



HIGHLANDER RACING

Highlander Racing

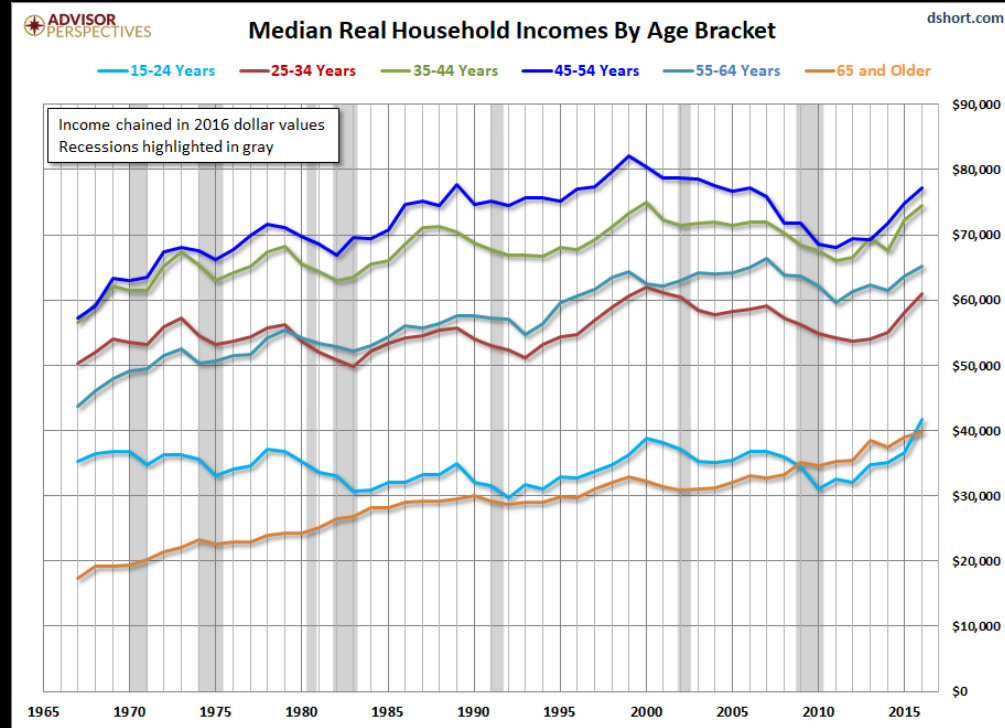


- Highlander Racing is committed to providing a fun and consumer friendly track vehicle to the weekend racer.
- Our goal is to fill the market gap between low performance karts and higher end track vehicles



The Opportunity

- People of 35-54 years of age who want to get into track racing are stuck between go-karts or high end racing cars.
- The average income within this age group in the United States is rising.



The Solution

THE CALLISTO



\$20,000

Features

0-60mph in 3.0 Seconds

Fun, Fast, and easy to maintain.

Base Spec Sheet

CBR 600rr Engine

Spring Shocks

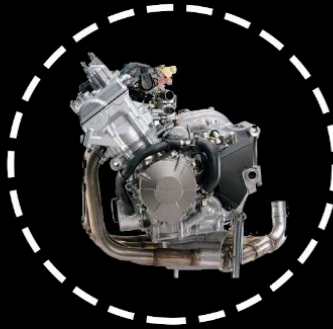
OEM Honda Exhaust

ABS Plastic Body



Power Package

Upgraded Camshaft
Proprietary Air Intake
Yoshimura Exhaust
\$2500



Data Package

RacePak G2X Red
RacePak iQ3
Proprietary Wiring
\$1500

Suspension Package

DVO Topaz T3
\$2000

All packages for \$22,500



Competitive Market Matrix



Name	Go-Kart	Calisto	Ariel-Atom
Engine Size	215cc – Single Cylinder	599cc - inline 4 cylinder	1998cc - inline 4 cylinder
0-60 mph time	3.5 sec	3.0 sec	2.6 sec
Weight	170 lbs	499 lbs	1350 lbs
Cost	\$6,000	\$19,500	\$50,000



