

LEADFOOT™

DYNAMIC IMPULSE™

MONTHLY INDUSTRY INSIDER

JUNE 2010



FIND OUT WHAT'S
NEW FOR 2010

CHECK OUT THE NEW LOOK BRIANORACING.COM

BY THE NUMBERS

Milan Dragway June Race:

7,000 Spectators (Severe Weather In Area)

1,879 Live Streamers On Ustream.com Milan Dragway Channel

1,000 Hero Cards Given Away

11th Qualifying Position

15 Minute Interview Over PA with **Marketing Partner** Mentions

Speaking Engagements:

2 Brian Olatunji High School Talks (April & May)

400 Students Total

Leadfoot Motorsports Anniversaries:

8 Years of **Drive Train Specialists** Partnership

5 Years of **Lucas Oil**, **Toyo Tires** & **Bell Helmets** Partnership

3 Years of **Planet Color** Partnership

2 Years of **Pepsi** Partnership

2010 SCHEME DESIGNED IN HOUSE



SPECIAL WELCOME TO OUR NEW PARTNERS!



DIRGET.com
Post your Ads Now!



NEW FOR 2010



www.brianoracing.com

Brand New Website Design
Marketing Partner Logos & Links On Every Page

Truck Painted Black by **Rodgers Chevrolet**
(Hot Rod, Trailer, Truck Now Match Colors)

Lighter Front End Mounted On Hot Rod For Speed

Vinyl Wrap by **Innovative Media**

NEW HERO CARD DUBUTED IN JUNE

FRONT:



BrianOlatunji

BACK:

BrianOlatunji **BrianO RACING.COM**

Brian Olatunji is enriched in a history which is full of racing. It turns out that this 27-year-old Detroit native has a passion for fast cars and rightfully so considering most all his weekends since birth have been spent at the race track. Growing up in the Motor City only served suit to fuel his passion for the pursuit of speed.

Although he grew up around racing, it wasn't until his sophomore year of college that Brian actually got behind the wheel of a real hardcore racecar. The lack of family finances held Brian back from his passion of competition in a real race car and chasing his dream. However, never one to be deterred, Brian's hard work, sweat, sacrifice and a considerable amount of money saved allowed him to purchase a race car of his own.

Brian is currently in the middle of a self made driver development program. This will prepare him for the ultimate level in the world's fastest and most extreme motor sport, drag racing. Seeking to advance his skills, Brian sped his way to over 230 miles-per-hour. Brian achieved this when he attended Frank Hawley's Drag Racing School in Florida. The idea behind this progression is for him to land a ride in a 330 mile-per-hour land shaking beast known as a Top Fuel Funny Car.

In the pursuit of his dream, Brian had to balance his racing efforts with a full schedule of classes at Kettering University where he earned a Mechanical Engineering degree with a management minor.

He plans on living a life in the racing spotlight – Winning races, championships, and leaving the competition in a thick cloud of back crunching smoke.



SPEAKING ENGAGEMENTS

By Brian Olatunji



When called upon to enlighten the next generation I always feel an immediate responsibility to share and hopefully impart my life experiences to help make an impact. Over the off-season, I was asked to speak as a keynote speaker and presenter during two unique career days. Although this was not my first foray into speaking to students, about career options and life choices, I always feel a greater sense of need in the inner-city. Especially Detroit considering that it is my hometown. I was asked to speak at two Detroit schools, **Denby Technical High School** as the keynote speaker in addition to **Cody High School** as a presenter during their annual career day celebration. Given that I am a product of the same public school system, for

my primary education, I understand the challenges, obstacles and pitfalls facing inner-city youth. Many people say Detroit is a dying place, however when engaged in a conversation with our next generation I am encouraged to know the bright minds yet to ascend on the world. Although I am tabbed as a "race car driver" during the sessions my focus is immediately on education. I impress upon them that I know firsthand that education is the cornerstone to pursuing ones dream and success beyond measure.



