

Calling all racers, crew, family and friends.....



**Yarrrrr! I'm Back After a year of planning, plotting, and searching to bring you the best minds in racing to share their hard won secrets so that you can be a winner in 2010! Now Listen Up Me Hardies!"**

**Armadillo Andy**  
Pirate Hunter

In this letter you'll find at least 10 compelling reasons to attend our 15<sup>th</sup> annual High Performance Racing Seminar. Are you are the kind of person who values knowledge, who realizes that you can improve your racing performance and results by learning what and how to apply this knowledge, and is savvy enough to take advantage of this unique opportunity right here in the NW? If you think that a Saturday in February is wasted on this kind of event or that you are better off spending your time and money on the car, then stop reading right now, throw this letter in the trash and best of luck to you in 2010.

If you are still with me, then look at who I've been able to shanghai to come and do their level best to give you the treasures you need to succeed.



**Ross Bentley.** He may be the #1 driving coach in America. Ross has driven sprint cars, sports cars, formula cars and Indy cars and he has the enviable gift of being able to transfer his knowledge to his students. In his spare time, Ross has written a series of books called "Speed Secrets" where he explains the skill of high performance racing in a straightforward easy to understand format. The best racers, golfers, tennis pros, track stars all have a personal coach and for several hours on **Saturday February 13<sup>th</sup>**, Ross will be your personal driving coach. Here's 3 important lessons you'll learn from Ross:

1. How to learn a new track, quickly. This will be vitally important to you now that Oregon Raceway Park is up and running or if you ever run a track you've never seen before.
2. How to easily knock seconds off your lap times. No the answer isn't to just go faster, that's a good way to lose lap times. Pay attention here and you just got your money's worth for the whole seminar.
3. How to mentally prepare for qualifying and the race. In fact this whole idea of mental preparation is what this seminar is about. Ross and his mental coach (yes Ross has a coach too), Ron Langford wrote a whole book on this subject and did some seminars that cost over \$1000. You get a brief on this for pennies.

By the time Ross has finished sharing his secrets, you'll be ready to hit the track and race to win.

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**Jim Downing.** Jim started racing at age 11 in soapbox derby cars. From there he autocrossed, raced SCCA and in 1974 joined IMSA. Sponsored by Mazda for his entire IMSA career, he progressed up from RX-2 and RX-3s to GTP cars all powered by Mazda two, three, and four rotors engines. While Jim has 41 IMSA wins and has been honored with the Phil Hill award in 2002 and the Jim Akin Memorial Award in 2008, he is also know for his engineering prowess. Downing/Atlanta is a highly respected composite shop and was involved in making parts for GTP cars. Jim created his own car the Kudzu which won the inaugural WSC championship in 1991. Of course he is well known for the major role he played in the development of the HANS device.

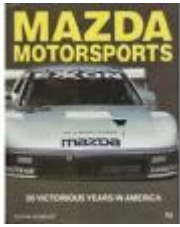
Let me be frank as one chiseled old pirate to the racing community, I have sweet talked, cajoled, connived, coerced, and arm twisted Jim to come speak to the NW racing community for 8 long years. Every time the answer was “No I’m too busy to fly up from Atlanta to speak.” Now to learn my secret for getting Jim to come and speak, you’ll have to come to the seminar. But I’ll tell you this, **you will never get another chance to meet and learn from one of the top race engineers, drivers and car designers in America.** Here is what Jim is going to share that will be of extreme value to you.

1. How to race and win on a budget. Jim is famous in the motorsports world for being very thrifty as he was not wealthy, much like many club racers, yet succeeded in the spending his life in motorsports and racing with huge success at Daytona, Sebring and Le Mans.
2. How to modify and race to win production cars. Not everyone can own a purpose build race car so Jim can help you with modifying your production car to win.
3. How to improve any car you race. There are many performance advantages to racing whatever car you own, and Jim will share some of these performance enhancing tips.

**You should stop reading right now and register for the seminar just to hear Jim and Ross. But there is more.**

**Jim Flake.** Is the owner of BISA, a racing insurance company. Now me Hardies before you think the old pirate hunter has gone daft on you, hear me out. Last year alone, I personally knew 3 racers who lost everything in a robbery. Yarr..they were cleaned out of race car, trailer, HANS, helmet, suit, computers, tools and parts. Worse yet, they found they were NOT COVERED for the loss. I may be a gruff old pirate when it comes to rounding up speakers to come to share their lifetime of experiences with you, but it breaks my heart when friends lose everything and not get compensated.

Jim has a history of road racing as well as drag racing. He and his son run a highly respected insurance agency in Las Vegas that help racers cover their gear against loss by theft. He will share the kind of coverage you need and the surprisingly low cost to insure all you gear including the car, tools and parts. He’ll even speak about on track insurance too. While Jim is a different sort of guy, he could become your best friend if you listen and act on his recommendations.



