

MISSION STATEMENT

To provide companies with a unique marketing tool (Rob)
in a unique marketing platform (motorsports)
which allows them access to a very specific, dedicated and loyal customer base (fans)
and the opportunity to build company awareness and sales.

VISION STATEMENT

Present a professional and original approach
to help maximize a sponsor's branding and marketing efforts
through the use of motorsports,
in order to secure a long career in racing,
first by winning and then by helping others win.

CORE VALUES

01. Always be professional and original
02. Leave a mark wherever you go
03. Make the most out of every situation and do whatever is necessary to be the best
04. Strive to be the best in order to be recognized and respected
05. Do what it takes to get the job done every time
06. Know when to be a friend and when to be a competitor
07. Push to the very end and show spectators and teams something magical