



**SUPPORT
RIDER
INFORMATION
PACKAGE**



2005 SEASON

INTRODUCTION

HELLO AND THANK YOU FOR SHOWING INTEREST IN THE **Argyll Racing** PROGRAM. AS PART OF ITS DESIRE TO BECOME MORE ACTIVE IN THE MOTOR SPORTS ACTIVITIES IN ALBERTA, **Argyll Motor Sports** DECIDED TO INITIATE THIS NEW CONCEPT IN RIDER SUPPORT IN 2004. THE HOPE WAS THAT IT WOULD REFLECT **Argyll Motor Sports'** INTENT OF ASSISTING ALL LEVELS OF CLUB AND REGIONAL RACING.

AS AN **Argyll** RACER, IN ADDITION TO THE PRICE DISCOUNT BENEFITS, YOU WILL ALSO HAVE ACCESS TO THE TEAM'S INFRASTRUCTURE ALREADY IN PLACE AT RACING EVENTS INCLUDING ACCESS TO POWER GENERATORS, A COMPRESSOR, TIRE TOOLS AND SHELTER. ADDITIONALLY THE TEAM MEMBERS WILL BE AVAILABLE TO PROVIDE HELP OR LEND TOOLS THAT YOU MAY NOT HAVE BROUGHT. THE IDEA ITSELF IS OBVIOUSLY NOT NEW AS CLUB RACING THRIVES ON THE CONCEPT OF HELPING EACH OTHER OUT BUT THE HOPE HERE IS THAT IT WILL MAKE THE TASK OF GETTING ORGANIZED TO GET OUT AND PREPARED FOR RACING A BIT SIMPLER FOR EVERYONE.

IN ADDITION TO THE SUPPORT OFFERED BY THE SHOP, SOME OF OUR TEAM SPONSORS HAVE ALSO STEPPED FORWARD TO TRY AND HELP OUT AS WELL. AS A RESULT, CERTAIN DESIGNATED PRODUCTS OR CATALOGS WILL HAVE ADDITIONAL PRICE REDUCTIONS ASSOCIATED TO THEM. AS THE PROGRAM GROWS THROUGH YOUR INVOLVEMENT AND ENTHUSIASM IT IS REASONABLE TO EXPECT THAT THE NUMBER OF SIMILAR OPPORTUNITIES WILL ALSO INCREASE.

A COMMON COMMENT WITH REGARDS TO PAST SUPPORT EFFORTS IN THE REGION HAS BEEN THAT PEOPLE DID NOT REALLY KNOW WHAT WAS BEING OFFERED AND WHO COULD ACCESS IT. TO TRY AND ADDRESS THIS, THE **Argyll Racing** PROGRAM HAS ATTEMPTED TO ELIMINATE ANY AMBIGUITY IN THIS AREA. SET SUPPORT LEVELS HAVE BEEN ESTABLISHED AND ARE ASSIGNED BASED ON A POINTS SYSTEM. SUPPORT HAS BEEN MADE AVAILABLE FOR ALL LEVELS OF RACER FROM THE FIRST SEASON, FRESH OUT OF RACE SCHOOL BEGINNER TO THE LONG TIME, LOVE TO RACE, VETERAN.

OBVIOUSLY A PART OF THE MOTIVATION FOR DOING THIS IS TO ATTRACT NEW CUSTOMERS AND RETAIN THE ONES ALREADY IN PLACE. AS A RESULT, A LARGE PART OF THE POINTS SYSTEM IS FOCUSED ON ENCOURAGING SHOP LOYALTY AND INVOLVEMENT IN YOUR LOCAL CLUB'S ACTIVITIES IN ADDITION TO PRESENTING YOURSELVES IN A MANNER BEFITTING OF A SPONSORED RIDER.