Marketing



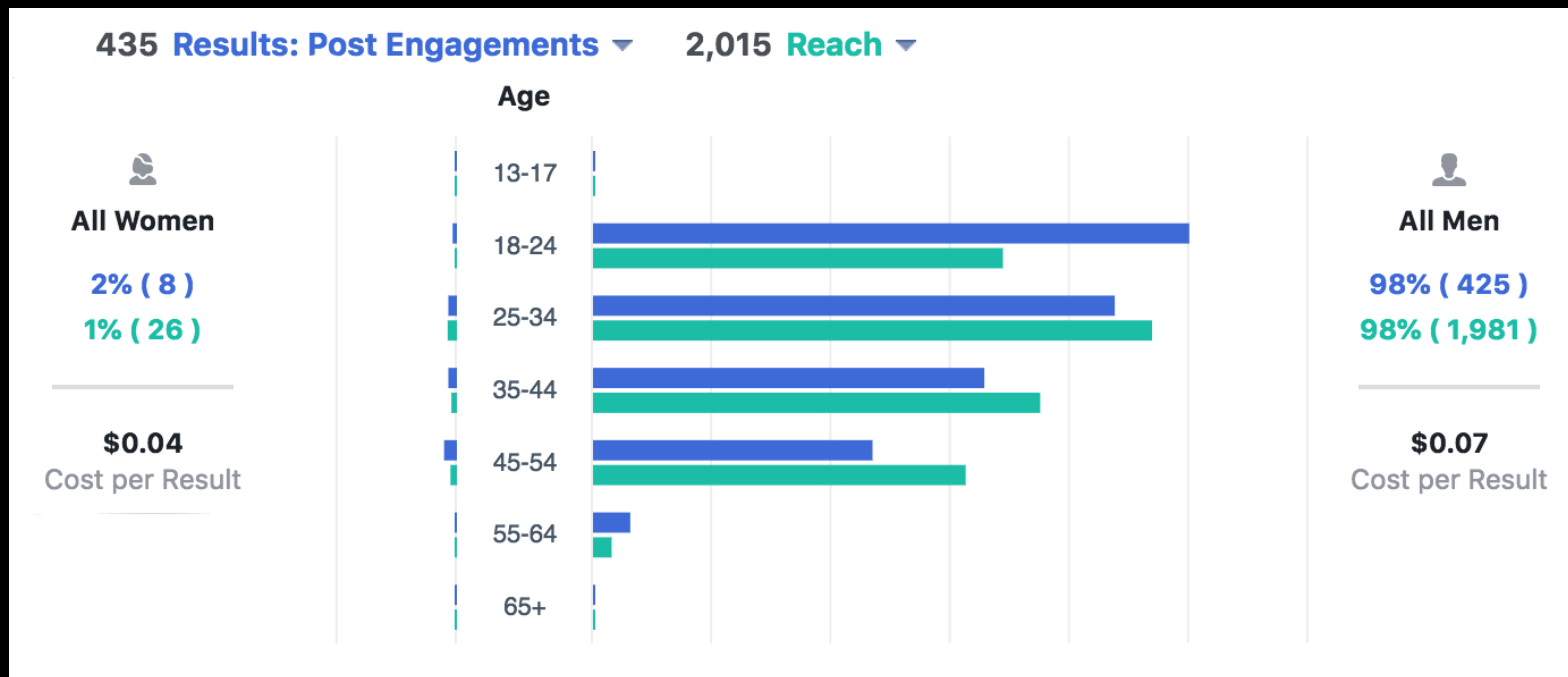
Test Days at Tracks



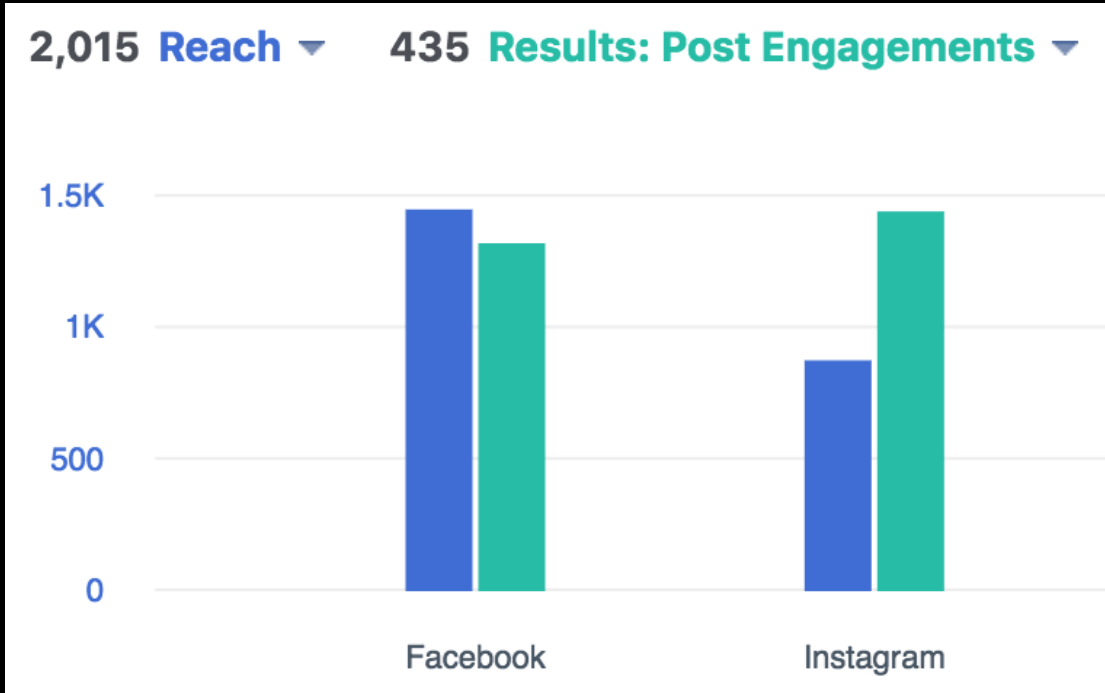
Showcases at Automotive Events



Results for 1 Week of Ads



Results for 1 Week of Ads



7 Posts (1 post per day)

Low Cost per Customer
