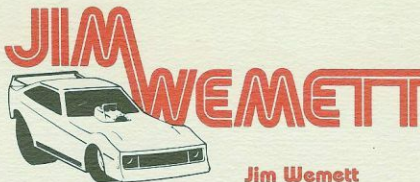


JIM WEMETT





Jim Wemett

Wombat owner Jim Wemett spends his time during the week as President/Owner of a million dollar-plus sales corporation dealing in automotive and electronic equipment. Weekends find Jim coordinating the action of his 240 mph AA/Funny Car.

After graduation from Bryant College in 1970, Jim entered a family wholesale-retail oil business. It wasn't long before Jim moved on to coordinating his own enterprises including entering professional drag racing with an injected fuel 1969 Mustang. The following year he moved into a BB/FC Camaro. In 1973 a Dodge challenger replaced the Camaro moving Jim into AA/FC. Jim drove his own races as well as managing the yearly campaigns, at one point ranking as high as 9th in the NHRA Winston World Championship Series and finishing well in Division I points yearly. In 1974, George Johnson came on board, initially as mechanic, but ultimately taking over the driver's seat as well, leaving Jim to manage bookings and sponsors.

Tom Anderson - Wombat Driver

Tom Anderson, a 26-year old Ohio native, is one of the nation's finest drag racing performers. For several seasons, Anderson has held the distinction of being the youngest Funny Car driver on the National Hot Rod Association Winston World Drag Series. As the new driver of the Jim Wemett Wombat Plymouth Arrow, he will be a contender at any event throughout North America.

Anderson burst onto the national drag racing scene with a stellar runner-up performance at the NHRA Cajun Nationals in Baton Rouge, Louisiana. He continued his charge to the top of the National Funny Car rankings with outstanding victories in regional competition. By mid season, Tom had reached the No. 3 position in the World Point standings and clocked many of the nation's top quarter mile times. Tom finished the year by capturing the prestigious North Central Division Points championship and placed 6th in the final World Winston Points.

Anderson and Wemett's crowd-pleasing Wombat will be bidding for a record setting year in Funny Car Competition.

Crew Members

Bert Gronseth and Bill Richards serve as the backbone of the Wombat racing team. "Uncle" Bert, a psychologist at the Utica Psychiatric Center with a Master's degree and theological training from the Presbyterian Seminary in Louisville, Kentucky, has been Crew Chief for the Wombat since 1973, while Bill, an account executive for an electronics distributor with a B.S. degree in Communications/Marketing, signed on four years ago. The cohesiveness of the team is due to the continuity Bert and Bill provide with their knowledge of the mechanics of drag racing.

What is a Wombat?

Few people may realize that the "Wombat" is named after an actual Australian marsupial. The Wombat's body is short and stocky and although they don't appear so, Wombats can be very quick in their movements and can run rapidly for short distances. A fitting analogy for the "Wombat" racing team-- quick and to the point!

Funny Cars No Laughing Matter

They're called "Funny Cars", but there's nothing humorous about Jim Wemett's 2500 horsepower Funny Car when he gets down to the business of professional racing.

The Funny Car name is a source of some confusion since the cars do not prompt laughter either as a result of their appearance or performance - 5.92 seconds elapsed time, 240 mph in the 1/4 mile. The modern Funny Car is a shortwheel-based fuel dragster hidden by a fiberglass replica of a late model American production car body. These bodies slip up for easy access to the engine compartment. These cars run on nitromethane which has a cost of \$25.00 a gallon. In one quarter mile run the car will burn up about 7 gallons of this expensive fuel (has a great miles per gallon rating!).

Wemett Racing Enterprises operates out of Macedon, New York.



Funny Cars No Laughing Matter (cont')

Touring the tough Northeast Division I professional circuit, Jim Wemett and his "Wombat" became 1979 Division I Champion by gathering points in New Jersey, Canada, Pennsylvania, Maryland and New Hampshire.

Becoming Division I Champion was quite a feat for Jim and his driver George Johnson, because of the problems they had early in the season. In January 1979 they started the season in California at the NHRA Winternationals and immediately destroyed a motor. Coming back East to Darlington, South Carolina in March, they had a severe motor explosion at 200 mph which destroyed their new Funny Car. Pictures of the explosion appeared in the August 1979 issue of Popular Hot Rodding.

Immediately a new car was built at S & W Race Cars in Pennsylvania so that Jim and George were back on their way racing and ultimately winning the NHRA Division I Funny Car Title.

The Key to Professional Racing

It would be impossible to perform in professional racing without the assistance of various racing enthusiasts. The Wombat counts the following supporters among the many who keep the team on the winning track.

