

NITRO FLASHBACK

STRAIGHT & NARROW



RANGIORA A&P SHOW DISPLAY Saturday 22 October 2005

Teaming up with well-known Canterbury Rally Car Driver, Les Summerfield, we put together a great display to unveil our new paint job.

Honestly, we didn't know what to expect, as a small farming community isn't normally into drag racing all that much or so you would think.

I guess wild paint jobs, classic car lines and big motors have universal appeal as we created a huge amount of interest amongst the estimated 10 000 visitors to the show.

Our crew spent the entire day talking to those interested in what we were doing, all the while passively promoting Castrol Oil Products.



We asked several people to write down their thoughts in our book of support and here are some of the kind words given:

"Great to see a well sponsored and marketed car and business."

"Excellent Presentation."

"Looks really smart."

"Awesome Paint Job."

Our Nitro Flashback Kids Club flyers disappeared at an amazing rate and we ran out before the day was over, must take more of these to displays as the kids love it.



To top off a great day our joint display was awarded a trophy for Best Trade Display of the Event. Congratulations to Les and his team as well as our crew. By working together we were able to gain maximum impact for our individual cars but also Castrol.

Karl Boniface
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