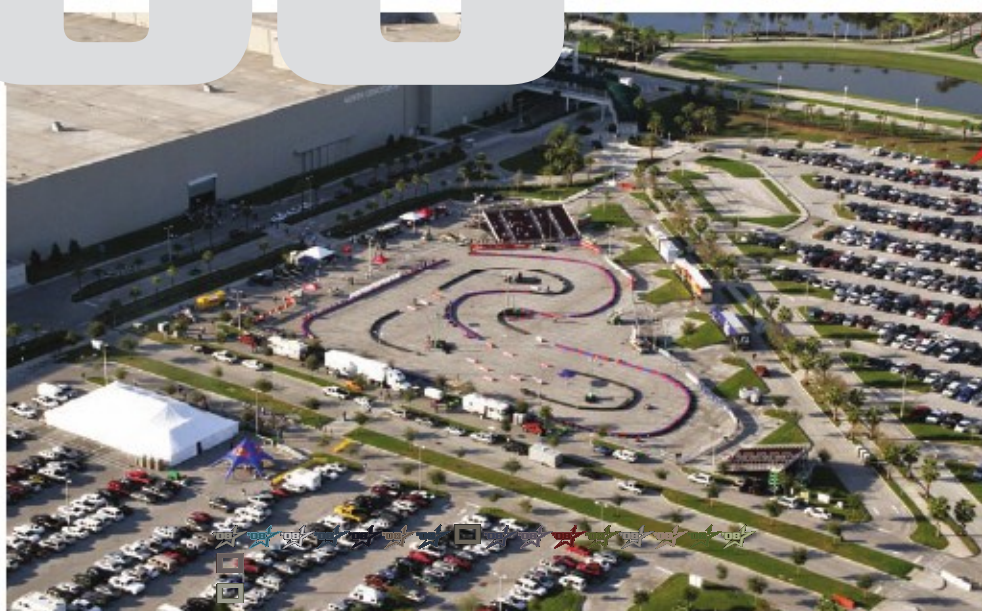
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08



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**Welcome** to the 3rd Annual PRI All-Stars Karting Classic! As it has been in years past, you are in for quite an evening! Hang on to your hat! You are going to witness something very special!

Tonight's first event, the Karters division race, will showcase some of North America's finest young karters racing under the lights on the newly redesigned track, now featuring three more turns, seven total, adjacent to the Orange County Convention Center and the PRI Trade Show. These are the stars of the future of motorsports. Watch closely as they ferociously demonstrate their tremendous driving skills on the demanding tight and twisty track for 50 exciting, breathtaking laps.

Another very special event comes back to the All-Stars Karting Classic when 20–25 full-fledged racing stars return to their kart racing roots in the All-Star Masters division. They will go nose to tail for 50 laps, too, on the specially designed track. Many big names had already signed on to participate at press time such as Buddy Rice, Scott Speed, Ryan Hunter-Reay, Marco Andretti, Michael Valiante, Nelson Philippe, Bryan Herta, Jamie McMurray, and AJ Allmendinger. By race time, you will be seeing a full complement of all-star drivers representing a true cross section of high-end professional racing talent. As in years past, spectators will be standing and cheering on every lap.

Karting is one of the most active segments in all of motorsports, attracting thousands of young new racers every year and servicing as a sophisticated, affordable form of racing in its own right. The number of kart racing exhibits in the *Performance Racing Industry Trade Show* is exploding! We are excited to use the world's largest racing trade show to put the spotlight on this thriving form of motorsports.

Where else can you see such superb racing action and the finest drivers doing what they do best under the lights in front of packed grandstands of enthusiastic fans? Here we go for a full evening of exciting racing action. Be sure you visit the cold beverage stands and take advantage of the expanded food service areas featuring a variety of tasty treats. This is THE PLACE to be on Thursday night! WELCOME!

Steve Lewis

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**OFFICIAL SOUVENIR PROGRAM** December 11, 2008

**08 WHAT YOU'LL SEE TONIGHT**

Tonight's 3rd Annual PRI All-Stars Karting Classic will dazzle spectators with nose-to-tail kart racing action on a specially designed track under the lights.

**20 PASSING ZONE!**

The race track for this year's PRI All-Stars Karting Classic has been increased in size and redesigned for even more passing! Read all about this new circuit.

**22 FAST TIMES IN ORLANDO**

Here's a photographic tour of the first two PRI All-Stars Karting Classics, from the dramatic rain drenched inaugural race in 2006 to last year's picture perfect karting event.

**30 TOMORROW'S STARS TODAY**

The Snap-on Stars of Karting presented by IndyCar Series was developed to provide a career starting point in the top levels of motorsports.

**34 KARTING IS BIG BUSINESS**

Tonight's big kart race helps put the spotlight on the rapidly growing number of kart supplier exhibits at this week's PRI Trade Show. Approximately 50 kart companies exhibit.

**40 DRIVERS**

Here's a table of facts about competitors at tonight's PRI All-Stars Karting Classic in both the Masters and Karter Divisions. You'll learn facts such as kart number, team, chassis, engine, and hometown.



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What You'll See Tonight

# ACTION UNDER THE



Illustration by Dale Davis.

## The 3rd Annual PRI All-Stars Karting Classic Will Light Up The Orlando Night With Wheel-to-Wheel Racing Action.

### Tonight's roaring kart racing action

on the specially designed and newly expanded track adjacent to the Orange County Convention Center will be action-packed, entertaining, thrilling, and extremely competitive. The 3rd Annual PRI All-Stars Karting Classic produced by Snap-on Stars of Karting features noted race car drivers as

well as some of karting's top up-and-comers.

Included in the lineup, at press time, were such notable drivers as 2004 Indy 500 champion Buddy Rice, NASCAR and former F1 driver and now an ARCA and NASCAR Truck Series star Scott Speed, 2008 Indy 500 Rookie of the Year Ryan Hunter-Reay, IndyCar star Marco Andretti, last year's





By Nick Gagala and Christen D'Alessandro

# LIGHTS



NHRA drag racing star  
Ron Capps at speed.