Machine Shop:

B & H Speed, 1324 Industrial Drive, Erie, Pennsylvania is a one-stop quality machine shop for all industrial and automotive engines. The best equipment and the greatest personnel make this shop a winner.

Oil:

Pennzoil Products Company from Los Angeles, California, provides fine lubrication products for both normal driving and high speed racing.

Gaskets:

Rocket Industries Inc., based in Pico Rivera, California, supplies a full line of automotive gaskets, tools and accessories for the common street car and the 2500 horse power nitro car.

Lubricants:

WD-40 Company, located in San Diego, California, manufactures WD-40, a product that protects, penetrates, stops squeaks and frees up sticky parts.

Paint and Chemicals:

VHT and President Jim Borre have one thing in common, professional products distributed by a true professional for Pro racers. Located in Gardena, California, they distribute traction compound, hi-temp paint, gasket sealers, spark plug cleaner, car polishes and many other automotive products.

Spark-plug wire:

Taylor Wire, based in Grand View, Missouri, distributes the finest plug wires to help performance on all motors whether for normal use or for racing.

Gauges:

Auto Meter, located in Elgin, Illinois, manufactures quality gauges to tell you how your motor is performing. From oil pressure to engine RPMs, Auto Meter has the right equipment.

Wheels:

Centerline Tool Corporation, from Santa Fe Springs, California, produces high quality light weight wheels for street or 240 mph funny cars.

Spark Plugs:

Whether you run gas, alcohol or nitro in your engine, NGK has the plug for you. NGK spark plugs from Harbor City, California delivers the kind of performance winners want.

RAIN-X

The "invisible windshield wiper" in a bottle. A water and soil repellent, improves visibility, reduces friction.



Drag Racing - It's come a long way

In the last decade, drag racing has made phenomenal strides in technical innovation, development of effective safety procedures and elimination of the stepchild image fostered over the years by an uninformed media.

But nowhere has the sport's "big time" status been more obvious than in economics - the cold, hard cash earned and expended in the day-to-day operation of a quarter mile race car.

It is difficult to imagine that at the outset, the sport's top stars were racing only for whatever merchandise awards could be secured from sympathetic manufacturers and sponsors.

Today, the prize money runs into the millions of dollars and the day of the home-built dragster is but a ghostly memory. Individual race car investments now routinely run to \$60,000.

Obviously, the sport has come an awfully long way from airport runways, spray can paint jobs and backyard engineering.

The most modern drag strips, built from scratch utilizing guidelines first established by the National Hot Rod Association, represent investments of several million dollars; the chassis for a Top Fuel dragster, Funny Car or Pro Stocker can run as high as \$20,000; a paint job alone can cost more than \$1,500.

Construction of a competitive pro car, built from the ground up, is conservatively figured at \$30 - \$35,000. That does not include a tow truck (\$15,000), trailer (\$25,000) and various assorted spare parts (as much as \$40,000 additional).

The price of virtually every item has skyrocketed in the last decade, but the biggest single expense - particularly in Top Fuel and Funny Car racing - is the engine.

Whereas the power for the sport's top-of-the-line machinery once came from modified supercharged, Detroit-built engines, it is now provided by built-for-drag-racing, all-aluminum engines tagged at \$15,000 a piece. One such primary engine and one spare represent a larger investment than there was in an entire Top Eliminator field at some races in the 1950's and '60's.

The most exotic of drag racing fuels - nitromethane - runs upward to \$25.00 a gallon; the massive, slick rear end assembly \$3,000; and parachute \$225. Throw in the little incidentals, some chrome plating and anodizing and it becomes obvious that drag racing is no longer a kid's game.

It is estimated that the total investment in race cars alone at a major NHRA championship event can amount to more than \$10 million - not including spare parts and support equipment.

To justify those expenditures, NHRA has continually increased its prize money and supplemented its event purses with contingency awards posted by more than 50 participating Major Sponsors.

In 12 years, posted prize money has increased by an enormous percentage. As one example, the Top Fuel winner at the 1966 NHRA Nationals at Indianapolis, Indiana earned a total of \$7,575. The 1978 payout to Don Garlits of Seffner, Florida, in the same event was almost \$21,000.

A decade ago, the total cash and contingency posting for four NHRA national events was less than \$20,000. In 1978, the total posted cash and contingency awards for 11 national events and 35 Winston World Championship Series races was \$4,279,750. The breakdown on that total included \$719,000 in cash from NHRA and additional \$454,000 posted by NHRA member tracks and \$4,799,750 in contingency awards.

