

KRYDERACING NEWSLETTER

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“HELPING PEOPLE ACHIEVE THEIR RACING OBJECTIVES”

Kryderacing hopes everyone enjoyed the Christmas holidays, made some terrific New Year's resolutions (will you keep them?), and are now busily preparing for the new racing season. For those of you involved in Grand Am racing, you have probably already had some on-track activity preparing for the upcoming Daytona Rolex and Koni events. The new year is filled with lots of news about upcoming events. Below you will find some of these stories along with a few items left over from 2008.

2008 PERFORMANCE RACING INDUSTRY TRADE SHOW

It is hard to believe this annual event has been in existence for 21 years. Kryderacing was at the first one and while Reed may have missed a couple, Sandi has been at all of them. This year's edition was held in Orlando, Florida. Reed, Sandi, Matt Miller, and Gary Martz represented Kryderacing. Having heard the recent SEMA Show in Las Vegas was down 30% we did not know what to expect as far as attendance. It looked as if both the crowd and number of exhibitors was down slightly, but not much. Several highlights included:

- * One of the most enjoyable happenings at this show is meeting a great number of old friends. Some we still do business with while others are people from our past. And it is always disappointing to find out at a later time how many friends we missed seeing because our paths never crossed.
- * Reed and Sandi attended a HANS training program on Wednesday afternoon. This is required training if you want to become, or remain, a HANS dealer. We learned of several new approaches for resolving “fitments”, were told of an upcoming price reduction, and obtained information on a couple of new products. Perhaps the most significant is the ability to get a sliding tether with a quick disconnect. Previous designs limited customers to one or the other, but not both. One interesting story involved sled testing of the HANS device. The test was developed to mimic a 70g crash. In early testing the HANS had no problems passing, but several harness systems failed. Seems previous harness testing was always done at a lower G number.
- * The iRacing booth was always busy. We stopped and visited old friend Steve Potter for awhile. If you haven't looked at iRacing you should. It is incredible. If you are planning on running the SCCA Run-Offs this year, iRacing is a must.
- * Reed attended “The Science of Race Car Crash Safety - Get Up To Date” forum which was presented by John Melvin. He came away with some new and changed views regarding safety. The use of scientific test procedures has led to changes in how safety devices are designed. For example, for years many people felt the huge body movements in a crash were the results of belt material stretching. Testing has shown that even with very tight belts, the belt stretching contributes only a fifth of how far the body moves. The rest comes from the body reconfiguring itself to fit the constraints being placed on it. Would you believe usage of a 5-point harness system instead of a 6-point can greatly increase your chances of rib injury in a crash? It is true. Ask Reed for an explanation.
- * Matt acquired a couple of the GoPro cameras. We should have some personal evaluations from him as soon as he races this year.
- * Reed sat in on a race track paving presentation, mainly out of curiosity. The presenter has done numerous tracks (Miller Motorsports Park and Talladega to name a couple of the bigger names) and knew his subject. He admitted to higher costs for obtaining better results. He ended the presentation with a bunch of examples of “paying attention to small details” and their impact.
- * Reed, Sandi, and Matt attended the SCCA driver forum. The idea behind this forum was to have SCCA officials go to where the drivers were (the PRI Show) and have a meeting to listen to their opinions. There apparently was some fumbling of the ball due to personnel changes in SCCA's home office and the meeting was not well promoted. But there was a respectable turn-out and a lively discussion on several topics. One area discussed was the mandating of SFI approved head and neck restraints by SCCA. The HANS device is one of seven approved products. The SCCA wants to leave the devices in the “recommended” category instead of “required”. The majority in the room felt differently.

Personally, I think this SFI requirement is in SCCA's near future.

* Another meeting Sandi and Reed attended was presented by Mazda. It concerned approaches for acquiring sponsorship from various companies, including Mazda. It was put together by several Mazda people because of the poor approaches most people use. If I had to summarize, I would say you need to study your prospective sponsor enough to present him (or her) with personalized solutions designed to solve the problems they have in reaching their objectives. And their number one goal is ROI.

* On the way home we took a detour to spend a night with Rod and Mary Whelan. These two people have been like family to Reed, Sandi, and the rest of the Kryderacing crew for many years. They have been crew at many of our IMSA races and Rod has co-driven with Reed in a couple of them. For those of you who have met them, they are doing well and were preparing to move into their new condo as the year ended.

SPEC MIATA FOR SALE

Rob Piekarczyk has his Spec Miata for sale. He has run SSC, T-3, and SM classes in the past and apparently wants to try a fourth. We don't know which class or car he will end up racing, but we are sure he will be back. Contact us if you are interested in his Spec Miata and we will put the two of you in touch with each other.

GRAND AM KONI TESTING AT DAYTONA

While Kryderacing currently has no plans to assist any teams in the Pro ranks in 2009, our shop manager, Matt Miller is helping some friends with their initial outing in the Grand Am Koni Series. They are running a Mazda RX-8 in the Koni Challenge ST class and made their debut January 3rd at the Daytona test. The learning curve was steep for drivers and crew. Matt used his previous experience with Kryderacing programs to help them. He will return with the team to Daytona on January 23rd for their first race.

WHAT IS YOUR SCHEDULE?