### [Register Online Now](#)

**Connie Goudinoff.** We've hit the golden treasure chest of racing with Connie. She was a motorsports journalist and managing director for the IMSA Kelly American Challenge. Most importantly, she is the author of Mazda Motorsports, 20 Victorious Years in America. This now out of print book is a classic written by a woman who was on the inside of Mazda racing from the beginning. If you race a Mazda and want to hear the true story then our special luncheon guest speaker is for you. If you just enjoy hearing history of road racing from one who was there, you will love Connie's presentation.

I'm still out on the high seas hunting for one more speaker and you can trust this Pirate Hunter to bring in one more to knock yer socks off!

**Here are the details.** Seminar starts at 9AM and will run all day. I'm gonna feed ya a lunch fit for pirates who have been to sea for weeks so ya don't have to waste time looking for food. There is so much information to get in yer head, I don't want ya wanderin off.

As a special bonus for our 15<sup>th</sup> year, we are going to hold a special bonus session from 7 to 9 PM. This will be a round table complete with our seminar speakers and a number of other racing notables who will share their thoughts, ideas and insider knowledge. I've already lined up **Tyler Tadevic** the former owner of Pacific Coast Motorsports (who had a podium finish at the Long Beach GP with driver Mario Dominquez), and former Conference Champion **Ed Zabinski**, who now lives in Atlanta and is not only a professional driving coach but brought Ferrari their first SCCA National Championship. So for the same price as last year you'll get a full 2 additional hours of fun and insights.

Guarantee

**If after hearing the morning speaker for three hours, you are not totally thrilled by the secrets you've learned, I'll refund your entire seminar registration fee plus \$25 for wasting your time!** With this guarantee you have nothing to lose but valuable seconds off your lap times.

The cost for the whole program including the special evening bonus session is just \$197.00. Same price as last year as I are working to keep the cost down.

You can register several ways, whichever is easiest for you. By mail, just fill in the enclosed form and mail it in with a check or credit card. By fax, just fax in the registration to our **toll free FAX number 1-800-278-0138**. By email to [Andy@armadilloracing.com](mailto:Andy@armadilloracing.com) or from our website at [www.armadilloracing.com](http://www.armadilloracing.com) (just follow the links). **Or call me on our toll free USA and Canada line at 1-888-211-9129.** It doesn't get any easier than that.

**Do not wait.** If you put this letter down you may forget, get left out and be forever wondering what you missed and how 2010 might have been different for your race program. **Register Right Now.** To the first 15 people who take action by midnight January 13<sup>th</sup> I'll give you \$20 in Armadillo Bucks to spend the day of the seminar.

[Register Online Now](#)

***Don't take my word for it, here are what some of last year's participants had to say about their experience:***

"Absolutely incredible, worth every penny." **Erik Kremsner** FSAE

"Excellent low tech presentations about highly technical subjects. A good value." **Don Thieman** Mustang A sedan

"Great seminar as usual – very helpful information that is needed to take you to the next level." **Dick Boggs** DSR

"Great Seminar! Speakers were very knowledgeable and experienced racing people who gave us the benefit of their real work experience in a way that was relevant and understandable. Very helpful. I'll be back." **Peter Jenkin** BMW Pro3

"Excellent seminar. Every Armadillo seminar is a learning experience and enjoyable too." **Frank DiMiceli** Spec Miata

"A terrific way to start the up coming season. An amazing amount of information delivered in an easy going, off-season setting. A great mental and practical start to the new season." **Dan Durr** 1968 BMW B Sedan

"Amazing, an absolute treat." **Dave Wahl** 87 BMW Pro3

Yours For Racing,

Armadillo Andy  
**Pirate Hunter**

PS OK all kidding aside, if you've gotten this far in this letter you must be interested. This seminar is a pain in the butt to create every year. These speakers love racing but know that coming to Tacoma isn't just a day for them; it is at least 3 days of travel plus all the effort they put in to prepare. Why? Because they are passionate about our sport and about helping you. Quite honestly I really don't know why we don't max out the seminar every year. I asked last year and the answers were mostly, I have a family event to attend to. It certainly can't be the cost as we are putting on this event as cheaply as possible with literally thousands of dollars worth of information being passed out. Info you can't get anywhere else AND you get to ask questions, so you get your answers to your specific questions. **It is time to see the value this seminar represents and register now.**

PSS **Ross Bentley**, perhaps the best driving coach in America, **Jim Downing**, race engineer and champion driver, **Bill Flake**, race insurance professional, **Connie Goudinoff**, racing author, coffee, snacks, lunch and a special 2 hour racing roundtable event. Plus our unbelievable guarantee that if you don't think the event has value for you, we'll refund your money plus \$25 for wasting your time. AND Free \$20 worth of Armadillo Racing Bucks if you are one of the first 15 to by January 12<sup>th</sup> at midnight.

[Register Online Now.](#)