



APEX Pro DE Classroom Support Program(s)

1. Beginner/Novice Classroom support (Can also be “Intro to Data” for organizations with lots of drivers interested in data)

Our classroom history has proven to us that education is our absolute priority. We are often asked to present in the classroom to discuss anything from the basics to advanced driving concepts. For a beginner/novice classroom the following is quite typical:

- Support and reinforcement of your existing classroom curriculum
- Brief intro to data and how lap-times are backseat to proper foundational skills.
- At no point in the program is lap-time capture or use a focus.

2. Intermediate

3. Advanced Classroom

Often an event promoter will ask us to supplement their intermediate or advanced classroom as a guest presenter. This may be once a weekend or twice a day. These events often include:

- Go faster driving concepts commonly used in pro racing and advanced coaching
- Introduction to data basics and use of data for that specific track. This is commonly a focus on braking application and release and is highly successful.
- Use of data devices for those interested.

4. Instructor Training and Coaching with and without data

In the past few years more and more instructors have been looking for continuing education and tools to improve their skills. Our data program helps them to look into their own driving, review and learn.

- We make ourselves available in pitlane for busy instructors
- Some instructors (and drivers) have various data devices that they need help using.
- Often we will make a sale or two in addition to supporting our existing APEX Pro customers which helps cover our trip expenses.

5. Customer support to our existing customers already at your events

Over the past three years DE drivers, Instructors and Racers have purchased thousands of APEX Pro devices. We have found that supporting our customers at track events is the best customer service and best word of mouth promotion. A happy customer who can extract more out of their driving weekend is a great APEX Pro promoter and we want to be there to help.

- No cost customer service to our existing customers at your event
- Data review for them (and anyone) often conveniently performed in pit lane.
- Classroom support and teaching
- Right Seat professional coaching support

Our 2020 Classroom tour includes the following clubs and organizations

NASA, SCCA Time Trials National Tour, Chin Track Days, Just Track It, JZilla, MaxSpeed Track Days, various Nationwide BMW CCA events including instructor training support, All PCA AL- Region classroom events, PCA events, Motorsports Safety Foundation (MSF) Instructor Training, Ross Bentley Data Workshops, Instructor Summit data teaching workshops all across the USA year round.

Tracks and venues on the books for 2020

AMP, SCCA TT National events, Barber, Barber Proving grounds, CMP, Daytona, INDY, Mid-Ohio, NCM, Road Atl, Roebling, Sebring, NJ, Talladega, Autobahn CC, Gingerman, PittRace, Calabogie Ontario Canada, Tire Rack Hand Control Instructor Program, Various Instructor Summit workshops across the nation introducing and teaching data, classroom teaching at: Mid-Ohio, Pitt-Race, Barber, Road Atl, Sebring, NCM, VIR and more.

Cost

Most of the time there is no cost to the organizer. By providing education and support *first*, customers usually ask to demo APEX Pro devices and we make a few sales plus support our existing customer base. The sale of 5 or 6 units is typical which cost justifies our trip*

If there is an existing APEX Pro retail partner at the event, we will work with them to sell units. Usually the retailer and the event organizer split the costs of getting us to the event in this situation.

*Organizer support and promotion insures success

Contact Andrew Rains for more info: andrew@apextrackcoach.com

Reserving spots of Summer and Fall 2020 and 2021