We know it is still early. But if you have any idea of your 2009 racing schedules we would appreciate hearing it so we can put it on our calendar. This request encompasses both clients and friends. You never know when paths might cross. Social visits are always enjoyable. Several upcoming trips include:

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| Jan. 21-23 | Matt Miller will be at Daytona helping a Koni Challenge team. |
| Feb. 18-21 | Reed and Sandi travel to Las Vegas for the SCCA National Convention. |
| Mar. 6-8 | SCCA Northeast Division RoundTable in Hartford Connecticut (Reed & Sandi - tentative) |
| Mar. 28 | Reed will be speaking at Neohio's Competition Clinic in Cleveland, Sandi will have table for Kryderacing Series, Trackside Services, and HANS information |
| Apr. 4-5 | Nelson Ledges Road Course will be hosting Safety Training by Lake Erie Communications, SCCA Physicals, and vehicle technical inspections. Kryderacing had a Press Day and test sessions scheduled during this time frame last year. We hope to schedule a similar program for 2009. |
| Apr. 17-19 | SCCA PDX and Double Driver's School scheduled at Nelson Ledges. This is the only 2009 SCCA Driver's School scheduled within several hundred miles of our area. Sandi is Race Chairman and Reed will be one of the Instructor Group Leaders. We hope to have the Kryderacing Nissan 240SX rented for the weekend. The PDX is on Friday and is a great way for someone to bring their street car to the race track and receive some high performance driving instruction in a safe environment. Unlike the regular Driver's Schools, there is no wheel-to-wheel racing during a PDX. |
| Apr. 25-26 | It looks as if a couple of our clients will be venturing to Road America's Elkhart Lake for a NASA event. It is highly likely at least one Kryderacing employee will be supplying trackside services for them. |

As we enter the month of May the schedule starts to get very full. There are SCCA National races scheduled for both NEDiv and Great Lakes Divisions throughout the summer. A couple of our clients are still deciding which Division to compete in and this leaves our National schedule somewhat tentative. The deadline for their commitment to a Division is Memorial Day weekend. At the moment it looks as if we will be at the majority of the Great Lakes Nationals and a several

of the NEDiv events. We will be at all Nelson Ledges and Mid-Ohio Regional and National events, all Road America Nationals, and probably both BeaveRun Regionals. When Fall arrives you will find us at the Run-Offs (Road America) during the middle of September, at Willow Springs in California on November 3th for a great annual track day program done for some local friends, and in Florida on December 10-12 for the annual Performance Racing Industry Show.

The following announcement was issued on 1-13-09:

2009 KRYDERACING REGIONAL CHAMPIONSHIP SERIES

Canal Fulton, OH (Janury 13, 2009) 2009 marks the 27th Anniversary for the Kryderacing Regional Championship Series. It brings with it one of the biggest changes in series history. Two Steel Cities Region's Double Regionals at the BeaveRun Motorsports Complex have been added to the series. As a result, series races will take place at both Nelson Ledges Road Course and BeaveRun Motorsports Complex.

The purpose of the Kryderacing Regional Championship Series has always been to provide recognition to local SCCA racers. At the same time we hoped to increase participation at the local facilities. Those goals remain unchanged for the 2009 season. We also anticipate leaving the rules package unchanged.

There will be increased promotion of the series during the coming season. Areas being worked on include:

1. Continuing to post updated points standings on the Kryderacing website shortly after each event. To increase continuing interest in the series we will establish an emailing address list which would notify competitors of each updating.
2. Increasing the number of companies associated with the series. Originally, Kryderacing's objective in supporting the series was to say "thank you" to the racers who supported our track store. Several companies, Nelson Ledges management, and support from the SCCA Regions have allowed us to continue after we closed the store several years ago. For 2009 we plan on exploring additional possibilities which would benefit all involved parties.
3. Over the years the awards banquet has occasionally been used as a platform to honor workers and mechanics who contribute so much to these events. We plan on making some of these awards annual presentations, perhaps backed by one of our new sponsors.

For 2009, five SCCA Regions will put on events. There are eleven events spread out over six weekends. Five of the weekends will feature "Double" events with results from each day counting towards the point totals. The season finale, a single event, will award double points for the feature races held on Sunday.

2009 Kryderacing Regional Championship Series Schedule:

<u>Date</u>	<u>Track</u>	<u>Region</u>
May 16-17	Nelson Ledges	Neohio Double Regional
June 6-7	BeaveRun	Steel Cities Double Regional
June 27-28	Nelson Ledges	Finger Lakes Double Regional
August 1-2	BeaveRun	Steel Cities Double Regional
October 17-18	Nelson Ledges	Mahoning Valley Double Regional
October 24-25	Nelson Ledges	Western New York Regional
November 14	Awards Banquet	

A COMMENT ON ECONOMIC CONDITIONS

Everyone reading this has probably been affected by last year's economic turndown. Hopefully your personal impacts have been mainly in the form of belt-tightening due to fear of what the future might bring. Most of the people we know fit that description. But most of these individuals are also getting on with their personal lives. They are not letting news of national and global items put a total damper on their activities. If the economic news reports are depressing you, look at

8930 Indian Hill Cir NW ~ Canal Fulton, OH 44614-8860 ~ 330-854-4889 - 330-854-4672 FAX – kryderacing@aol.com - www.kryderacing.com

how your relatives and friends are living their lives. While a couple of them may be doomsayers, most of them are doing things which are intended to have a positive impact on their daily lives. We are not advising anyone to ignore the economy. But if it starts to depress you, look in your own backyard for the good things that always appear to be happening. It's uplifting.

Check www.kryderacing.com for weekly updates.