



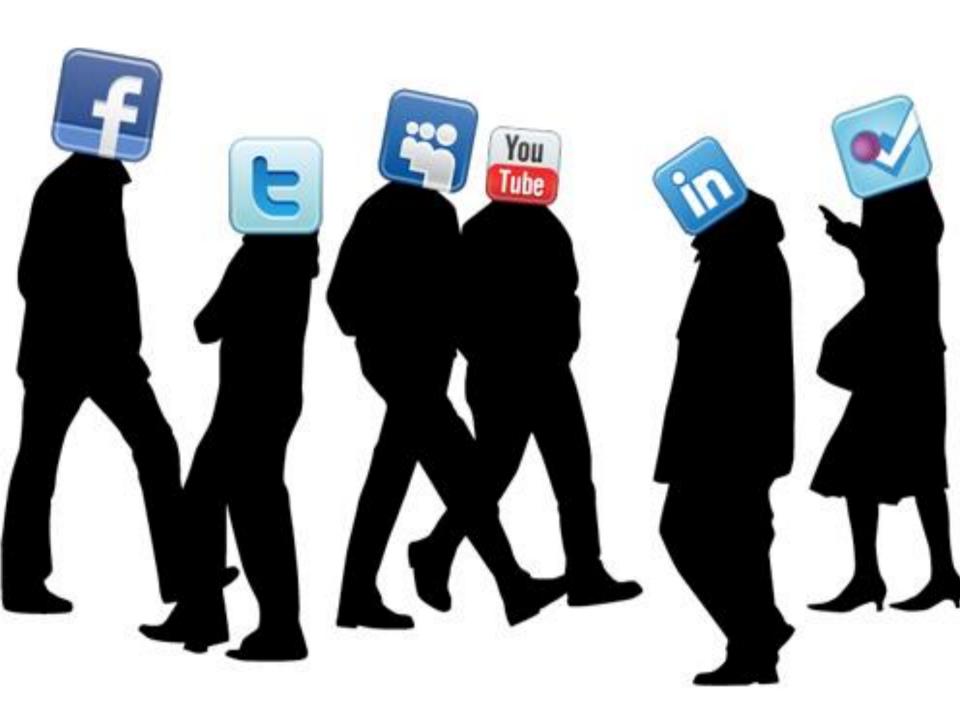
Life is busy.

Life is hard.

Life is routine.

Life is unpredictable.

Life is short.



Life + NASCAR = ?

Strategy: Show millenials that life in the driver's seat is better.



LIFE AT A DIFFERENT SPEED.



TV

This is you.
This is you, living life on normal.
This is you,
going the speed limit.



This is you, getting there, but not yet arriving.





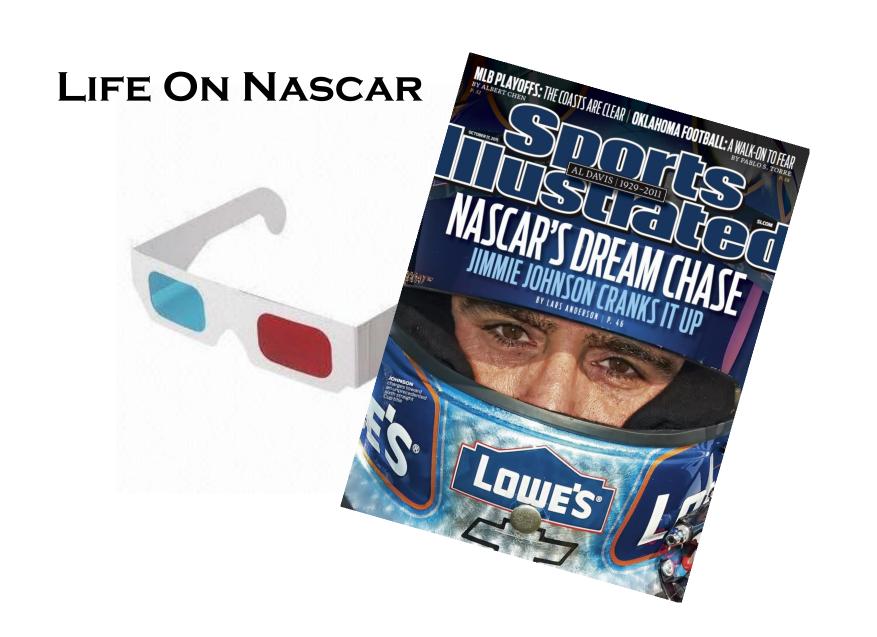








imgflip.com





Grassroots: Augmented Reality



#LIFEONNASCAR





LIFE ON NASCAR.