Acquisition

Very Focused Audience

Cheap, Easy, and Effective



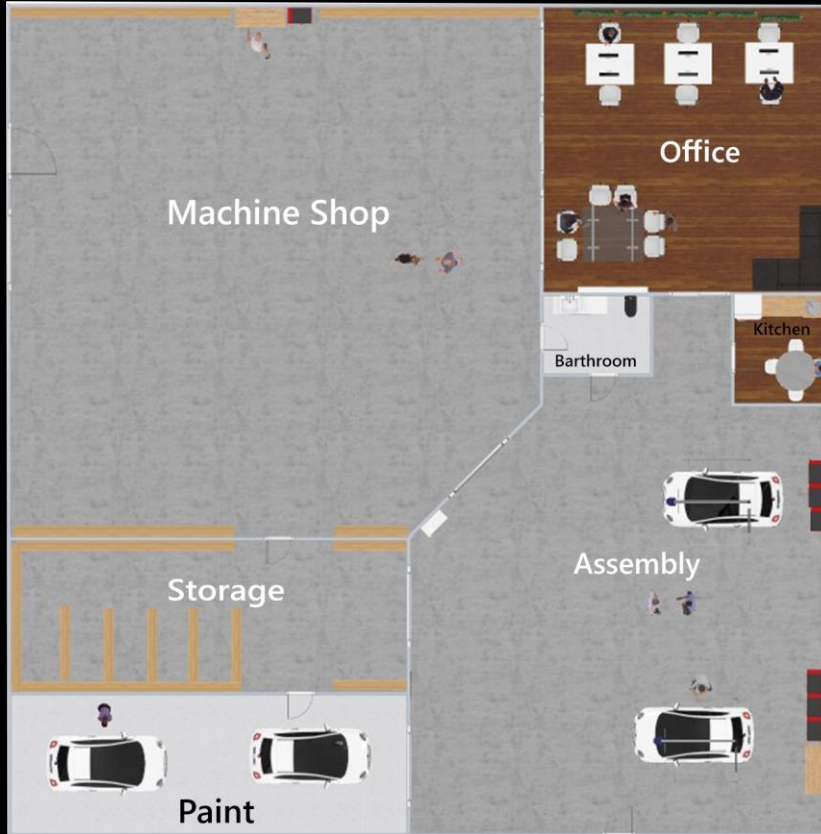
Marketing Plan



Engage on Social Media → Track Day Trials → Convert



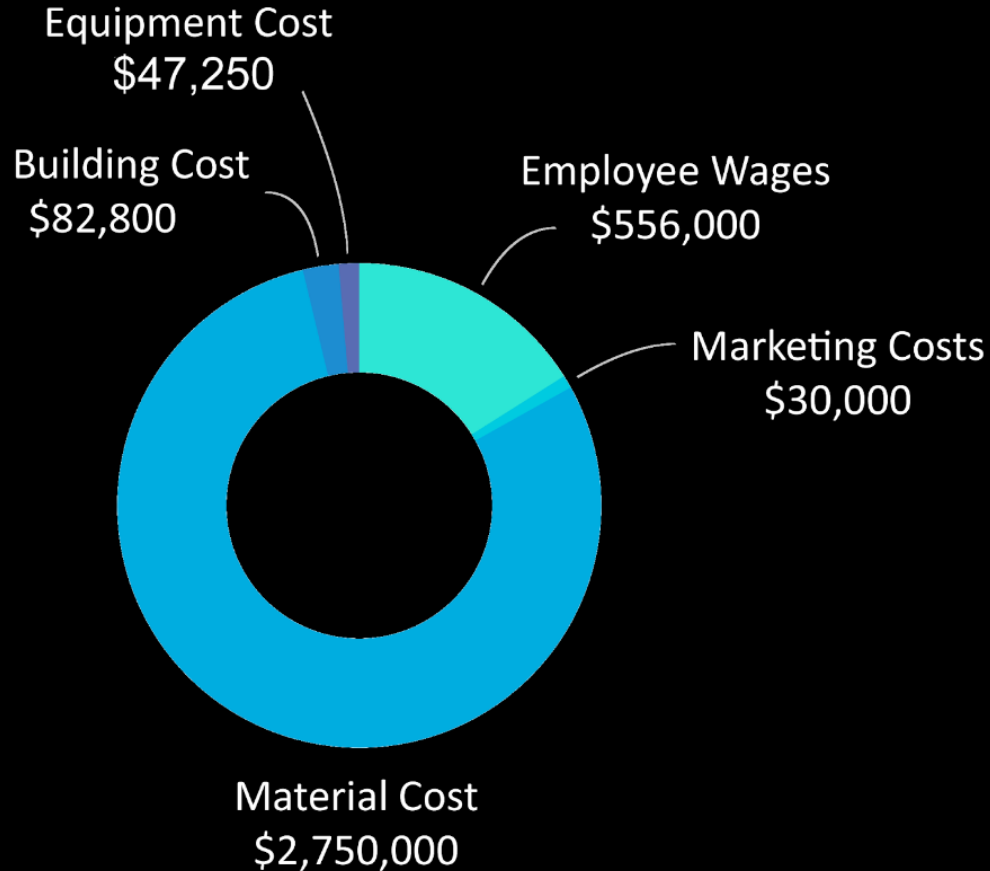
The Space



- 6000 square ft warehouse