Argyll Motor Sports WOULD LOVE TO SEE ITS RIDERS DO WELL BUT WE BELIEVE THAT PARTICIPATION AND INVOLVEMENT IS WHAT ALLOWS ANY CLUB/REGIONAL SPORT TO THRIVE. WE ARE VERY PROUD OF OUR INVOLVEMENT IN THE SPORT AS WELL AS THAT SHOWN BY OUR SPONSORS AND YOURSELVES. WE WOULD LIKE OUR RIDERS TO BE PROUD OF US.

PROMOTIONS POINTS SYSTEM

Argyll Racing HAS CHOSEN TO ADOPT A POINTS SYSTEM TO GOVERN ITS RIDER PROMOTIONS. THE SYSTEM IS DESIGNED TO REWARD RESULTS, PERSONAL INVOLVEMENT IN THE SPORT AND SHOP LOYALTY. POINTS ARE ACCUMULATED DURING THE COURSE OF A SEASON AND ARE USED TO CLASSIFY A RIDER FOR THE FOLLOWING YEAR. THE NUMBER OF POINTS SCORED IN A SINGLE SEASON WILL DETERMINE THE LEVEL OF SPONSORSHIP AVAILABLE TO A GIVEN RIDER FOR THE FOLLOWING YEAR. SHOULD A RIDER FAIL TO ACHIEVE THE LEVEL OF POINTS REQUIRED TO REMAIN AT A GIVEN SPONSORSHIP LEVEL, THE RIDER WILL FALL BACK TO A LEVEL COMMENSURATE WITH THE POINTS ACCUMULATED. AS WITH ANY STRUCTURED CLASSIFICATION SYSTEM, ALLOWANCES WILL BE MADE FOR SPECIAL CIRCUMSTANCES INCLUDING, INJURY OR UNFORESEEN PERSONAL MATTERS. THIS DECISION WILL REMAIN AT THE DISCRETION OF **Argyll Motor Sports** AND WILL BE ADDRESSED ON A CASE BY CASE BASIS.

ANY RACER LOOKING TO BECOME AN **Argyll Racing** RIDER CAN SUBMIT POINTS ACQUIRED FROM A PREVIOUS SEASON TO OBTAIN A SPONSORSHIP LEVEL BASED ON THAT POINT'S LEVEL. LOYALTY POINTS ARE ONLY AWARDED FOR CONSECUTIVE YEARS OF SHOP LOYALTY.

EACH **Argyll Racing** SUPPORT RIDER WILL BE PROVIDED WITH A TRACKING FORM ON WHICH TO KEEP TRACK OF HIS OR HER ACQUIRED POINTS OVER THE COURSE OF THE YEAR. THESE FORMS ARE TO BE SUBMITTED FOR REVIEW TO THE PROGRAM ADMINISTRATORS AT THE END OF THE SEASON.

EACH RIDER'S POINTS WILL BE ZEROED AT THE START OF EVERY SEASON. POINTS CAN BE ACCUMULATED AT EMRA, CMRA, CMRC, OR CMA EVENTS.

SUPPORT LEVELS

- TO ACCESS ANY **Argyll Racing** RIDER SUPPORT PROGRAM THE RIDER MUST BE THE HOLDER OF AN **Argyll Racing** RAGER CARD
- EACH SUPPORT RIDER WILL RECEIVE AN **Argyll Racing** PIT SHIRT AND A SET OF SPONSOR DECALS AND PATCHES
- EVERY SUPPORT RIDER WILL HAVE SHARED ACCESS TO THE TEAM INFRASTRUCTURE AT THE TRACK, INCLUDING POWER, AIR COMPRESSOR, TIRE TOOLS AND SHELTER

LEVEL 1

- **LESS THAN 25 ROADRACING POINTS OR LESS THAN 50 MX POINTS** (OR NO PREVIOUS RESULTS), MAYBE JUST GETTING STARTED WITH RACING
- WILL GET AT LEAST 15% OFF RETAIL PRICES ON PARTS AND ACCESSORIES
- MAY HAVE ACCESS TO ADDITIONAL PRICE REDUCTIONS COURTESY OF TEAM SPONSOR SUPPORT

