



THOMPSON LSR 2018

THOMPSON LAND SPEED RACING

About

THOMPSONLSR is about taking care of unfinished business. More than 50 years ago, a young American hot rodder named Mickey Thompson shocked the world by becoming the fastest racing driver in history. His vehicle, hand assembled at home from junkyard parts, reversed decades of British dominance in land speed racing and foreshadowed a tectonic shift in the competitive landscape.

But Mickey wasn't satisfied. A breakdown on the return run cost him the official record, and he spent most of the next decade waiting for another opportunity. Circumstances came together in 1968, and he returned to the salt with the Challenger 2, a cigar-shaped technological tour-de-force wrapped in a glistening skin of hand formed aluminum. Initial testing was more than promising, but an unseasonal storm transformed the famous course at Bonneville into a lake, and Ford (the primary sponsor) pulled back from racing the next year.

Although he would go on to significant fame and success, Mickey never forgot about the record, and decided to make one more attempt in the late 1980s, this time in partnership with his son Danny, a successful racing driver in his own right. Months into their collaboration, he was murdered by a business associate, and the land speed record project, tantalizingly close for so long, seemed to be fully out of reach.

Half-a-century after the Challenger 2's first run, Danny Thompson has set out to finish Mickey's work. The original Challenger 2 has been removed from storage, restored, and brought up to modern specifications. In 2016, the team achieved an AA/FS record of 406.7mph. In 2018, they're after the overall piston powered record.