I met several interesting young people who expressed interest in fields ranging from the arts to law. Of course I'd be remiss if I didn't mention the occasional aspiring engineer! All of the students were fascinated about the many aspects of racing and some intriguing questions were thrown my way. In this game it is great to have quick reflexes and the same can be said about engaging in conversation with young people. Especially high school students! As always I encouraged them to think outside the box and explore the virtuous and endless possibilities this

world has to offer. I am proud to have been asked to spend some time with the young people and hopefully our interaction will inspire them to reach for their dreams and accomplish the impossible.



In the meantime... **Live Fast, Drive Hard!!!**



SHOW US YOUR LEADFOOT

Forward by Brian Olatunji

The Leadfoot Media team thought now was a perfect time to give our readers incite on key people within our organization, thus *Show Us Your Leadfoot* was created. Each edition we will give you a behind the scenes look at the figures who comprise and support our efforts. First up are the most influential in my decision to pursue racing as a profession. Here you will learn about my grandparents, John and Marguerite Broaden. They are the cornerstones of my racing ambition. My grandparents introduced me to the sport which is DRAG RACING! Below our resident journalist, Maurielle Lue will take you on a quick journey into the minds of John and Marguerite. We hope you enjoy this "insider" view as well as the remaining contents of your Dynamic Impulse! Now on to the goods...



Interview by Maurielle Lue

Tell us about your history in drag racing, how did you get involved?

Grandad (John Broaden): I got started at Motor City Dragway in 1969 thru a part-time job as a security officer while working for General Motors. One day the track announcer did not show up so the manager Roger Tucker asked me to fill-in as announcer during the event. Roger, noticing my passion for cars, let me know a manager would be needed at Motor City Dragway and he suggested I apply. The General Manager of Detroit Dragway and Motor City Dragway, Ed Eaton hired me on the spot and in 1971 I became the first black manager of any NHRA drag strip. From '71 until '73 I managed Motor City. In '73 Ed asked me to manage both Detroit and Motor City Dragway, which I did until Motor City closed in 1981. I still remember going to my first managers convention (either 75 or 76) in Indianapolis (Bob Daniel was the manager of Indianapolis Raceway Park at the time) and Bob took me under his wings. He gave me a lot of incite on how to handle people as a race track manager. Dave Gladwish was very instrumental in my success as a manager of both facilities. He was a very good racer and when I asked him to announce full-time he quit racing to become the voice of both race tracks. The most impactful program I like to believe we were one of the first to begin was bracket racing back at Motor City Dragway. Our first bracket class was Z-Stock. At the time there was only class racing available and over the course of a weekend we would only draw 75-80 cars. We wanted to draw more cars and a bigger crowd so we adopted our own bracket categories; Super Pro, Pro, Heavy and Street. Once we implemented bracket racing we were immediately drawing 250-300 cars per weekend. That's when we knew we were on to something!



Granny (Marguerite Broaden): I got involved in 1971 through marriage to John Broaden. Mrs. Gil Cohen (Owner of Detroit and Motor City Dragway) introduced me to the business side of running all office operations of Detroit Dragway and later Motor City Dragway where I served as office manager of both Motor City Dragway (until 1981) and Detroit Dragway (until 1992).

You have seen the sport evolve over almost 40 years, how has the sport changed?

Grandad: One of the biggest aspects is how fast everyone wants to go. At Brian's most recent race I noticed how much safety equipment he had to put on before he got into the race car. Years ago you only needed an open face helmet. Safety has been the biggest improvement. Speed is the biggest attraction and it is much quicker and faster now. I see more of a business like atmosphere today. I would like to see more families and children at the races so the sport can continue to grow. From an advertising aspect the sport is more professional and the sponsors get a great bang for their buck.

SHOW US YOUR LEADFOOT

Granny: Sponsors have changed the sport to bring the professionalism to the next level. The way the sport is presented provides a fantastic marketing and advertising platform for sponsors. The sport has always been family friendly, by spending a day at the races for a day of entertainment without breaking the bank. Of course the main focus -- the cars are much, much faster now! The thrill of watching the sheer speed and acceleration of the cars now is much more intense.