- Office with meeting space
- Machine shop
- Storage
- Paint booth for 2 cars
- Assembly
- Kitchen/ eating area



First Year Financials

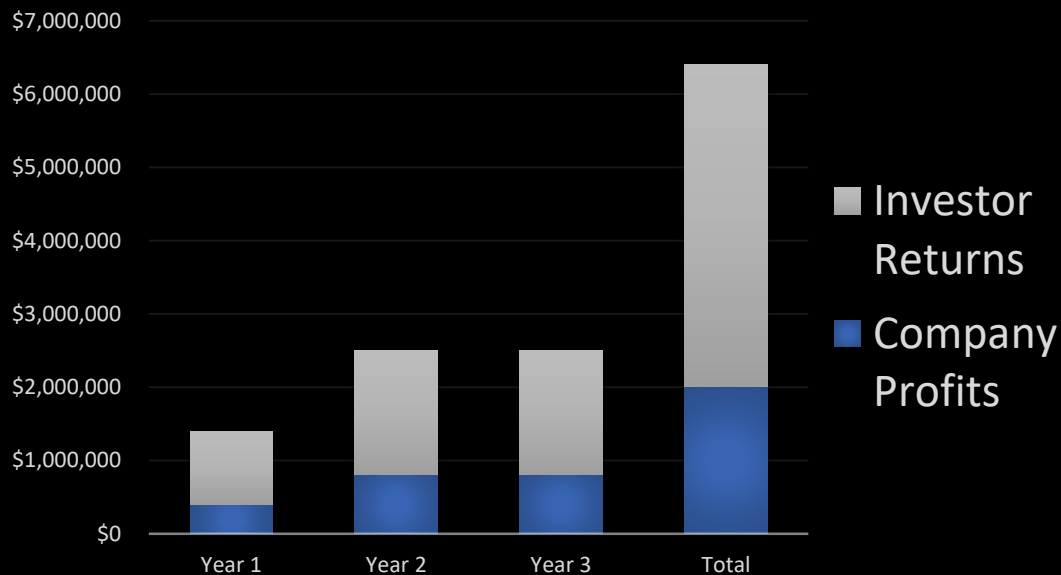


How to Join the Effort

Here is what one investor can do:

