

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



We are 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

KEEPING UP WITH LONI

It seems Loni not only inherited the Unser family's passion for racing, she also inherited their high standards. She is a rising star driven to success and destined to have her own place in the spotlight. Loni plans to compete in racing while continuing her education at Colorado University Boulder, where she is working on her bachelor's degree. Join Loni as she takes her racing to the next level. As part of her team, you'll get behind the scenes reports throughout the upcoming qualifying races in Colorado and regular reports as the season progresses.

UNSER



LONI UNSER'S EARLY RACING CAREER

Excellence from Loni abounds in all aspects of her life. This high school National Honor Society member has shined academically and in a variety of competitive sports. She has four years of Nordic ski racing and eight years of Alpine racing under her belt, and has received accolades for her success on the swim team and cross country. In addition, she is a board member of her local chapter of Girls on the Run, a transformational learning program for 8- to 13-year-old girls that teaches life skills through dynamic, conversation-based lessons and running.

On the racing front, she earned a certificate from the Unser Kart League in 2016 before graduating from both the BMW M School at the Thermal Race Track in Palm Springs and the Mid-Ohio Acura Day Racing School.



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!"



LIKE FATHER, LIKE DAUGHTER

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.



A MESSAGE FROM RALPH HOWARD HANSEN, JR., PRESIDENT AND CEO OF PEGASUS MARKETING GROUP

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.

We also are very proud to announce that TRITEC Seal of Swartz Creek, Michigan is an Official Sponsor of Loni Unser and is helping fund her testing and racing program in 2017. TRITEC Seal has a passion for the extreme, and there is nothing more extreme than the requirements for high performance in motorsports. TRITEC seals can be found in the vehicles of nearly every NASCAR team, ensuring reliability for the chassis, drive train, and accessory drive systems. TRITEC seals are also being used in the Formula One and Indy Car Series. Loni Unser will be running with TRITEC seals and their support in 2017. To learn more about TRITEC, please visit www.tritecseal.com.

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



BORN TO RACE. BORN TO WIN.

I hope to maximize my potential in racing as a driver, and I hope to learn from the experiences and challenges I face. I think the business side of racing provides an opportunity that is often overlooked, and I hope to learn from it and develop relationships that will last a lifetime.

I hope to continue my family's legacy while fulfilling a dream of mine at the same time.

DOING WHAT COMES NATURAL.

I plan on continuing my secondary education while at the same time expanding my driving skills. I believe with my desire, proper instruction, and seat time I will be able to follow in the footsteps of my family and carry on the tradition of racing. I believe I can be a positive asset and gain additional exposure for your company.

Let's go racing and work together as we expand your company's reach through motorsports.





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