All-Stars Kart winner and one of open wheel racing's top young talents Michael Valiante, French open wheel racer Nelson Philippe, ALMS star Bryan Herta, NASCAR drivers Jamie McMurray and AJ Allmendinger.

This race is split up into two divisions—the All-Stars “Masters” division for the professionals and a division for the best of the

*All-Stars Karting Classic 2008*



## All-Stars Karting Classic Event Schedule

TIME	EVENT
	<b>Qualifying</b> (15 minutes on track for each division)
6:00 p.m.	Stars of Karting Karter Division
6:30 p.m.	Masters Division
	<b>Pre-Finals</b> (25 laps each)
7:00 p.m.	Stars of Karting Karter Division
7:30 p.m.	Masters Division
	<b>Feature Events</b>
8:00 p.m.	Introductions
8:15 p.m.	Stars of Karting Karter Division
	<b>Karter Division Podium Presentation</b>
8:45 p.m.	All-Stars Classic Masters Division
9:15 p.m.	All-Stars Classic Podium Awards Ceremony

regular Stars of Karting racers, including top drivers such as Joel Miller, Gary Carlton, and David Jurca. Pole position winners in both the Masters and Karters divisions will have \$500 from Ilmor Racing Engines donated to a charity of their choice in their name.

Three more turns have been added to the track this year, so the racers will be competing on a technical seven-turn track purpose-built for this occasion.

Stars of Karting President Paul Zalud said spectators can expect “fantastic wheel-to-wheel racing with endless passing and non-stop action. The ‘bullring’ nature of this layout and setting has proven to be a phenomenal spectacle for all the fans in attendance.”

Herta, who co-founded the Stars of Karting in 2000, said, “The karts are purpose-built 125cc machines capable of speeds up to 100 mph. This type of racing is where the vast majority of racers started their careers, so it is great for a lot of us to get back to our roots and have an event where you don’t have to worry about points or sponsors or anything, just get out there and do what we love.”

*Continued on page 14*



This page, photos from the 2007 PRI All-Stars Karting Classic, clockwise, from upper left: ALMS and Indy Car veteran Bryan Herta poses with PRI's Arianna Maugeri and Michelle Gallegos; six-time world karting champion Mike Wilson and racing star Christian Fittipaldi chat in the Snap-on Paddock; Indy Car standout Marco Andretti (center) inspects his kart with interested spectators Paulie Harraka (left), a top driver from the NASCAR Camping World West Series, and Formula Atlantic standout and A1GP winner Jonathan Summerton (right); young karting ace Gary Carlton (center, in black drivers suit) celebrates winning the 2007 Karters Division race.



## Bragging Rights Go To The Champ

The winner of tonight's All-Stars Masters Division race will be awarded the prestigious PRI All-Stars Karting Classic Perpetual Trophy. The unique Perpetual Trophy, crafted by Trigard Bronze, honors the winning Masters Division driver and kart chassis manufacturer. The winning kart chassis manufacturer will be given this trophy to keep, then can display it in its booth in the Orange County Convention Center during the PRI Trade Show and in its facility after the Trade Show.

The Perpetual Trophy plate is 19 inches by 12 inches. It is a highly polished aluminum diamond plate design featuring a CNC machined PRI All-Stars Karting Classic logo. The logo is placed off the diamond plate with aluminum bushing to give it a true three-

dimensional look and feel.

The Masters race winner will join past winners Buddy Rice (2006) and Michael Valiante (2007) with plates affixed to a single border aluminum back plate in honor of the champion. The race winner plates have a 3D CNC machined relief of a helmet along with the year, driver name, and the manufacturer's name. The plates are black and white to resemble a checkered flag. The back plate is also placed off the diamond plate with aluminum bushings to give it a three-dimensional look as well.

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Packed grandstands and a lively Snap-on Paddock have become signatures of the PRI All-Stars Karting Classic. Below, Bryan Herta and his tuner, Kimball Williams, prepare their kart for the big event in 2007.



## Ilmor Racing Engines Awards Pole Position Winners

Pole position winners in both the Masters and Karters divisions will have \$500 from Ilmor Racing Engines donated to a charity of their choice in their name at tonight's PRI All-Stars Karting Classic.

"We are very excited to be part of the prestigious PRI All-Stars Karting Classic, where the stars of tomorrow get to race the stars of today," said Ilmor Racing

Engines Racing Program Manager Wayne Bennett. "Our participation in this event is part of our commitment to being involved at every level of US motorsports. PRI puts on a fantastic show and our presence has given Ilmor Engineering the opportunity to show the US motorsports market that we are more than Formula One and IndyCar engine designers."

Series President Paul Zalud said, "To

have a company with the racing heritage of Ilmor step up to support this event, and driver-chosen charities is a great source of pride for us. We hope we can show Ilmor what a great motorsports venue karting is at this event."



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"I have great memories of my days in karting in my youth," said Speed. "However, as I have progressed in my career, I am only able to kart for training during the season due to my schedule. The Stars of Karting/PRI All-Stars Karting Classic was a great event to be a part of for me. As my first karting race in many years, it was great to come to Orlando and run against some of the guys I raced when I was young. I also got to race with my dad and brother, which is always cool."