LEVEL 2

- **HAS 25 ROADRACING POINTS OR 50 MX POINTS** ACCUMULATED FROM THE PREVIOUS SEASON OF RACING ACCORDING TO THE **Argyll Racing** POINTS SYSTEMS
- WILL GET AT LEAST 20% OFF RETAIL PRICES ON PARTS AND ACCESSORIES
- MAY HAVE ACCESS TO ADDITIONAL PRICE REDUCTIONS COURTESY OF TEAM SPONSOR SUPPORT

LEVEL 3

- **HAS 50 ROADRACING POINTS OR 100 MX POINTS** ACCUMULATED FROM THE PREVIOUS SEASON OF RACING ACCORDING TO THE **Argyll Racing** POINTS SYSTEMS
- WILL GET AT LEAST 25% OFF RETAIL PRICES ON PARTS AND ACCESSORIES
- MAY HAVE ACCESS TO ADDITIONAL PRICE REDUCTIONS COURTESY OF TEAM SPONSOR SUPPORT

ROADRACING AND MX POINTS STRUCTURES ARE ADJUSTED BASED ON THE NUMBER OF EVENTS AVAILABLE IN EACH DISCIPLINE. ALL RIDERS EXPECTING SUPPORT FOR THE FOLLOWING SEASON MUST KEEP TRACK OF THEIR POINTS ON THE PROVIDED SHEET AND SUBMIT IT TO THE ARGYLL RACING ADMINISTRATORS FOR REVIEW.

ALL POINTS WILL BE ZEROED AT THE BEGINNING OF EACH SEASON. IT SHOULD BE NOTED THAT **Argyll Motor Sports** RESERVES THE RIGHT TO ADJUST THE POINTS SYSTEM OR THE SUPPORT LEVEL BENEFITS. ALL EFFORTS WILL BE MADE TO PROVIDE AS MUCH NOTICE AS POSSIBLE IF SUCH ADJUSTMENTS ARE FOUND TO BE NECESSARY.

SPONSOR PROMO BONUSES WILL BE ISSUED TO SUPPORT RIDERS WHO DO AN EXCEPTIONAL JOB OF TRYING TO PROMOTE THEIR SPONSORS. **Argyll Racing** ADMINISTRATORS WILL BE LOOKING FOR SUCH EFFORTS THROUGHOUT THE SEASON AT ALL EVENTS.

SPORTSMANLIKE AWARDS WILL BE AWARDED BASED ON A TWO-STEP PROCESS FIRST INVOLVING A NOMINATION AND DESCRIPTION OF THE REASON FOR NOMINATION BY A FELLOW RIDER FOLLOWED BY REVIEW BY THE **Argyll Racing** ADMINISTRATORS. ALL NOMINATIONS SEEN AS VALID EXAMPLES OF EXEMPLARY SPORTSMANLIKE CONDUCT WILL BE AWARDED THE BONUS. NOMINATIONS WILL BE SOUGHT AT THE END OF THE SEASON.

THE BIKE OR ATV PURCHASE BONUS WILL BE AWARDED TO ANY ARGYLL RIDER HAVING PURCHASED A NEW OR USED MOTORCYCLE OR ATV FROM **Argyll Motor Sports** DURING THE CURRENT POINTS SEASON.

RACE RESULTS POINTS WILL BE HALVED IF LESS THAN 5 RIDERS ARE REGISTERED IN THE GIVEN CLASS.

CHAMPIONSHIP RESULTS POINTS WILL BE HALVED IF LESS THAN 10 RIDERS HAVE COLLECTED POINTS DURING THE RACE SEASON IN THE GIVEN CLASS.

THE CLUB VOLUNTEER BONUS WILL BE AWARDED TO **Argyll Racing** ROADRACING RIDERS WHO FREQUENTLY VOLUNTEER THEIR TIME TO HELP THEIR RACING CLUB (EXECUTIVE DUTIES, EVENT ORGANIZATION, ETC.).