- \$500,000 initial investment
- 3 year commitment
- 18% Return on Revenue
- 4.8x Return upon investment

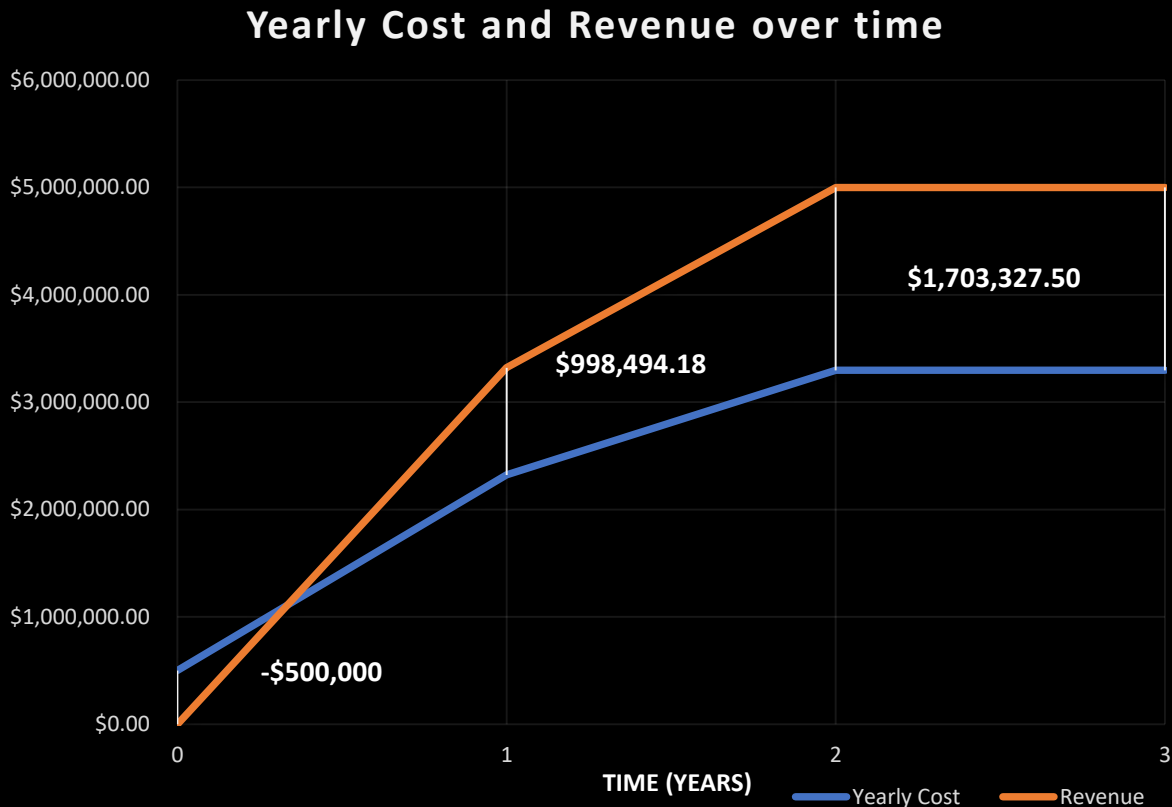
**Highlander Racing Three-Year Profit
Distribution Projection**