Tonight's announcer Rob Howden (see sidebar, page 16) said he expects to describe another thrilling night of karting action. "The first two races have only set the stage for what will be an incredible event in 2008," he said. "The rain that soaked the inaugural race in '06 kept the show goers from enjoying the action, but last year's perfect weather exposed the excitement of the sport to a whole new audience. With additional grandstands and an even more

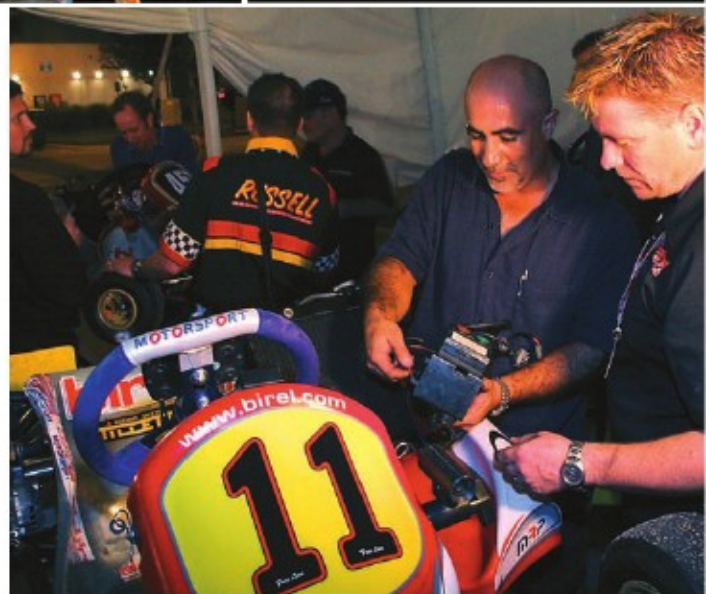
professional show, I expect that this year's PRI All-Stars Karting Classic will be considered one of the most important events in the history of the sport."

Hunter-Reay said, "I grew up karting, like many of the other drivers, and still to this day I have two karts, and it's my main off-season training program. It's just something that I absolutely love to do so if there's a kart race and guys who I race against in the regular season are going to be racing in it, I want to be racing against them."

*Continued on page 18*



Head over to the Snap-on Paddock for the chance to see plenty of racing stars up close, as well as teams sorting out all the technical details, preparing to do battle tonight. Left photo, drag racing star Ron Capps, right, talks karting with his crew at the 2007 event. Below, crew members Rony Miron (left) and Marc Miller (right) make adjustments to Jan Heylen's #11 MRP-Birel America kart in '07.



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## ROB HOWDEN: The Voice of Stars of Karting Announces Tonight!

A very important dimension to tonight's kart racing excitement will be heard loud and clear over the track's PA system as Rob Howden, the voice of Stars of Karting, will provide the most up-to-date information in his unique rapid-fire style.

Howden's knowledge and expertise in kart racing is immense. He is the editor-in-chief and publisher of four websites for Howden Media Group, Cambridge, Ontario, Canada: eKartingNews.com, eKartingNews.ca, eFormulaCarNews.com and IndoorKartingNews.com.

Howden first got into the sport of karting in 1994 when he was sent to cover the inaugural Barrie Grand Prix, a karting event in southern Ontario, for Performance Racing News (PRN). "I enjoyed the weekend and became very excited about the sport and its affordability, seeing it as a way to finally get behind the wheel myself," Howden said. "Over the next

three years, I worked to develop the karting coverage at PRN and the support of the karting industry in Canada made it possible for the newspaper to add more pages to cover the sport. Our coverage became quite intense and often featured as many as 10 pages, with regular larger pullouts."

In 1997, he signed on as the editor-at-large for *National Kart News* (NKN), which was the biggest karting publication in the US at the time, Howden said. "I spent two years working for NKN before I struck out on my own to publish *Shifter Kart Illustrated*, a gearbox-only karting publication that worked closely with Superkarts! USA (SKUSA), which led the shifter kart movement in the '90s," Howden said. "It was with SKUSA where I started announcing, taking hold of the microphone for their annual SuperNationals event and the nationwide ProMoto Tour that they ran

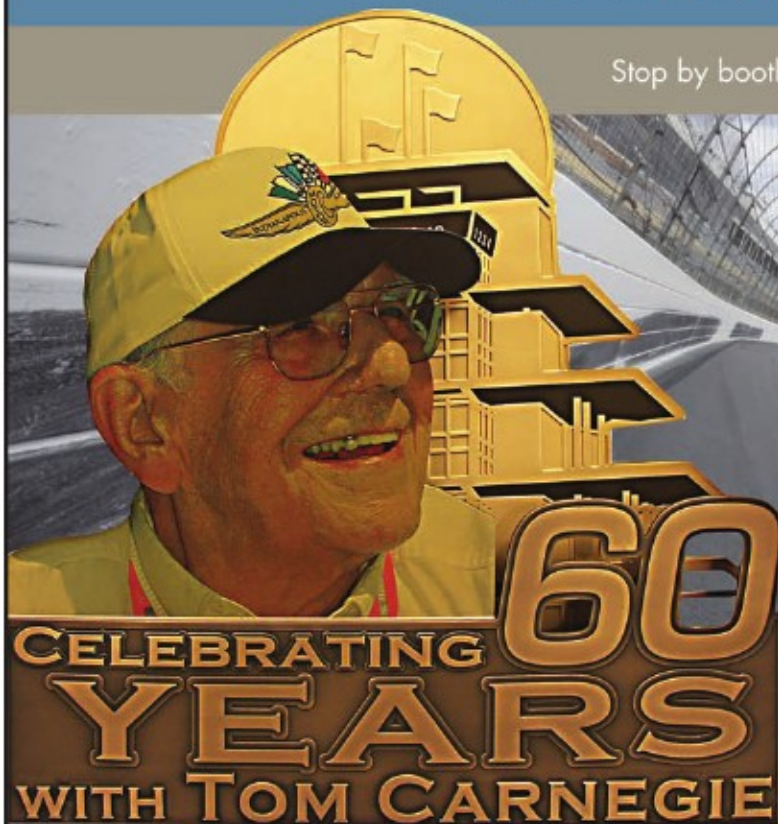
from 1999–2003. It was a no-brainer as I was there to cover the races and knew more about the drivers than anyone else. I had keenly listened to many announcers in Canada and drew from my favorites to develop my style."