THE RACE ATTENDANCE BONUS IS AWARDED TO ANY ARGYLL RAGER WHO RIDES DURING A RACE WEEKEND.

LOYALTY BONUSES ARE BASED ON CONSECUTIVE YEARS OF LOYALTY AS AN ARGYLL RAGER PRIOR TO THE CURRENT POINTS SEASON. IT SHOULD BE NOTED THAT CONSECUTIVE YEARS PRIOR TO THE CREATION OF THIS PROGRAM WILL BE HONORED.

MAINTENANCE AND APPEARANCE BONUS WILL BE AWARDED TO ARGYLL RACING MX RIDERS WHO DO AN OUTSTANDING JOB OF MAINTAINING THEIR RACING MACHINES BOTH APPEARANCE WISE AND MECHANICALLY

CODE OF CONDUCT

IT IS IMPORTANT TO REALIZE THAT AS AN **Argyll Racing** SUPPORT RIDER, YOU REPRESENT **Argyll Motor Sports** AND ITS SPONSORS. AS A RESULT OF THIS THERE IS AN EXPECTED LEVEL OF PROFESSIONALISM ON YOUR PART THAT MUST BE MAINTAINED. A BREACH OF ANY OF THE FOLLOWING ITEMS WOULD BE CONSIDERED AS CAUSE FOR REVIEW OF YOUR STATUS AS AN **Argyll Racing** RIDER.

- **Argyll Racing** RIDERS WILL CONDUCT THEMSELVES IN PROFESSIONAL AND COURTEOUS MANNER WHEN AT PRACTICE, RACING, OR TRACK DAY EVENTS. UNSPORTSMANLIKE CONDUCT OR WILLFUL DISREGARD FOR RULES AND REGULATIONS OF THE VENUE OR THE ORGANIZER WILL NOT BE TOLERATED.
- **Argyll Racing** RIDERS ARE EXPECTED TO HAVE **Argyll Motor Sports** LOGOS AND PATCHES DISPLAYED AS PER THE TEAM LOGO PLACEMENT OUTLINE. SUPPLIED RACER PIT SHIRTS ARE TO BE KEPT PRESENTABLE AND WORN WHENEVER POSSIBLE AT RIDING EVENTS TO HELP PROMOTE THE SPONSORS.
- **Argyll Racing** RIDERS SHALL NOT ENGAGE IN PUBLIC CRITICISM OF ANY OF THE SPONSORS ASSOCIATED WITH THE PROGRAM OR THOSE OF AN INDIVIDUAL **Argyll Racing** RIDER
- **Argyll Racing** RIDERS ARE EXPECTED TO HELP OUT WITH GENERAL CLEAN UP OF THE SHARED PIT FACILITIES AT THE END OF EACH EVENT DAY AND HELP MAINTAIN SAID PITS IN A PRESENTABLE STATE DURING THE DAY
- **Argyll Racing** RIDERS WILL NOT USE OR DISPLAY THE **Argyll Motor Sports** LOGO OR ANY ASSOCIATED SPONSOR LOGO WHILE ENGAGED IN ACTIVITIES UNBECOMING OF A SPONSORED RIDER OR IN A MANNER DISRESPECTFUL OF SAID SPONSORS
- **Argyll Racing** RIDERS SHALL NOT DISPLAY LOGOS OF DIRECT COMPETITORS OF **Argyll Motor Sports** ON THEIR RACE MACHINES, RACE/PIT ATTIRE OR IN THEIR PIT FACILITIES. IF UNSURE ADVICE FROM ADMINISTRATOR SHOULD BE SOUGHT.