Also included in the total was \$175,000 in NHRA/Winston bonus money, \$42,000 in Grace Performance Cup money and \$5,000 in special U.S. Nationals awards from the Indianapolis Hotel/Motel Association and Indianapolis Raceway Park.



Drag Racing - It's come a long way (con't)

Of special significance was the average cash purse figure for the nine national events in which the pros were eligible to participate in 1978. The average cash posting per event was \$74,611, excluding contingency money which boosted the total to \$279,627 per race.

Obviously, the sport has grown at a rate incomprehensible to the men whose efforts gave birth to quarter-mile competition slightly more than 25 years ago. Today, drag racing is big business, a multi-billion dollar industry capable of holding its own with any other of the major sports.

1981 NHRA Eastern National Events Market Impact Projection

7 Events - 85 Unduplicated Markets
Net Unduplicated Audiences
Total Population: 77,125,000
Adults: 32,706,000
18-34: 20,627,000

Gatornationals, Gainesville, Florida, March 12-15 10 Adjacent Markets
Tampa/St. Petersburg; Jacksonville; Orlando; Melbourne/Cocoa Beach;
Lakeland/Winterhaven; Savannah; Sarasota; Daytona Beach; Tallahassee; Gainesville.
Total Population: 4,273,000 Adults: 1,802,000 18-34: 1,139,000

Southern Nationals, Atlanta, Georgia, April 23-26 15 Adjacent Markets
Atlanta; Birmingham; Greensboro/Winston-Salem; Jacksonville; Knoxville;
Greenville/Spartanburg; Mobile; Chattanooga; Columbia; Montgomery; Macon; Columbus;
Savannah; Augusta; Charlotte.
Total Population: 8,074,000 Adults: 3,876,000 18-34: 2,510,000

Cojun Nationals, Baton Rouge, Louisiana, May 22-24 11 Adjacent Markets
New Orleans; Baton Rouge; Mobile; Shreveport; Beaumont/Port Arthur; Jackson; Lake
Charles; Alexandria; Lafayette; Monroe; Biloxi/Gulfport.
Total Population: 3,860,000 Adults: 1,786,000 18-34: 4,719,000

Summernationals, Englishtown, New Jersey, July 16-19 16 Adjacent Markets
New York; Philadelphia; Newark; Allentown; Northeast Pennsylvania; New Brunswick;
Jersey City; Long Branch; Paterson; Harrisburg; Lancaster; Trenton; York; Reading; Erie;
Atlantic City.
Total Population: 21,568,000 Adults: 9,780,000 18-34: 6,042,000

Grandnational, Montreal, Quebec, August 7-9 11 Adjacent Markets
Montreal; Toronto; Ottawa; Quebec; Hamilton; Trois Rivières; Kingston; St.
Catharine/Niagara; Oshawa; Brantford; Peterborough.
Total Population: 8,842,000 Adults: 3,937,000 18-34: 2,059,000

U.S. Nationals, Indianapolis, Indiana, September 2-7 13 Adjacent Markets
Chicago; Detroit; Cincinnati; Indianapolis; Columbus; Louisville; Dayton; Toledo;
Gary/Hammond; Ft. Wayne; Lexington/Lafayette; Evansville; South Bend.
Total Population: 19,455,000 Adults: 9,102,000 18-34: 5,783,000

figures taken from Brad Niemcek's "Sponsor World" Newsletter published monthly at
210 E. 36th St., New York, N.Y., 10016.



Corporate Involvement

The following article was written by Dave Densmore for The NHRA Staging Light.

There is no question that the present influx of corporate dollars represents a healthy situation for drag racing as a whole.

If you're one of those trying to compete at the sport's upper levels without benefit of such assistance, you may not agree. But that's probably a selfish—and not necessarily permanent—attitude.

After all, new sponsors abound even in the presently unstable economic climate and there's no reason to believe that the stampede of corporate advertisers will slow to a trickle any time soon.

One reason is the sport itself.

People like Winston, Budweiser, English Leather, TA3, Coors, Faberge, Pioneer, Jolly Rancher, Hawaiian Tropic, Pepsi Cola and BIC Shavers aren't involved in drag racing because they need someplace to dump a lot of excess greenbacks.

Lord knows, no one is in that kind of condition in this day and age.

Rather, they have made calculated business investments because of the rather unique personality of drag racing.

It is, after all, a sport that not only attracts a young, active and affluent audience, but one which has demonstrated through the years an unusually high degree of product loyalty.

Quite simply, we have collectively preached the gospel that "we support those who support the sport." We have then gone out and done just that with regard to purchases of everything from soft drinks to sun tan lotions.