Howden now announces for the Snap-on Stars of Karting series and other karting and open wheel programs. "In recent years, I've also been lucky to have been able to announce many junior formula series events, including the Formula BMW Americas series, the Star Mazda Championship and the Atlantic Championship," he said. "It's nice to get the chance to call a race with so many of the karters who I have watched move up the ranks."—*Nick Gagala*



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IndyCar's Rice is also pleased to be returning to the annual event. "It's great to get such a wide variety of different types of drivers from so many different motorsports together to go do something like this to help promote go-karting and to have just a good, all-around fun time," Rice said.

Valiante had a very direct response to why he's returning to the PRI All-Stars Karting Classic this year. "So I can win again," he said. "I really enjoyed the competition. So many world class drivers competed in the event, and the fan participation was unreal."

"The kart performs and responds so quickly. It is really difficult to have a car handle as well as a kart. They are just amazing to drive," Valiante added.

Philippe is also looking forward to the competition. "I choose to race at the PRI

All-Stars Karting Classic because it's a really fun event to promote the sport that gave me my start when I was younger and I also get to hang out with some of my driver friends," he said.

Talented Stars of Karting driver Miller said, "The competition is top notch, which can be seen from the past two races. This year will most likely be the same as the best karters show up as well as some of the best car drivers."

Carlton, a top Stars of Karting driver, said, "I'm sure the race will attract North America's best in both the TAG and Shifter categories. So it will make for a fun race with the mix of drivers that we usually don't get to race with very often."

Above, the 2007 Karter Division race featured wild wheel-to-wheel racing action. In this photo, First Kart's Brendan Langlois (#4) leads the pack around one of the winding turns at the specially designed track adjacent to the Orange County Convention Center. Below, Bill McLaughlin Jr. works with his tuner Dean Mack to prepare his Motorama Kart Parts Birel for the '07 Karter Division Final.



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This year, three new turns have been added to the circuit at the PRI All-Stars Karting Classic to create more passing opportunities. Pictured here, Bryan Herta, a co-founder of the Snap-on Stars of Karting presented by IndyCar Series, zips through a turn at high speed in his #7 Team Top Kart USA during last year's race. He's followed in this photo of the Masters Division race by Gary Carlton (151), winner of the 2007 Karters race, and #26 Jamie McMurray.

# PASSING ZONE!

The race track for this year's PRI All-Stars Karting Classic has been increased in size and redesigned for even more passing!

**Spectators at last year's** packed PRI All-Stars Karting Classic know that tonight's drivers will be going full throttle toward the checkered flag, with passing at every corner. Even those stalwarts who braved the pouring rain at the inaugural kart race during the 2006 PRI Trade Show witnessed hard charging karting action—albeit very wet and slippery action.

This year a new track configuration has added to the excitement of the PRI All-Stars Karting Classic, as three new turns have been added to the circuit, making a total of seven turns in all.

"These additional corners will add a couple more passing

zones to a circuit that was already producing non-stop passing," said Paul Zalud, president of the Snap-on Stars of Karting. "The track will be short in length compared to an outdoor national and will be a quarter-mile long. It is a minimum of 30-feet wide and will produce a lap time of approximately 22 seconds."

In addition to the great action on the track, come early and enjoy the pre-race 'vibe' in the Snap-on Paddock. With the driver celebrities focusing on dialing in their equipment, the Snap-on Paddock was one of the coolest places to hang out during the entire PRI Trade Show last year!

Always adding to the 'cool factor' anywhere the

By Nick Gagala



Left photo, the 2007 Masters Division race featured plenty of passing and thrilling three-wide racing action under the lights, and even more is promised this year. Pictured here, from left, Heath Voss (#13), Jamie McMurray (#26), and Nelson Philippe (#8). Right photo, as daylight begins to fade, #84 AJ Allmendinger gets up to speed quickly during one of the first practice sessions at the 2007 PRI All-Stars Karting Classic.





## STARS OF KARTING 2008

### ORLANDO TRACK

- 1/4 Mile Lap
- Minimum 30' Wide
- Lap Times Approx. 22 Seconds

Pit Lane


Even the all-star drivers get their hands dirty at the PRI All-Stars Karting Classic. Last year, ALMS star Bryan Herta installing a new set of tires at the Snap-on Paddock.



company shows up is Red Bull. If you need a shot of party fun, head over to the lively Red Bull Driver Hospitality Tent.