Argyll Racing RACER CARD

EACH **Argyll Racing** RIDER WILL BE ISSUED A CARD IDENTIFYING HER OR HIM AS AN **Argyll Racing** RACER. THIS CARD WILL LINK YOU TO YOUR RACER ACCOUNT AT **Argyll Motor Sports**. YOUR ACCOUNT WILL BE SET UP IN LINE WITH YOUR LEVEL OF SUPPORT AND ALLOW YOU TO OBTAIN YOUR DEALS WITHOUT HAVING TO GET PERMISSION. IN ORDER TO ENSURE THAT THE DEALS ARE USED FOR THE PURPOSE OF SUPPORTING YOUR INDIVIDUAL RACE EFFORTS, YOU WILL BE ASKED TO DECLARE YOUR RACE BIKE(S) AT THE BEGINNING OF THE RACE SEASON AND INFORM THE **Argyll Racing** ADMINISTRATOR OF ANY CHANGES DURING THE YEAR. WE ARE VERY HAPPY TO HELP EACH OF YOU OUT WITH YOUR RACING EFFORTS BUT IT IS IMPORTANT THAT THIS OPPORTUNITY NOT BE ABUSED, AS WE OBVIOUSLY CANNOT AFFORD TO OFFER THESE DISCOUNTS TO EVERYONE. ANY ABUSE OF THE RACER DISCOUNT SYSTEM WILL RESULT IN AN INTERRUPTION OF THE SUPPORT RIDER'S SUPPORT. WE ASK THAT YOU BRING YOUR RACER CARD IN TO THE SHOP WHEN YOU INTEND TO PURCHASE ITEMS FOR YOUR RACING EFFORTS.

THE Argyll Racing WALL OF FAME

AS HAS BEEN SAID ALREADY, WE ARE VERY PROUD OF THIS PROGRAM AND THE RACERS IT WILL SUPPORT. IN VIEW OF THIS WE HAVE DECIDED TO SET A WALL OF FAME RECOGNIZING OUR **Argyll Racing** RIDERS. THE INTENT IS TO GET PICTURES OF EACH RACER WITH HIS OR HER RACE MACHINE AND HAVE THESE MOUNTED WITH THEIR NAME AND RACE NUMBER ON THE WALL. WE WOULD ASK THAT YOU WEAR YOUR TEAM PIT SHIRT FOR THE OCCASION. ARRANGEMENTS WILL BE MADE TO GET THE PICTURE DONE AS EARLY IN THE SEASON AS POSSIBLE BY THE PROGRAM ADMINISTRATORS. IT IS RECOMMENDED THAT YOU OBTAIN PATCHES FROM ANY OF YOUR SPONSORS TO ADD TO YOUR PIT SHIRT AS A WAY OF THANKING THEM AS WELL.

THE Argyll Racing WEBSITE

IN AN EFFORT TO HELP SPREAD THE WORD OF THIS PROGRAM AND TO PROVIDE ANOTHER WAY FOR ITS SUPPORT RIDERS TO PROMOTE THEMSELVES, **Argyll Motor Sports** WILL BE ADDING **Argyll Racing** PAGES TO THE **Argyll Motor Sports** WEBSITE. OVER THE COURSE OF THE SEASON, PICTURES TAKEN OF OUR RIDERS IN ACTION WILL BE PLACED ONTO THE WEBSITE. IN TIME WE HOPE TO SEE THIS SECTION GROW.

