

EUROTECH RACING
2008 Itrace Semi-pro Stock Champ
2008 Itrace Semi-pro Open Runnerup
www.SethThorsonracing.weebly.com



Driver Profile

Seth Thorson



Age: 28

Occupation: Automotive Technician

Graduated from UTI with a degree in automotive technology currently employed with J&B Eurotech where he works on European cars and performance modifications.

Background:

Seth's racing career started in high school when he purchased a 1978 srx440 which he raced in the NSSRA speed run series. From there he was the head technician for national semi-pro Mark Nelson in the 2000-2001 season. After a brief hiatus from the sport to pursue school he was back racing snocross with the MSRXA for the 2003-2004 season where he finished 7th in beginner 600 and 4th in beginner open. In the 2004-2005 campaign Seth again had a good year finishing 5th in sport 500 and 5th in sport 600, For the 2005-2006 had a good year racing with WPSA he finished 3rd in plus 25 and 5th in sport open. Seth was having a great 2006-2007 campaign till he broke his ankle with 4 races left he still finished in the Top 5 in Plus 25 without finishing the season. For the 2007-2008 season, Seth raced Semi-pro in the Irace series and won Semi-pro championship in stock, he also finished second in points in Semi-Pro Open. For the 2008-2009 Season Seth Had a Successful Campaign in the USCC Sport 85 Class Finishing in the top 10

2009 Season Goals

I will be racing the USCC in Sports 85 Expert. I plan on running the I500 and bring home a top 5 finish in the grueling race. I also will compete in select Irace Snocross races and plan to finish in the top10. I represent myself and my sponsor in a professional manor on and off the track



Eurotech Racing

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Eurotech Racing has formed an exciting team to compete in the action packed highflying sport of Cross Country. Eurotech racing will be active in Minnesota and will focus on the USCC circuit. Eurotech Racing would like to offer your company the opportunity to promote your company and or products through this highflying sport. You will find that Cross Country racing as a marketing vehicle will prove to be a winner. According the statistics the economic impact of snowmobiling in the United States and Canada represent \$26 billion annually. While only a modest percentage of snowmobilers actually engage in organized racing. Racing is a focal point for the sport in terms of visibility, social activity and product identification. You will find there are many opportunities for marketing within the sport of cross country, this highflying action sport can help:

- 1 Building a positive corporate image
- 2 Entertaining client, employees and customers
- 3 Create brand loyalty
- 4 Increase product interest
- 5 The market will span a variety of products

Think about the possibilities with your company and or products logo in the center of this highflying action. These snocross sleds make an exciting moving billboard that is the center of attention. Your product will be a part of that visual attention. The race track is not the only place that the race teams get attention, traveling to and from the race tracks there transporter becomes a rolling billboard for your company and or product logo. Let Eurotech Racing and its team of experts help you in this unique marketing arena.



Past Racing Images



Snomobile Demographics

Age and Sex

95% male

72% married (81% of spouses snowmobile, and 72% have their own sled)

64% have household incomes over \$60,000

25% have household incomes over \$90,000

89% have a personal computer

86% have access to the internet from home

Average age: 42

Average years snowmobiling: 23

VACATIONS

48% took from 1-3 overnight snowmobile trips last year

26% took from 4-6 overnight snowmobile trips last year

26% took from 7-13 overnight snowmobile trips last year

66% plan their trips from September to January

Top 25 Modifications

Skis 65%

LW A-Arms 61%

Pipes 59%

Reeds 50%

Handlebars/Riser 47%

Air Box/Filters 44%

Seats 43%

Tracks 42%

Tunnels 41%

Shocks 38%

Windshield 36%

Idler Wheels 31%

Clutching 29%

Heads 29%

Skid Plate 29%

Guages 26%

Hand Guards 21%

Cylinders 20%

Chaincase 18%

EFI Controller 18%

Rear Skid Frame 17%

Belt Drive 17%

Which, if any, of these truck related aftermarket products do you purchase?

Upgraded Tires 55%

Bedliners 43%

Performance Exhaust 41%

Performance Chips 39%

Custom Wheels 37%

Hitches 34%

Running Boards 34%

Towing Aids 25%

Tanneau Covers 17%

RECREATIONAL & BUYING HABITS

Snomobilers are active outdoorsmen and motorsports hobbyists

68% go camping

67% ATV

66% Fish

69% Hunt

48% own avalanche products

61% have purchased products on the internet

56% go Boating

60% own ATV's

38% own motorboats

Demographics obtained from Minnesota Snowmobile Club

Team Race Shop