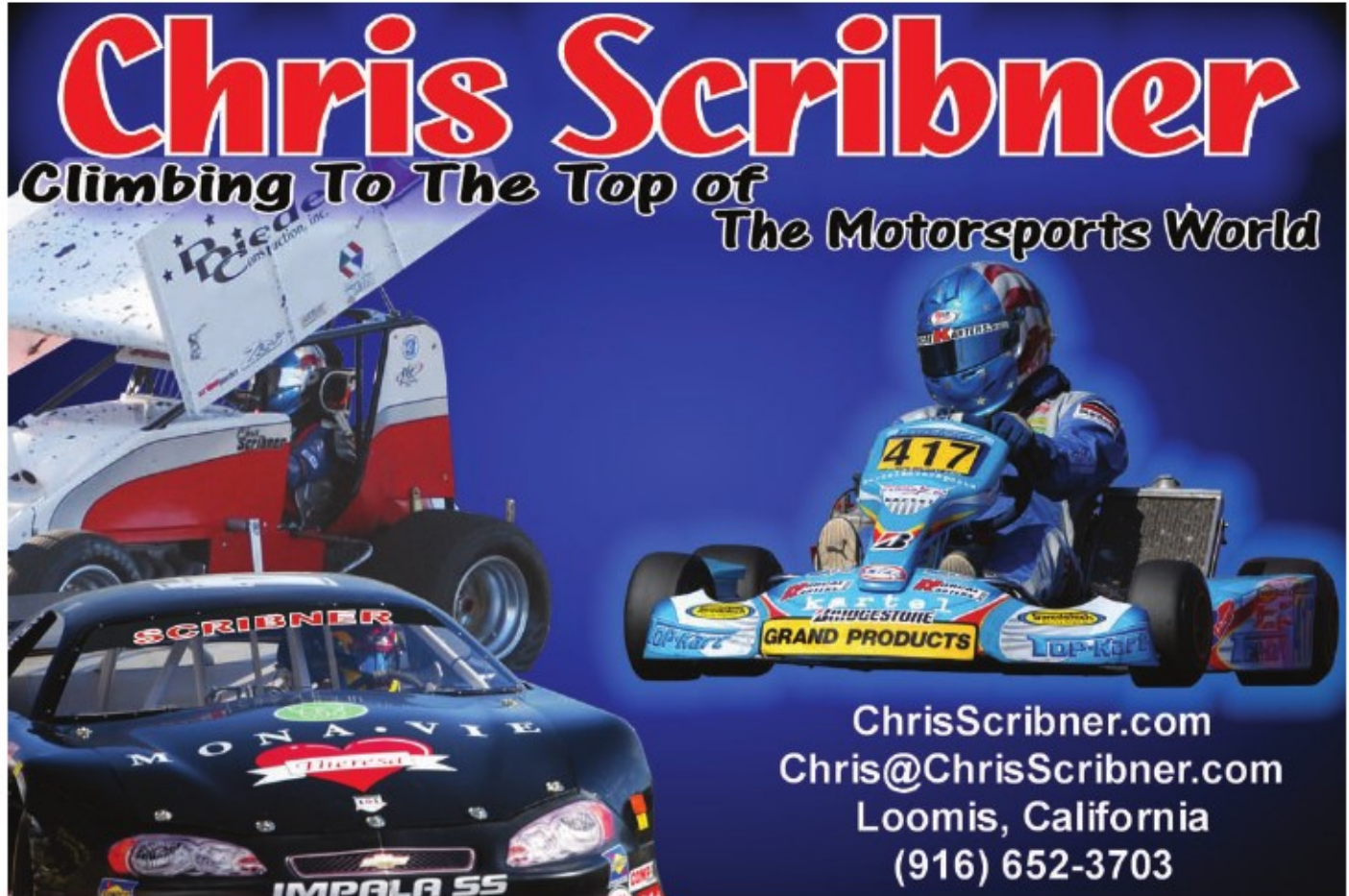
New this year is the Port A Party structure, where we're wheeling in a party vehicle that 'unfolds' into one of

the best places to relax and meet with friends at the kart race.

If you haven't chowed down yet, you'll also be glad to know that we've beefed up the food concessions at the kart race so you'll have plenty of choices for dinner at the race. 

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# FAST TIMES IN

A Look Back at the Birth of a Spectacular New Event.

**Here's a photographic tour** of the first two PRI All-Stars Karting Classics, from the dramatic rain drenched inaugural race in 2006 to last year's picture perfect event.



A heavy downpour of rain soaked the inaugural PRI All-Stars Karting Classic in 2006, but the tight, wheel-to-wheel action still entertained the hearty few who braved the elements in the grandstands. Above, on the podium, '06 Masters winner Buddy Rice, center, posed with AJ Foyt IV (#21 kart), left, and Bryan Herta, right.







# ORLANDO

On this page: Above left, Buddy Rice races to victory in '06; NHRA motorcycle racer Steve Johnson (#12) joined in on the fun at the inaugural race; and the action was wet and wild. From 2007, below, Ron Capps was interviewed for a later TV broadcast; all of the stars gathered for a very special photo; Steve Johnson posed with two fans; French open wheel racer Nelson Philippe (#8) drove hard through the turns.







Clockwise, from top left, Michael Valiante (#95) raced to victory at the 2007 Masters race; Christian Fittipaldi in the Snap-on Paddock; Scott Speed wearing his helmet; Speed Channel's Robin Miller, left, with Bryan Herta and Ron Capps; Miller interviewing Karters winner Gary Carlton.





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Clockwise, from top left, 2007 Karters winner Gary Carlton waited for the green flag to drop; Buddy Rice, left, and Marco Andretti; Rice (#1) and Michael Valiante (#95); PRI attendees lined the entire circuit to catch a glimpse; Karters Division racer Robert Stout (#457) of Team Top Kart USA.







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Clockwise, from top left, Scott Speed (#41) in front; Buddy Rice posed with fans in the Snap-on Paddock; Michael Valiante (center) celebrates his Masters victory with, from left, Matt Jaskol, Buddy Rice, Gary Carlton, Tyler Dueck; Marco Andretti (right) talks strategy with mechanic Steven Barros.



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# TOMORROW'S STARS TODAY

Stars of Karting Provides A Significant Step  
On The Racing Ladder.

By Nick Gagala



**Founded in 2000** by open wheel star Bryan Herta and the late Hollis Brown, the Snap-on Stars of Karting presented by IndyCar Series was developed to provide a career starting point in the top levels of motorsports.

The Stars of Karting, now owned by 1986 Indy 500 champion Bobby Rahal, Herta and veteran karting promoter Paul Zalud, has established proper structure and competition in North American karting. Surprisingly, it is not all that difficult to get started as a competitor, if you are motivated.

## 2009 Stars of Karting Series Schedule

### EVENT

Eastern Opener  
Western Opener  
East vs. West Round 2

Eastern Round 3  
Western Round 3  
Championship Finals  
4th Annual PRI Event (December 10)

### LOCATION

Florida  
California  
Race of the Americas,  
New Castle, Indiana  
Millville, New Jersey  
Kent, Washington  
Centrally Located Destination  
Orlando, FL





"The Stars of Karting is a series that showcases the best kart racers in North America," Zalud said. "If someone is interested in getting started in karting, the best place to begin is at your local club races. You will be able to find out what classes are supported in your hometown so you will know that you are getting into something that you will be able to use. The local karters at the track are very friendly and will typically go out of their way to help out with any questions one may have."