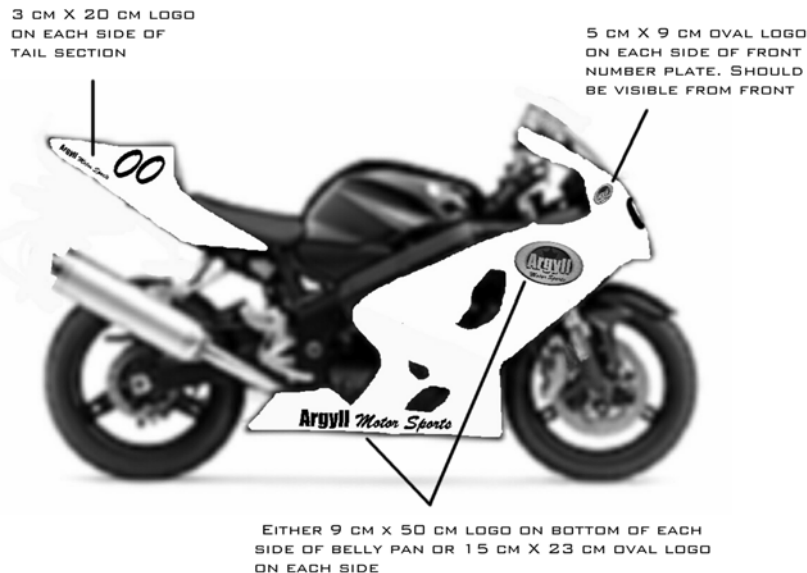
ARGYLL *Racing* ROADRACING RACER DEALS

IN ADDITION TO THE PURCHASE DISCOUNTS ALREADY DISCUSSED, **Argyll** WILL BE OFFERING ITS RACERS A CHANCE TO ACCESS DEALS ON SPECIFIC ITEMS AND SERVICES. SO FAR THE FOLLOWING DEALS THROUGH **Argyll Motor Sports** ARE IN PLACE.

- THERE WILL BE GROUP PURCHASES MADE AVAILABLE TO THE RACERS AT GOOD PRICE REDUCTIONS DURING THE SEASON. SPECIFIC PRICES AND AVAILABILITY ARE OBTAINABLE THROUGH THE PROGRAM ADMINISTRATORS. ORDER DEADLINES FOR EACH GROUP ORDER WILL BE ANNOUNCED AS SOON AS POSSIBLE.
- **Argyll Motor Sports** WILL BE DOING TIRE CHANGES FOR **Argyll Racing** RIDERS ON THURSDAY EVENINGS FROM 6 PM TO 8 PM FOR \$12.00 PLUS TAX AND SUPPLIES PER TIRE. REQUESTS FOR CHANGES TO BE DONE AT OTHER TIMES WILL BRING ABOUT REGULAR FEES OF \$25 PER TIRE
- **Argyll Motor Sports** HAS A FULLY EQUIPPED EDDY CURRENT BRAKE DYNO IN ITS MAINTENANCE DEPARTMENT. DYNO RUNS WILL BE MADE AVAILABLE TO ARGYLL RACERS AT \$80 PER RUN INCLUDING OPERATOR FEES AND OUTPUT ANALYSIS INSTEAD OF THE REGULAR \$100. TUNING WORK DONE IN CONJUNCTION WITH THE RUNS WILL BE BILLED OUT AT REGULAR SHOP RATES.
- A ONE TIME ONLY OFFER FOR NEW RACERS, JUST GETTING STARTED IN RACING, WILL BE MADE AVAILABLE FOR THE PURCHASE OF THE **BARE MINIMUMS TO GET THAT PERSON THROUGH THEIR FIRST TECH INSPECTION AND SAFELY PARTICIPATE IN THEIR FIRST RACES.** THE PURCHASE DISCOUNT AVAILABLE FOR THIS PURCHASE WILL BE AN EXTRA 5% TO BRING IN IT LINE WITH A LEVEL 2 RIDER. ONCE THE PURCHASE IS MADE, THE RIDER WILL REVERT BACK TO THE LEVEL 1 DEAL. ITEMS THAT WILL BE MADE AVAILABLE ARE
 - 1 SET OF TIRES (NOTE THAT THE PRICE HERE WILL LIKELY NOT BE AS GOOD AS THE GROUP PURCHASE PRICES BUT IF THE PERSON MISSES THOSE THIS WILL STILL HELP)
 - LEATHERS
 - HELMET
 - BOOTS
 - GLOVES
 - BACK PROTECTOR
 - SAFETY WIRE KIT
 - WATER WETTER

LOGO PLACEMENT DETAILS

ROAD RACING



TEAM PATCHES

Each Support rider will wear the supplied team patch on either the front left or right upper chest area of his or her leathers.