And there is the race car itself. It not only attracts attention, it stimulates recall. Surveys regularly indicate that the fans do remember race cars and they do remember names. The benefits of an association with such a medium are therefore obvious.

As important as are those factors, however, one of the underlying causes of the current parade of sponsors is the enthusiasm of the companies that have already reaped the benefits of involvement and have passed the message on to others.

The name that comes immediately to mind is Winston which has opened doors for racers and sanctioning bodies once thought permanently closed. It has long been the philosophy at RJR that the more corporate involvement it can generate within the sport, the better for us all.

Another company which shares that attitude is Kings Hawaiian Bread. There is the kind of enthusiasm that is difficult to ignore. It is totally infectious and as a result, Kings this year will probably bring a second Hawaiian company into its sponsorship program with Roland Leong's Funny Car.

Moreover, Kings, in the person of Marketing Director Earl Gurtner and through the efforts of Leong and his crew, did such a good job with last year's super market display program that it won a basketfull of new fans for drag racing.

"We brought a whole bunch of people out for the Springnationals (at Columbus, Ohio)," Gurtner said, "and most of them had never been to a drag race in their lives. Or at least they hadn't been in 10 or 15 years. They were amazed. In fact, when we went to Cincinnati the next week a whole group paid its own way down there just to follow the car."

The development of which Gurtner is most proud, however, resulted from a display he and Leong organized in conjunction with a meeting of grocery chain executives.

That brief three or four hours resulted in a promise to open up more than 250 East Coast stores to Kings distribution if Gurtner and Leong would display the car while they are in New Jersey for the Summerationals.

That's a positive return on investment, but it need not be an isolated example.

The Kings sponsorship has worked because, at the outset, the Kings people recognized their responsibility to actively support drag racing beyond their initial financial investment and because Leong recognized a responsibility to work for his sponsor beyond his appearance at the race track.

We think you'll find a similar attitude among most of those who directly benefit from major sponsorships.

Sponsors are now being accepted, even solicited, as team members instead of as necessary evils. That, in itself, is a situation that, when publicized, will stimulate even more widespread corporate involvement at every level of competition.



Drag Racing's Appeal Has Been Puzzling

Drag racing's particular appeal is something which has puzzled the unenlightened masses for most of the last two decades.

That "The Sport of the 70's" can attract the kind of massive crowds common place on the National Hot Rod Association circuit is a source of wonder to many of those on the outside looking in.

Perhaps it is the imminent danger involved in attempting to guide a vehicle through a narrow, asphalt corridor at 250 mph. More likely, however, the rapport the sport enjoys with the young is most responsible for its skyrocketing success.

Whatever the magic ingredient, it was responsible last year for bringing more than five-million spectators to NHRA race tracks throughout the United States and Canada to watch cars of every shape, size and description negotiate a one-quarter mile, straight-line course from a standing start.

The prospect is an unimaginable one for those whose experiences are limited to photographs and newspaper clippings. To those who judge from afar, drag racing may seem the most confusing sport in existence.

In actuality, it is confusing only to those who do not take the time to become actively involved. Drag racing is a sport of involvement. It is the only professional sports activity in which spectators are provided with an opportunity to communicate directly with those whose names make the headlines.

When you go to a professional football, baseball or basketball game, what would be the chances of gaining access to the lockerroom to talk strategy with the principals? Unless you have got contacts in the front office or you are the coach's son, forget it.

But what is the ticket if someone would like to talk to Division I Champion Jim Wemett about his drag racing accomplishments? Simple. The purchase of a pit pass at any race in which Wemett is a participant will present you with just such an opportunity.

But it is also an activity in which anyone can participate, even the guy who uses his station wagon for nothing but hauling the kids to and from school all week. That same family car could be classified and competitive on weekends in amateur ET bracket racing or in a standard drag racing class comprised of vehicles of comparable performance potential.

Whatever your choice, involvement is still the key word, the kind of involvement which brings more than 100,000 race fans to Indianapolis, Indiana for NHRA's U.S. Nationals, or the kind of involvement which accounts for 200 race cars at a local track for weekly ET racing.