"Once you have conquered the local scene, then you're on your way to the Stars of Karting Nationals to test where you stack up with others. Our series is supported by many factory teams and it is easy to find a place within one of those teams. For anyone wanting to inquire with local racing, product inquiries, racing teams and our series we have many resources available to you. Simply contact us by phone or email and we'll be able to help. Similarly, most of those teams will be exhibiting here at the PRI Trade Show and you can speak with them firsthand."

Zalud added, "Almost all of today's professional racers in all forms of motorsports have come up through this cornerstone of learning. Karting is the single best training ground for anyone wanting to get into motorsports and it continues to be used as a training ground for most of the professional racers today. This is a

The Snap-on Stars of Karting presented by IndyCar Series was developed to provide a career starting point in the top levels of motorsports. It showcases the best kart racers in North America. Stars of Karting President Paul Zalud (above left) said it is not all that difficult to get started as a competitor, if you are motivated. "If someone is interested in getting started in karting, the best place to begin is at your local club races," he said. "You will be able to find out what classes are supported in your hometown so you will know that you are getting into something that you will be able to use. The local karters at the track are very friendly and will typically go out of their way to help out with any questions one may have."





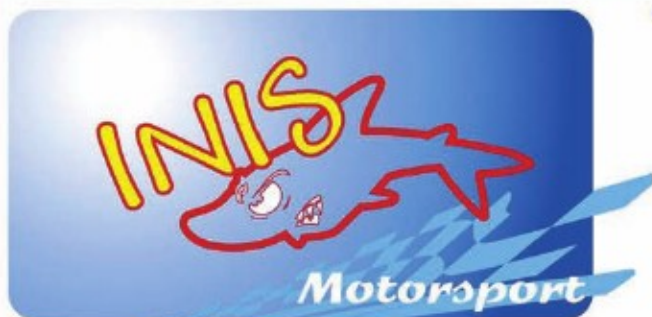


The Snap-on Stars of Karting was founded in 2000 by open wheel star Bryan Herta and the late Hollis Brown. It is now owned by 1986 Indy 500 champion Bobby Rahal, Herta and veteran karting promoter Paul Zalud. These karters rank among the best in the country, and will likely produce many motorsports stars of tomorrow.

legitimate form of motorsports and we are excited to be able to showcase it here at the PRI Trade Show."

Co-owner Herta agreed that karting is a legitimate form of motorsports. "I'd say the appeal is the affordability and accessibility of the sport to anyone," he said. "There are classes for almost any age, starting at 5, and any ability level. Plus, for the money, you won't get a better bang for your buck anywhere."

For more information about the Stars of Karting, go to [www.starsofkarting.com](http://www.starsofkarting.com) or call 206/919-3401.



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# KARTING IS BIG

Approximately 50 Kart Companies Exhibit at the PRI Trade Show.

By Nick Gagala



**Tonight's big kart race** helps put the spotlight on the rapidly growing number of kart supplier exhibits at this week's PRI Trade Show. Not only have the number of kart exhibitors grown over the last few years, but returning companies have expanded their booth space, as well.

Exhibiting kart companies at this year's PRI Trade Show include such top names as Arrow/BTK, Birel/MRP Motorsports, CRG/SSC East, Easykart America LLC, Italian Motors, RDD International, Motorama Kart Parts, Russell Karting Specialties, Suky Kart/Rosario Kart, Tony Kart, Topkart USA, First Kart USA, DWT Racing, eKarting-News.com, and Scribner Engineering.

"At the most basic level, karting is racing's answer to Little League and soccer. It's a fun alternative to stick-and-ball sports, attracting tens of thousands of kids, along with their families, into motorsports every year. At the same time, in the upper levels of karting, it's a serious form of motorsports competition with sophisticated

equipment at an affordable price," said Reed Morales, exhibit sales manager for the PRI Trade Show.

"So, it's a key segment of motorsports, and we're excited that the number of karting exhibits represents one of the fastest growing aspects of the PRI Trade Show.

"Annual sales of karting equipment is a thriving niche market for racing entrepreneurs, and the PRI Trade Show now offers some of the best brand names in kart racing from around the world as



Exhibiting kart companies at this year's PRI Trade Show include Arrow/BTK, Birel/MRP Motorsports, CRG/SSC East, Easykart America LLC, Italian Motors, RDD International, Motorama Kart Parts, Russell Karting Specialties, Suky Kart/Rosario Kart, Tony Kart, Topkart USA, First Kart USA, DWT Racing, eKartingNews.com, and Scribner Engineering.



# BUSINESS

## PRI KART MARKET SEMINAR

"The Inside Line On The Growing Kart Market"  
Andre Martins, Tony Kart Florida



If you're in the kart market, or considering taking the leap, this seminar by one of the top karting retailers and distributors in the US is a 'must.' Andre Martins operates one of the fastest growing, busiest kart business in the US, and will share some of his secrets to success in the dynamic kart race market, Friday morning, December 12, 8-9 a.m. at the Convention Center's Meeting Rooms. Promotion, customer service, hiring, buying trends, merchandising...all of these subjects and more will be discussed at length. Don't miss this opportunity to learn about a powerful niche market by one of its most successful entrepreneurs.



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Andre Martins, *Tony Kart Florida*
- **THE SCIENCE OF RACE CAR CRASH SAFETY—GET UP TO DATE**  
John Melvin, *Ph.D., Tandelta, Inc.*







The PRI Show helps karting related businesses promote their products to the motorsports industry and can help any karting business grow. With a show that takes up more than 1,000,000 square feet, 1400 companies exhibit in 4000 booths and is attended by over 40,000 racing business people from 50 different countries, marketing opportunities for karting related products are abundant.

exhibitors," added Morales. "PRI is THE PLACE to do business in kart racing, as well as all other forms of motorsports."

