



Announces its new “Dealer of the Race” Program



To coincide with the recent announcement that McLeod Racing owner and Funny Car veteran Paul Lee will drive the Canidae All Natural Pet Foods/Lucas Oil/Wiley X Chevrolet owned by drag racing legend “Big” Jim Dunn for the 2010 NHRA Full Throttle Drag Racing Series season, McLeod Clutches is proud to introduce it’s “Dealer of the Race” Program for 2010.

This is an amazing opportunity for any McLeod dealer to co-brand their dealer name with McLeod during the 23-race NHRA racing season. The program will run for 10 days and begins the week of each NHRA event in your local market from Friday (first day of qualifying) thru to the following Sunday.

To participate in the program, the dealer must do only two things:

1. Dealer will place a standard \$3,500 stocking order to McLeod prior to local market NHRA event and in return McLeod Racing/Jim Dunn Racing will place a 16” x 8” decal of the Dealer logo on the Top Fuel Funny car for the entire race in dealers local market event. Dealer will also receive 2 free weekend pit passes to the same local market NHRA event. Dealer will also received FREE SHIPPING on the stocking order.

2. McLeod will ALSO discount dealer's price on stocking order 10% PLUS McLeod will discount 10% off normal dealer's price for additional product during the period of the 10 day "Dealer of the Race" program. Dealer will then offer a 20% discount off of any McLeod Product to the customer during same week of "Dealers of the Race" program for a total savings to the customer of 20% off (10% from McLeod, 10% from Dealer).
3. Dealer's business logo will be included on an "Event Flyer" advertising your Dealer as participating dealer for McLeod products at "20% off" with McLeod's logo. Flyers will be available to all NHRA fans cruising the NHRA Manufacturers Midway, and can pick up a flyer at Hyatt Racing Service trailer

Please see the attached 2010 NHRA schedule for the race dates in your market. Also, Dealers that do not wish to participate in the above program but would still like to participate in the 20% off program, please contact Billy Mieczkowski for further details.

Thank You,

Billy Mieczkowski
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2010 NHRA Full Throttle Drag Racing Series Schedule

50th annual Kragen O'Reilly NHRA Winternationals	Feb. 11-14	Pomona
26th annual NHRA Arizona Nationals	Feb. 19-21	Phoenix
41st annual NHRA Gatornationals	March 11-14	Gainesville
Inaugural NHRA Four-Wide Nationals	March 25-28	Charlotte
23rd annual O'Reilly NHRA Spring Nationals	April 9-11	Houston
11th annual SummitRacing.com NHRA Nationals	April 16-18	Las Vegas
14th annual NHRA Midwest Nationals	April 30 - May 2	Madison
30th annual Summit Racing Equipment NHRA Southern Nationals	May 14-16	Atlanta
22nd annual O'Reilly NHRA Summer Nationals	May 21-23	Topeka
13th annual United Association Route 66 NHRA Nationals	June 3-6	Chicago
41st annual NHRA SuperNationals	June 10-13	Englishtown
10th annual NHRA Thunder Valley Nationals	June 18-20	Bristol

Fourth annual Summit Racing Equipment NHRA Nationals	June 24-27	Norwalk
23rd annual NHRA Northwest Nationals	July 9-11	Seattle
23rd annual Fram Autolite NHRA Nationals	July 16-18	Sonoma
31st annual Mopar Mile-High NHRA Nationals	July 23-25	Denver
29th annual Lucas Oil NHRA Nationals	Aug. 12-15	Brainerd
56th annual Mac Tools U.S. Nationals	Sept. 1-6	Indianapolis
Third annual NHRA Carolinas Nationals	Sept. 16-19	Charlotte
25th annual O'Reilly Super Start Batteries NHRA Fall Nationals	Sept. 23-26	Dallas
26th annual Toyo Tires NHRA Nationals	Oct. 7-10	Reading
10th annual NHRA Las Vegas Nationals	Oct. 28-31	Las Vegas
46th annual Automobile Club of Southern California NHRA Finals	Nov.11-14	Pomona