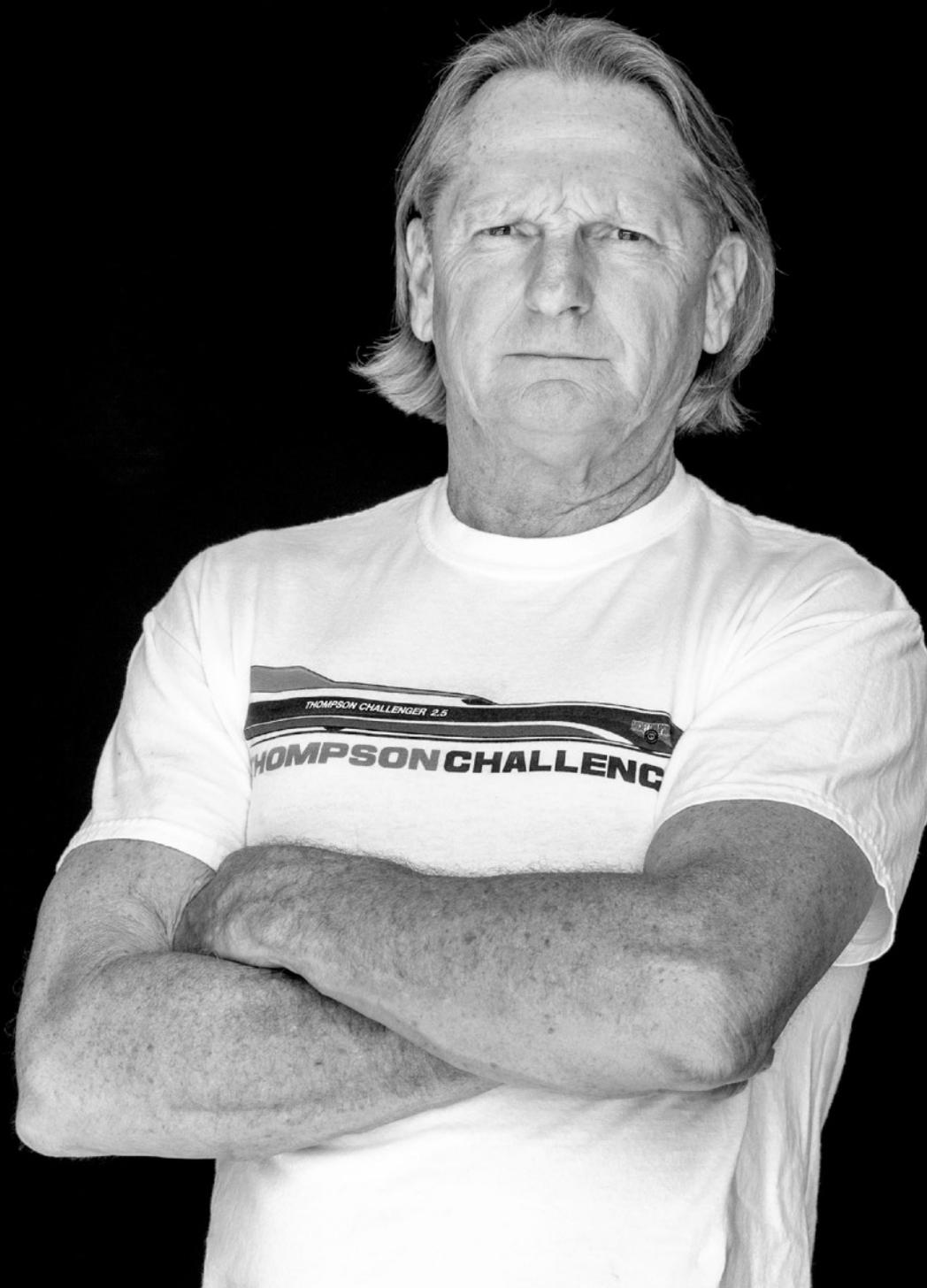
Four Goals

1. Restore and update Mickey Thompson's original 1968 streamliner, the Challenger 2. 
2. Break the piston powered world land speed record and bring it to the Thompson family. 
3. Generate value for our sponsors by providing them with significant exposure on and off the salt. 
4. Use rich media to document our efforts and tell a compelling human interest story. 

Danny Thompson

Step by step, Danny Thompson has maintained and expanded his family's celebrated history in motor sports. He began his career in motocross, winning his first eighteen consecutive events, before switching to cars and progressing through the Formula Atlantic Series, Supervees, and CRA Sprint Cars. He won the opening night of the Mickey Thompson Off-Road Grand Prix, and continued performing as a Chevrolet factory driver for the next seven seasons. After a decade of retirement, Danny came to Bonneville for the first time in 2002 and subsequently became a world record holder in multiple classes. He gained further notoriety in 2007 for building and piloting the world's fastest Ford Mustang in partnership with Hajek Racing.

Danny is well versed in the administrative and promotional side of racing, having served as president of the Mickey Thompson Entertainment Group and later as a consultant to entertainment, promotional, and safety firms. He takes sponsor advocacy exceedingly seriously, and has spoken on behalf of backers at large trade shows, corporate events, and industry conferences. He is committed to generating positive press for sponsors in traditional media, online, and in person.



The Challenger 2

When the Challenger 2 was originally constructed in 1968, *Sports Illustrated* declared it “a rolling textbook in sophisticated automotive design.” Decades later, observers of its brief practice runs remained convinced that it was the fastest naturally aspirated vehicle ever built. As the liner was restored, its outward appearance remained largely unchanged. Certain modifications were made to comply with modern safety standards (we can no longer, for instance, deploy the parachutes by blasting off a section of the rear wing with compressed air), but we are using the same chassis, the same aerodynamics, and the same hand-formed aluminum skin.

Rather than Ford 427s, the contemporary vehicle is powered by a pair of dry block nitro-fueled Hemi V8 engines in an all-wheel drive configuration. Overall horsepower has approximately doubled, from 600 front engine and 1200 rear engine, to an even 2500 per. Twin three-speed gear boxes link the two engines together and counterbalance output, a marked improvement over the original “split gas pedal and Mickey’s intuition” mechanism. The front of the car houses two 30 gallon fuel tanks that hold just enough nitromethane for one full speed pass. The total curb weight approaches 5700 pounds.



The Benefits of Sponsorship

1. Significant Signage

The length and shape of the Challenger 2 chassis provides ample space for branding. The limited number of major sponsors means that your marque will have an impact in person and in media coverage. Branding will be reproduced on the team website, uniforms, transportation equipment, and all distributed materials.

2. An Eloquent Advocate

Danny's passion for the project translates into passion for those who support it. Danny has travelled throughout the United States and overseas on behalf of Chevrolet, Mickey Thompson Tires, and other supporters. Sponsorship means service on and off the track.

3. An Attentive Media

Since heading back to Bonneville, Danny has appeared on the front page of CNN, the covers of *Hot Rod*, *Robb Report*, *OC Weekly*, and the *Orange County Register*. He's been covered online by Hemmings, RACER, Jalopnik, Auto Blog, SpeedTV, MavTV, Popular Mechanics, WIRED, Fox Sports, Dragzine, and the New York Times' "Wheels." He's been a guest on WindTunnel with Dave Despain, TWiT with Leo Laporte, and innumerable radio programs. A documentary about the project produced by AT&T U-verse aired in July, 2015.



What We Need From You

THOMPSONLSR is prepping the Challenger 2 for a final record run in 2018. In order to offset the substantial cost of repairing and upgrading the car, we are interested in partnering with great companies whose products or services would benefit from an affiliation with our project. We believe strongly in straightforwardness and clarity, and to that end are offering two classes of major sponsorship. Primary sponsorship receives prominent signage on the vehicle and becomes a key part of the car's narrative. Secondary sponsorship receives placement on the lower-third of the streamliner and Danny's dedicated services as a sponsor advocate.