What has it been like watching your grandson Brian O grow as a race car driver?

Grandad: He is a continuation of my right arm watching him go down the track. Watching him learn as everyone has to in drag racing has been a joy. I know he knows the business side of racing and it's obvious with the sponsors and partners the Leadfoot program has been able to acquire. I have a lump in my chest each time he straps into that hot rod because I know he is chasing his dream and becoming better at it each time down the race track. I get the opportunity to watch him through the highs and lows. I know he has and continues to learn how to cope with each scenario. Driving is about reacting automatic to a situation. I've seen Brian develop by becoming automatic as a driver and handle different situation effortlessly. He is learning how to win and I know one day he will accomplish his dream of driving a funny car to championships and one day owning the operation as he does today. I know he has to take his time and at the right time he will move up to the nitro funny car category to which he aspires.

Granny: I still remember Brian as a skinny little kid helping racers push their cars up to the starting line and learning all aspects of racing from (tech, tickets and helping his favorite racer from the old Detroit Dragway days -- Gene Hoover). It is an honor to know he has pursued his passion and become good at it. From loving just being at the race track and helping anyway he could to owning a team and now being a professional driver is a joy. One day I will stand on the starting line watching Brian win championships as his proud grandmother.

Most drivers do not own their team. What are your feelings of how Brian O has built the Leadfoot Motorsports program both as a business man and driver?

Grandad: First off, I am very proud of my grandson! It's something that I don't think I have the abilities to do. He has the finesse, education, and knowledge to be successful at both. It takes a tremendous amount of time. I don't know when he sleeps. [Chuckle]. I would hate to have to do the same thing. I know he is dedicated and stickler for everything or he doesn't think it is right. He is certainly a perfectionist, which I think he takes after me. He learns from his mistakes and he won't make the same mistake twice. I know he will accomplish his dreams. I think he dreams about how to improve the program in his sleep, therefore he never stops working. I live vicariously through my grandson. I was a manager for many years and he is living the dream. I will do any and everything I can to help him accomplish it.



Granny: He started from the bottom. He has worked hard and I mean very hard. The due diligence he and his team take at finding sponsors and ultimately meeting the objectives of the sponsor is paramount. Brian is a perfectionist and puts all of his efforts and energy into making sure he and the team exceed the expectations of both fans and sponsors. His passion for becoming a champion is evident in all the work that goes into the Leadfoot program. Nothing has come easy for him and I am proud of the effort and professional approach he and the team take to make it a success.

Given Brian O is a first generation driver, what do you hope is the family's legacy in racing?

Grandad: I along with everyone in the family are proud of everything he is working towards to become a champion. What he is doing is an extension of what I would like to have done. Naturally as a grandparent you want to see the next generation carry the torch. Brian is doing a great job representing our family and ultimately he will pave the way for many others to explore the sport of drag racing and continue to make it mainstream.

Granny: That Brian Olatunji will break into the sport and make an impact. As a young black man who is college educated and earned his way in drag racing I hope he paves the way for many others to follow in his footsteps. I hope people come to know he has sacrificed and has worked very hard to make his dream a reality. As long as he keeps God as a cornerstone he will lead the way for other young blacks to pursue their education and ultimately their dreams and become successful. I along with the family are very proud of the vision he has and how he has pushed to make it a reality. Brian will one day win championships because we know he is a champion already!

JUNE RACE COVERAGE

NEW YEAR SHOWS MUCH PROMISE



Written by
Ian Lewis Moore

New was the theme when Brian Olatunji and the entire Leadfoot Motorsports team arrived for their first race of the 2010 season. Brian O and the entire **Pepsi Racing** team arrived with much to be excited about. The 7,000 spectators on hand felt the energy with the new look hot rod. **U.S. Army Soldiers** provided extra excitement and pride as they set up camp in the party that is the Leadfoot Motorsports pit area. Dark clouds, rain and strong 70 mph winds in close proximity to the track threatened to cancel plans, but much to everybody's delight the racing action kicked off without interruption on June 4th at Milan Dragway, just outside of Detroit.