1980 NHRA National Event Attendance Figures

Winternationals, Pomona, California	59,235
Gatornationals, Gainesville, Florida	58,172
Cajun Nationals, Baton Rouge, Louisiana	30,305
Springnationals, Columbus, Ohio	55,038
Mile-High Nationals, Denver, Colorado	24,194
Summernationals, Englishtown, New Jersey	64,639
Molson Grandnational, Montreal, Quebec	31,172
U.S. Nationals, Indianapolis, Indiana	109,678
Fallnationals, Seattle, Washington	27,343
Winston World Finals, Ontario, California	35,953

Total Attendance (10 races): 495,729

Average: 49,573 per event



1979-1980 Attendance Comparison Chart

Sanction	Race Dates 1980	Total Attendance 1980	Average Attendance 1980	Race Dates 1979	Total Attendance 1979	Average Attendance 1979	1980 Compared 1979
NASCAR GN	32	1,555,000	48,594	32	1,539,000	48,094	+ 16,000
Cart/USAC CHAMP	12	788,000	65,667	17	655,000	38,529	+133,000
USAC STOCK	11	91,000	8,273	11	112,000	10,182	- 21,000
USAC DIRT	7	49,000	7,000	3	33,000	11,000	+ 16,000
SCCA CAN-AM	10	273,000	27,300	10	261,000	26,100	+ 12,000
SCCA TRANS-AM	7	111,000	15,857	8	196,000	24,500	- 85,000
NHRA DRAG	10	496,000	49,600	10	490,000	49,000	+ 6,000
IHRA DRAG	7	292,000	41,714	7	264,000	37,714	+ 28,000
AHRA DRAG	7	249,000	35,571	8	235,000	29,375	+ 14,000
IMSA GT	15	381,000	25,400	16	356,000	22,250	+ 25,000
U.S. TOTALS	118	4,285,000	36,314	122	4,141,000	33,943	+144,000
FORMULA ONE	15	1,165,000	77,667	15	1,405,000	93,666	-240,000
TOTALS	133	5,450,000	40,977	137	5,546,000	40,482	- 96,000

Note:

Total attendance at all auto racing events (local and national) in the United States in 1980 was estimated at 50,000,000.
(Figures taken from Bob Myers column)



Most fans under 35, Survey

A 1978 survey compiled by J.D. Power and Associates, a Los Angeles-based marketing research company, has provided new evidence of the consumer buying power of the average drag racing fan.

The survey ascertained that 90 percent of all spectators and contestants involved in National Hot Rod Association drag racing are under 35 years of age with the majority (66 percent) in the 19-30 age group.

The median age of the average enthusiast is 27.8 years and his median family income is \$19,920 with 46 percent reporting annual family income in excess of \$20,000.

More than 80 percent of the 1,000 respondents to the survey (840) supplement their buying power through the use of one or more credit cards with the most popular being Sears, Roebuck and Co. (54 percent), Master Charge (44 percent), VISA (42 percent) and American Express (12 percent).

Although 98 percent of those responding to the survey were men, there is strong testimony to the fact that the male-female ratio at each event is closer (70-30).

Occupations range from college professors, students, machinists, doctors, airline pilots, physicists, housewives, stock brokers, artists and teachers to service station operators, mechanics, draftsmen, speedshop owners, car dealers, dentists, farmers, insurance adjusters, policemen, marketing researchers, executives, firemen and of course, professional racers.

More than half of those surveyed (57 percent) were married, 71 percent owned their own home and 47 percent owned three or more vehicles. Nine out of every 10 (95 percent) usually perform their own maintenance on the family cars and 75 percent spend more than \$500 a year on aftermarket products.

The composite is motivated by his exposure to drag racing and has always been considered a prime consumer of the various products closely identified with the sport such as spark plugs, tires, motor oil and additives, ignition systems, wheels, filters, camshafts, and cars themselves (20 percent bought at least one new vehicle in the year preceding the survey).

However, in the modern era, he - or she - is also attracted to non-automotive products promoted through the sport - toys, soft drinks, clothing, food, cosmetics, tobacco, swimming pool accessories, skis and hundreds more.

The Wall Street Journal

The following article appeared in the Wall Street Journal on August 17, 1978.

Drag-racing demographics appeal is a growing list of big corporate names.

The makers of Molson's Ale, Hexcel skis, Pepsi-Cola, Pioneer hi-fi equipment, Avanti CB radio antennas, English Leather men's products and Canada Dry soft drinks don't have a lot in common, but one thing they're all involved in is drag-racing. These and other companies sponsor cars that race on the National Hot Rod Racing Association's drag-race circuit. What this really means is that they pay anywhere from \$10,000 to \$100,000 a year to have their names painted in big letters on "240-mile-an-hour billboards," says one company's spokesman.

American Home Shield Corp., a California-based insurance company, says sponsorship of a car this year will cost it between \$50,000 and \$100,000. "We reviewed the amount of exposure we'd get through print and TV media and decided the investment was worth it," says an American Home spokesman. Sponsors like the makeup of the average race fan: 18 to 34 years old, \$14,000 median annual income, 75% male, 35% college graduate, car and sports oriented.