



**SCORE**

**INTERNATIONAL®**

**OFF-ROAD RACING**

# Vision

Create pre-eminent off road racing series – better than Dakar!

- By drivers for drivers – the racers and crews come first
- Television coverage to increase driver sponsorship opportunities
- World Championship and increased prize money
- Streamlined and integrated approach to race management
  - Online registration, payment and membership
  - Online fuel and transponder purchasing
  - Online pit service information



Requires financial investment and willingness to change



# 2013 Fuel Purchasing Program



Goal: Offer race teams 3 brands as normal

- **Sunoco approached SCORE to strike a Spec Fuel deal**
- **SCORE said no** to Sunoco because not in drivers best interest
- SCORE received \$100,000 of for media sponsorship from Amber Racing Services to process fuel orders; **all three brands, including Sunoco would split this media sponsorship 1/3 each (Sunoco Corporate agreed to pay this to SCORE / ARS).**
- **This program was to be supported 100% by the fuel companies, not by racers**
- **ARS would be required to use separate independent Mexican Distributors**
- After this verbal agreement two weeks prior, last week **Sunoco declined to participate** in SCORE's 2013 fuel program
- Sunoco Corporate elected to not support its racers & walk away from those gallons
- **We still welcome Sunoco to participate in our integrated fuel program;** they can be a part of our offering in a day's notice

# 2013 Fuel Pricing



Fuel pricing remains essentially unchanged from 2012

Fuel	2012 Baja 1000	2013 San Felipe 250
F&L SP1	\$11.62	\$12.18
F&L SP3	\$12.85	\$13.41
VP 110	\$12.07	\$12.63
VP C12	\$13.43	\$13.98



Increases were driven by the market and refiners



# San Felipe 250 & Fuel



Just come race at San Felipe and lets not sweat the fuel

- New fuel program roll out has felt rushed by all
- Sunoco both delayed and surprised us; We should have waited to implement until after San Felipe
- Come race at San Felipe; Focus on being a champion
- Only VP/ F&L race fuels will be sold through SCORE
- No penalties to drivers that purchase fuel outside the program
- We will enforce the new program at Baja 500; We are open to Sunoco's participation prior to that event

# San Felipe 250 New Pricing

Roger & Amber Racing Services have agreed to lower the pricing of 2 F&L & VP Racing Fuel Products by \$1/gallon to be equal to or better than not only Sunoco's pricing ... but 2012 Baja 1000 pricing as well.

Pricing for 2013 San Felipe 250

F&L SP-1:                    \$11.18/gallon

VP Baja 112:                \$11.66/gallon