15 MINUTE INTERVIEW & PRIZE TOSS

Staff Sergeant Rojas and other **U.S. Army** personnel joined Brian Olatunji and the Leadfoot Models in front of the grandstands for the traditional Leadfoot prize toss. Brian O worked up the crowd and handed out **Pepsi swag** including T-Shirts & **Pepsi** cans. The enthusiastic crowd loudly cheered on O and the **Soldiers** for prizes to be tossed their way.

Picking up from where he left off last year, Brian O headed to Milan Dragway's control tower for a few words to the thousands of enthusiastic spectators on the public address system. Due to a break in the on track action the interview was expanded to a staggering 15 minutes. Brian O and the track's announcer entertained the masses with discussion of the intense competition surrounding the new racing season. The announcer commented about the professional look of the race team and Brian O took the opportunity **to plug all Marketing Partners**. Olatunji got to discuss in detail the return of **Pepsi** and the addition of **U.S. Army, Rodgers Chevrolet** and **Dirget.com**. Fans were invited to come over to the Leadfoot pit area and **thank the Soldiers** in person for the protection they provide our nation. Brian gave an enthusiastic outlook to the rest of the year leaving fans hungry for more.



JUNE RACE COVERAGE

ON TRACK ACTION

Brian O's first qualifying run of the night was a shakedown pass that showed much potential and locked the **Pepsi Racing** team into the 11th qualifying position. The entire Leadfoot Motorsports team had worked many man hours throughout the offseason to increase performance, particularly on starting line take off. In Round 2 of qualifying the hard worked proved itself as the hot rod got off to its fastest start ever. Unfortunately the car simultaneously suffered a minor mechanical part failure with serious potential consequences. Due to the breakage, **Lucas Oil** spilled oil under the rear tires, but Olatunji was able to gather the car back into his control and avoid major damage to the race car. "After I put it into second gear the rear tires began to move and I quickly corrected it to avoid problems. I talked to the car all the way to a stop," said a reflective Olatunji. Fans who witnessed the pass told the Leadfoot team that they thought for sure there was going to be a crash. Brian O made a great save, but unfortunately nicked the right rear **Toyo Tires** slick. Leadfoot always has safety at the forefront and the decision was made to not make another run until the tire could be accessed properly.



UPDATED & IMPROVED SWAGPAK™



Throughout the event the Leadfoot Models informed fans of the new **Pepsi Swagpak™ presented by Leadfoot Media**. Spectators were told that there were prizes being given away in the Brian Olatunji pit area. When they arrived they discovered that raffle ticket stubs were attached to Brian Olatunji hero cards. Last season there was only one **Swagpak™** winner per event at Milan Dragway. This year the Leadfoot team has upped it to one winner every hour, giving more fans a chance at winning and also drawing more fans to the Leadfoot pit area. Each winner receive a Pepsi grab bag full of goodies. **Marketing Partners** who are interested in the **Swagpak™** program can contact us for information on how to be involved in this exciting marketing opportunity.



JUNE RACE COVERAGE



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NEW CHARITY EVENT NAME & LOGO

Previously known as the Leadfoot Foundation Youth Empowerment Car Show, this event gathers and distributes school supplies for Detroit youth. If you or your company is interested in participating, contact us for details.

5th Annual

LEADFOOT  **FOUNDATION**

DRIVING EXCELLENCE

Charity Event

September 11, 2010 • Mack Avenue, Detroit, MI

Presented By



pepsi

U.S. ARMY

WHAT TO LOOK FOR IN NEXT'S MONTH'S ISSUE:

Milan Dragway July 2nd Race Coverage

Norwalk (Cleveland) July 16th Race Coverage

New Show Us Your Leadfoot

You Can Expect the Next Issue the Week of July 19th!



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