THERE IS A NEW HERO IN THE RACING WORLD. INTRODUCING LONI UNSER.







EXCELLENCE ON ALL LEVELS

Loni's leadership skills, combined with her commitment to academic excellence, and her past success competing in alpine skiing, swimming and running shows she has the character and drive to make it in the racing world. A racing enthusiast since she was born, Loni classifies herself and her extended Unser family as "Racing, Extra Strength." Loni is a natural with her growing fan base, and knows exactly how to garner enthusiasm and support through everything from well-run races to well-managed social media blitzes. This rising star is a genuine role model with an old-fashioned work ethic leading her all the way to the finish line. "I believe people pay attention to excellence and a winning attitude, and I'm proud to be a part of a strong family of hard-working people with a proven success record. I know you'd find me to be fun, frank, and fair. And I play well with others!"

















Loni, the daughter of Shauna and Johnny Unser, hopes to carry on the Unser Racing Tradition her father has handed down to her. Her father Johnny is the cousin to Al Jr. and Robby, and nephew to Al and Bobby Unser Sr. Johnny's father, Jerry Unser Jr. (Loni's Grandfather), lost his life practicing for the 1959 Indianapolis 500. Loni's father Johnny went on to race in many different racing series before working his way to IndyCars, where he qualified for the Indy 500 five consecutive years. Loni is determined to make the Unser family proud and is seeking your assistance in helping her reach her potential.











Pegasus Marketing Group is very pleased to announce that Loni Unser, of the famous Unser racing family, is about to begin competition in the 2017 NASA Rocky Mountain Region driving a Spec Miata. Loni is also planning to participate in select endurance races in the 2017 World Racing League.



Loni has a very busy schedule of testing and racing beginning on March 25 and 26 at the NASA Race at Pueblo Motorsports Park. Her schedule includes racing and testing from April through the end of September. In addition to the NASA Races, Loni is considering events with the Sportscar Vintage Racing Series (SVRA) and in the GOODGUYS events with long-time Unser family sponsor and supporter, SPEEDWAY Motors of Lincoln, Nebraska.

Loni's car will be fielded by Alex Nelson of NRG Motorsports of Denver, Colorado. This is shaping up to be a very exciting year for the next generation of the Unser racing family.

We will continue to keep you updated on Loni's racing progress throughout the 2017 racing season.







• HOW YOU CAN HELP FROM THE START









WHY YOU SHOULD TAKE THE JOURNEY ALONG WITH LONI

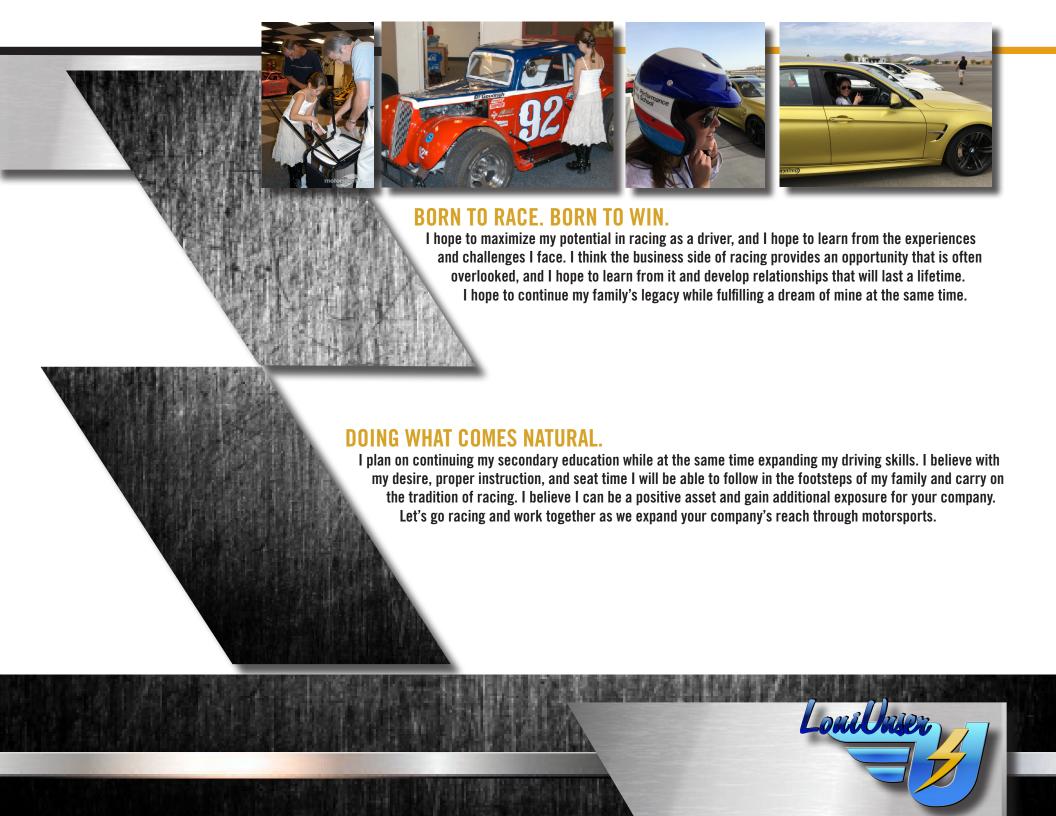
The same determination, confidence, and professionalism that fuels Loni on the racetrack has been represented as well in her education, sports, and family.

Whether she's representing herself or her sponsors, her family or her charitable causes, Loni forges new trails for herself and for her team. In the end, it is about being "a person of excellence" on all levels.

SUPPORT CAN HELP FROM MANY LEVELS SPONSOR LEVELS

- Loni BRONZE sponsor.....\$5,000
- Loni GOLD sponsor.....\$10,000
- Loni PLATINUM sponsor......\$25,000
- Loni "PRIMARY" Sponsor......\$50,000









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