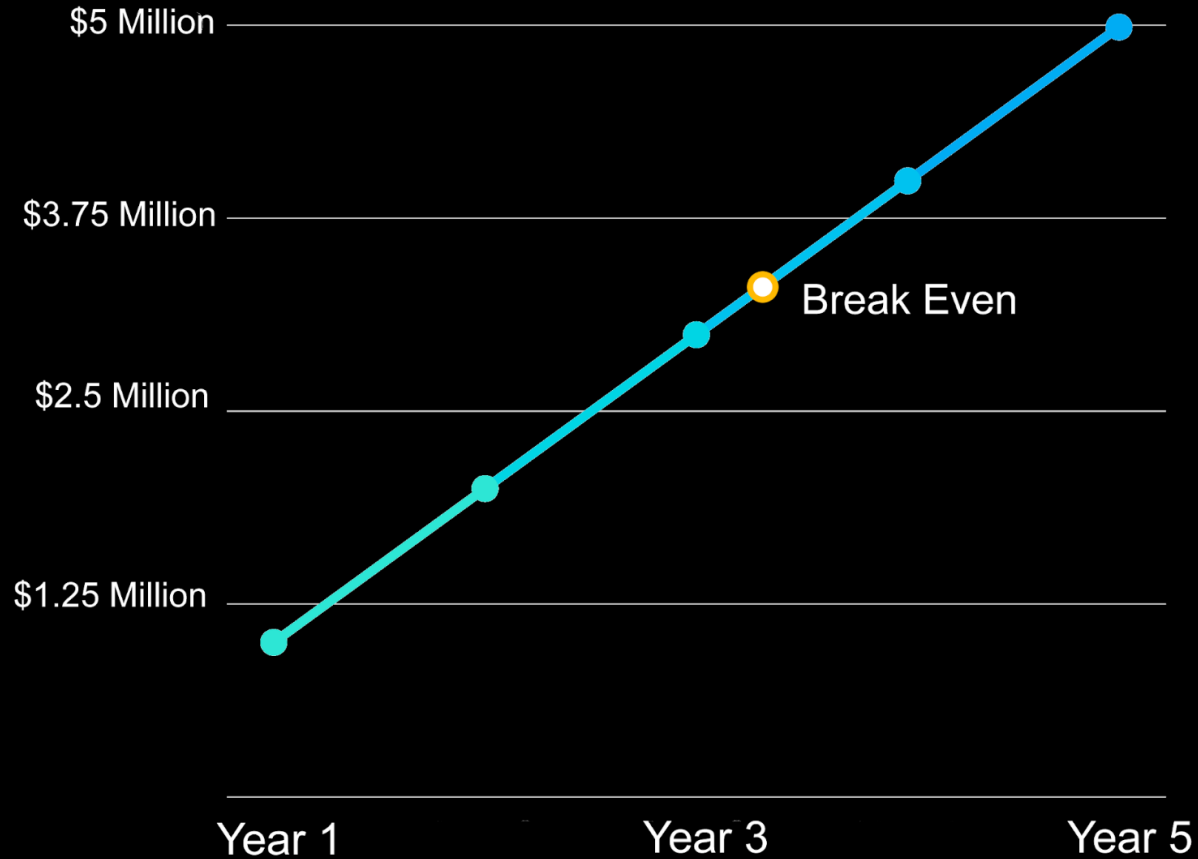
Growth and Advancements

Growth leads to new markets

- Expansion
- Customer Flexibility
- Kit Models



Return On Investment





Thank You



Quantity of Each Price Point:	Prices:	QxP:
150	20000	3000000
100	25000	2500000
	Avg price PC:	22000



Employees:	Cost:
Machinist	\$39,000
Inspector	\$60,000
Welder	\$38,000
Assembler	\$30,000
Assembler	\$30,000
Engineer	\$68,000
Engineer	\$68,000
Painter	\$40,000
Painter	\$40,000
Marketer	\$57,000
Accountant	\$50,000
Secretary	\$36,000
Interns	0
Total Wages:	\$556,000



Marketing:	
Advertisements	\$10,000
Travel (Gas, Plane, etc)	\$20,000
Total Marketing Costs:	\$30,000



Equipment Lease:	
CNC mill 5-axis	\$20,000
CNC lathe turn	\$20,000
Welder	\$4,000
Bender	\$500
Paint booth	\$750
3D printer	\$2,000
Total Equipment Cost:	\$47,250

Building:	
Square feet	6000
Price per sq. ft.	\$0.65
Utilities per Month	\$3,000
Total per month	\$6,900.00
Total per year	\$82,800.00



<https://tradingeconomics.com/united-states/disposable-personal-income>

<https://www.researchandmarkets.com/research/fqgk3h/motorsports>