THOMPSONLSR + Your Brand

Supporting THOMPSONLSR is about more than just sponsoring a vehicle. Mickey Thompson's Yankee ingenuity inspired a generation of fans and amateur racers. Danny's quest to take care of his father's unfinished business is a compelling human interest story that will stay with fans long after events are over and cars have left the track.



Contact Information

www.thompsonlsr.com

+ 1 (970) 497-6690

danny@thompsonlsr.com

Danny Thompson Motor Sports Inc.

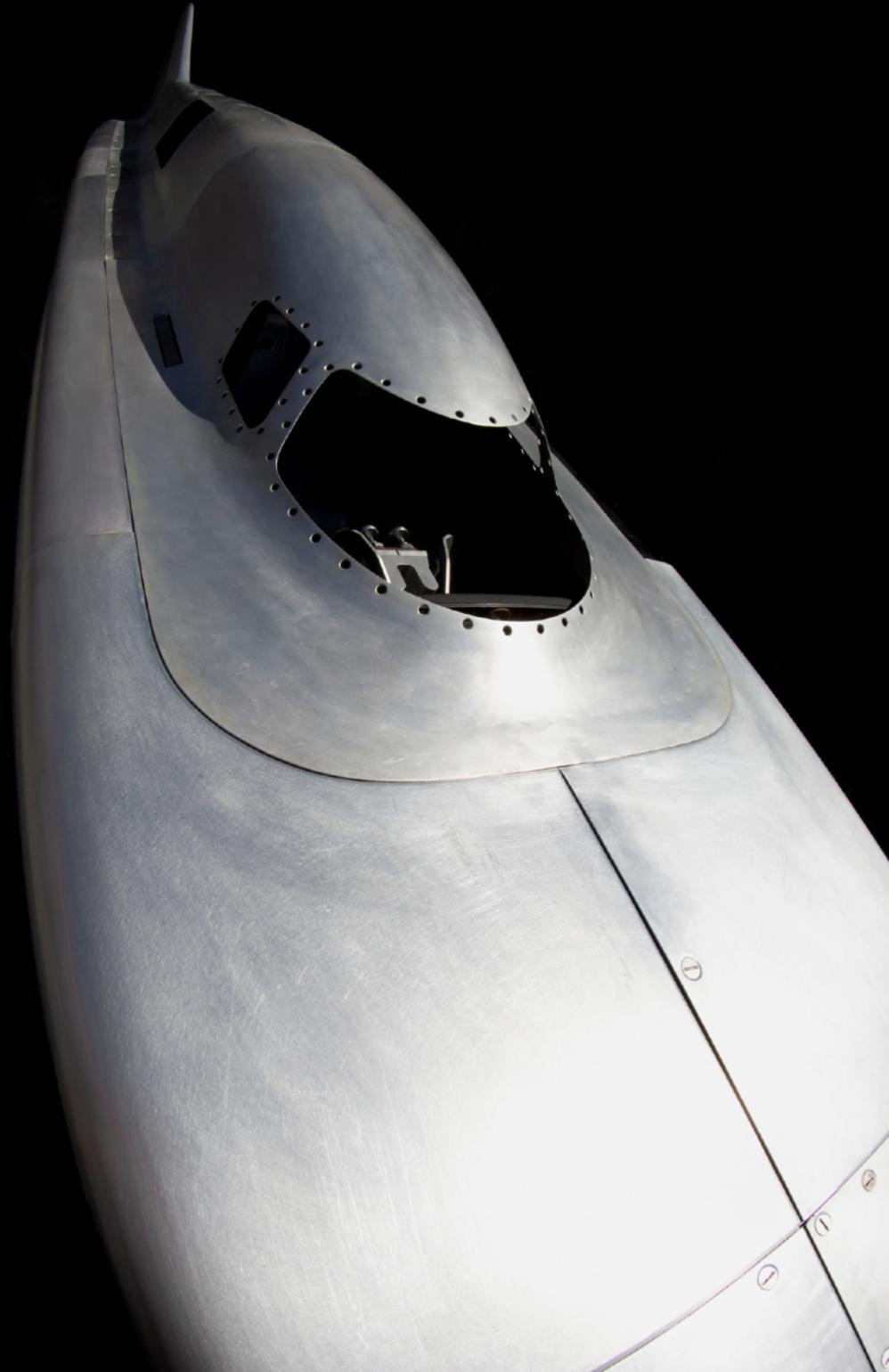
4839 County Rd. 1A

Ridgway, CO 81432

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