With an enormous event that continues to grow with each passing year, the PRI Show helps karting related businesses promote their products to the motorsports industry. With second-to-none business opportunities, the PRI Show can help any karting business grow. With a show that takes up more than 1,000,000 square feet, 1400 companies exhibit in 4000 booths and is

attended by over 40,000 racing business people from 50 different countries, marketing opportunities for karting related products are abundant.

Marc Miller, of MRP Motorsport, a kart company in its second year of exhibiting at the PRI Trade Show, said, "PRI has had a large impact on our company in regards to the market we choose to target. It has opened up some new avenues for our company and we expect to see positive growth from our involvement."

Miller said involvement with the PRI Trade Show has created an increase in awareness of karting within the motorsports industry. "Most people look at karting as rather one-dimensional, however it is a very diverse and multifaceted industry that has much to offer," Miller said.





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school and race series environment has proved itself, demonstrated by alumni such as Andretti, Montoya, Allmendinger, Patrick and hundreds of other successful pro drivers. For these reasons, I believe my own son Conor needed this foundation to chart his professional future on the MAZDASPEED Motorsports Development ladder system."

Derek Daly, October 2008



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# CATCH THE KART MARKET CRAZE

As PRI Magazine discovered in its 2008 Kart Market Report, karting represents a growing segment of the racing market.



**P**erformance Racing Industry, the monthly business magazine for motorsports, published a special feature on the exploding kart market in its May 2008 issue, and reported that karting is continually changing, evolving and shifting in terms of performance upgrades, equipment development and participation.

Ballpark estimates are that 80,000 people participate in karting in the US, from young kids new to racing to skilled veterans competing in sophisticated equipment. Whether it's a local inventory

of race parts or engine services, these racers rely on thousands of karting businesses that make it easy to go racing every week. These karting entrepreneurs attend the PRI Trade Show to shop the latest advances in kart chassis, components, engine parts and precision machining equipment.

"It's a market that means different things to different people across the US and around the world for all age groups, skill levels, technology levels, and budgets that offers an array of available business opportunities," PRI's Laura Culley wrote of the karting market.

"The hobby racing segment is a much larger market base than the pure racers," said Jim Russell Jr. of Russell Karting Specialties in Raymore, Missouri. "There are 10, 20 or 30 of those guys for every pure racer. This is the guy who typically wants his hand held. He'd like to be the fastest guy on the track, but he knows he's not. A complete package is about \$6000 to \$7000, and on top of that, you've got the safety apparel and equipment, which is another thousand of value-added stuff."

"Kart racing is one heckuva good place to cultivate new customers, especially if you can start them out young. And with the array of available business opportunities, you can write your own business plan," Culley wrote.

To subscribe to PRI Magazine, call 949/499-5413 or go to [www.performanceracing.com](http://www.performanceracing.com).

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# ALL-STAR MASTERS

As of press time, 11/1/08.

NUMBER	DRIVER	TEAM	CHASSIS	ENGINE	HOMETOWN
1	Michael Valiante	Italian Motors	ItalKart	Parilla Leopard	New Westminster, BC
2	Scott Speed	Tony Kart USA	Tony Kart	Vortex Rok TT	Manteca, CA
4	Nelson Philippe	SSC East - CRG	CRG	Rotax	Key Biscayne, FL
6	Alex Lloyd	First Kart USA	First Kart	Parilla Leopard	Indianapolis, IN
7	Bryan Herta	Team Topkart USA	Topkart	Parilla Leopard	Valencia, CA
9	Oswaldo Negri Jr.	RDD Motorsports	Kart Mini	Rotax	Miami, FL
15	Buddy Rice	Tony Kart USA	Tony Kart	Vortex Rok TT	Phoenix, AZ
17	Ryan Hunter-Reay	SSC East - CRG	CRG	Rotax	Boca Raton, FL
20	Ed Carpenter	Position One Motorsports	Avanti	Leopard by Mike Manning	Indianapolis, IN
23	Joey Hand	Team Topkart USA	Topkart	Parilla Leopard	Sacramento, CA
26	Jamie McMurray	SSC East - CRG	CRG	Rotax	Joplin, MO
26	Marco Andretti	First Kart USA	First Kart	Parilla Leopard	Nazareth, PA
34	Jan Heylen	SSC East - CRG	CRG	Rotax	Belleair, FL
84	AJ Allmendinger	MRP - Birel	Birel	Rotax	Huntersville, NC
99	Townsend Bell	Tony Kart USA	Tony Kart	Vortex Rok TT	San Francisco, CA
N/A	TBD	BTK Motorsports	Arrow Kart	N/A	N/A
N/A	Ron Capps	Motorama Kart Parts - Birel	Birel	Rotax	Carlsbad, CA
N/A	Vitor Meira	Motorama Kart Parts - Birel	Birel	Rotax	Indianapolis, IN
N/A	Cristiano Da Matta	RDD Motorsports	Kart Mini	Rotax	Belo Horizonte, Brazil
N/A	Raphael Matos	RDD Motorsports	Kart Mini	Rotax	Belo Horizonte, Brazil

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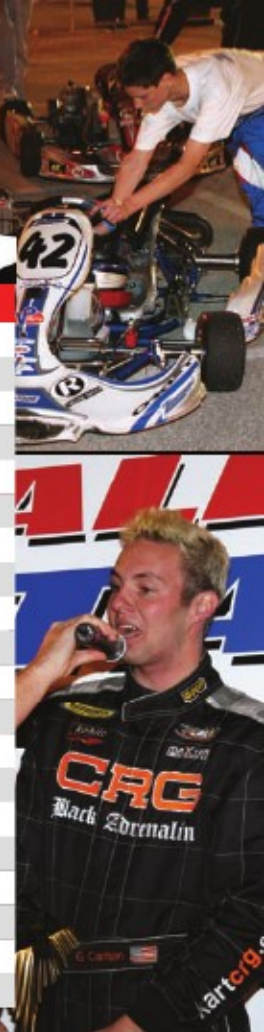
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# KARTERS/TAG

As of press time, 11/1/08.

NUMBER	DRIVER	TEAM	CHASSIS	ENGINE	HOMETOWN
1	Gary Carlton	SSC East - CRG	CRG	Rotax	Marysville, CA
2	Bobby Wilson	Tony Kart USA	Tony Kart	Vortex Rok TT	Newport Richey, FL
5	Spencer Pigot	N/A	N/A	Parilla Leopard	Windermere, FL
20	Joel Miller	Tony Kart USA	Tony Kart	Vortex Rok TT	Hesperia, CA
37	Joey Collins	Tony Kart USA	Tony Kart	Vortex Rok TT	San Diego, CA
42	Michael Lewis	SSC East - CRG	Zanardi	Rotax	Laguna Beach, CA
58	Sergio Pena	Position One Motorsports	Avanti	Leopard by Mike Manning	Winchester, VA
77	Luis Martinez, Jr.	Position One Motorsports	Avanti	Leopard by Mike Manning	Long Beach, CA
192	David Jurca	Italian Motors	ItalKart	Parilla Leopard	Federal Way, WA
194	Hayden Duerson	Italian Motors	ItalKart	Parilla Leopard	St. Petersburg, FL
301	Jarvis Gennari	SSC East - CRG	CRG	Rotax	Boca Raton, FL
420	Conor Daly	Team Topkart USA	Topkart	Parilla Leopard	Noblesville, IN
486	Kyle Wiegand	Team Topkart USA	Topkart	Parilla Leopard	Bargersville, IN
N/A	TBD	BTK Motorsports	Arrow Kart	N/A	N/A
N/A	TBD	First Kart USA	First Kart	Parilla Leopard	N/A
N/A	Aaron Justus	Mike Manning Karting	MMK	Leopard By Mike Manning	Oceanside, CA
N/A	Bill McLaughlin Jr.	Motorama Kart Parts - Birel	Birel	Rotax	Mooresville, IN
N/A	TBD	MRP - Birel	Birel	Rotax	N/A
N/A	TBD	RDD Motorsports	N/A	N/A	N/A



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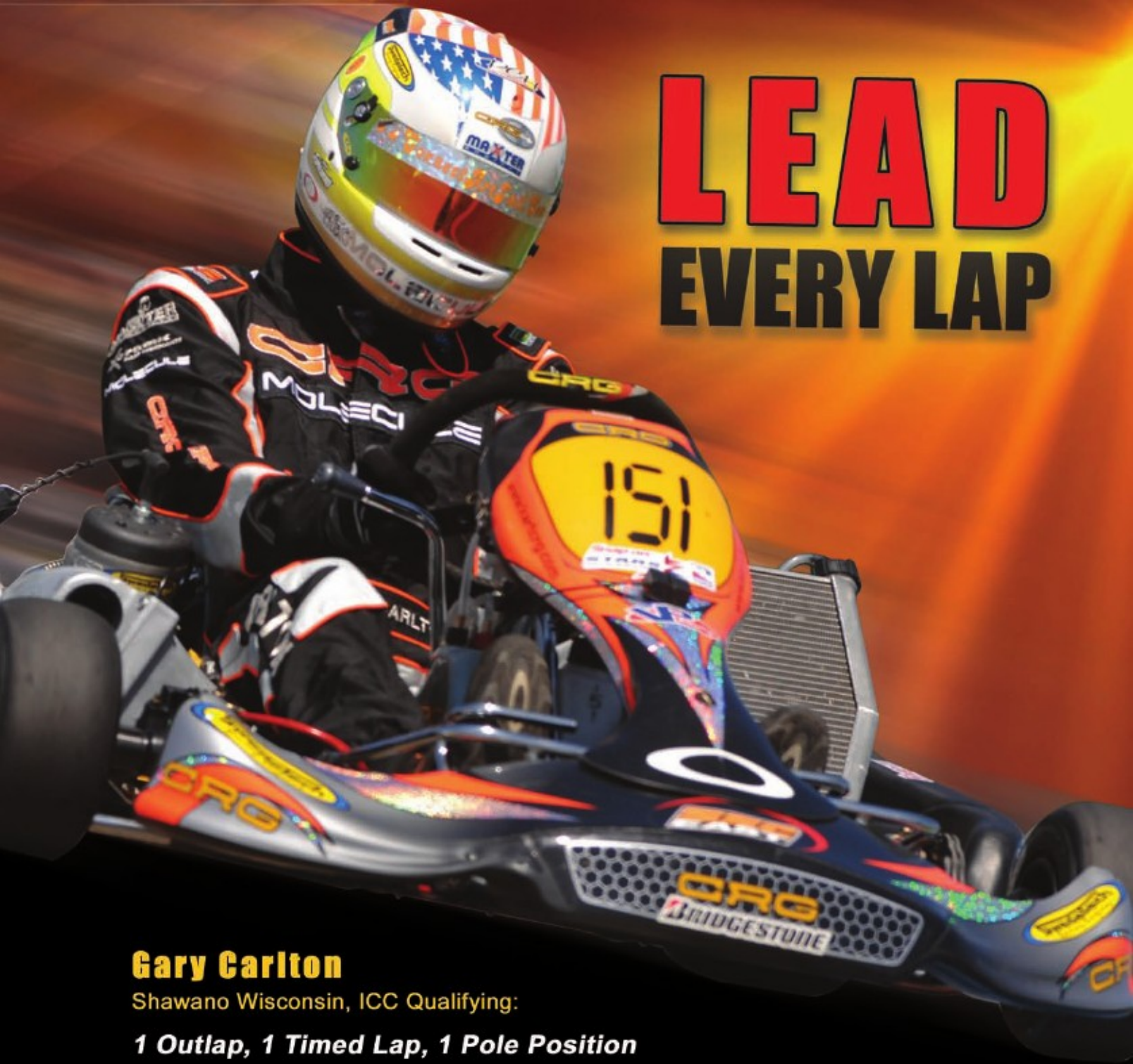
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