



# state

## WATER HEATERS

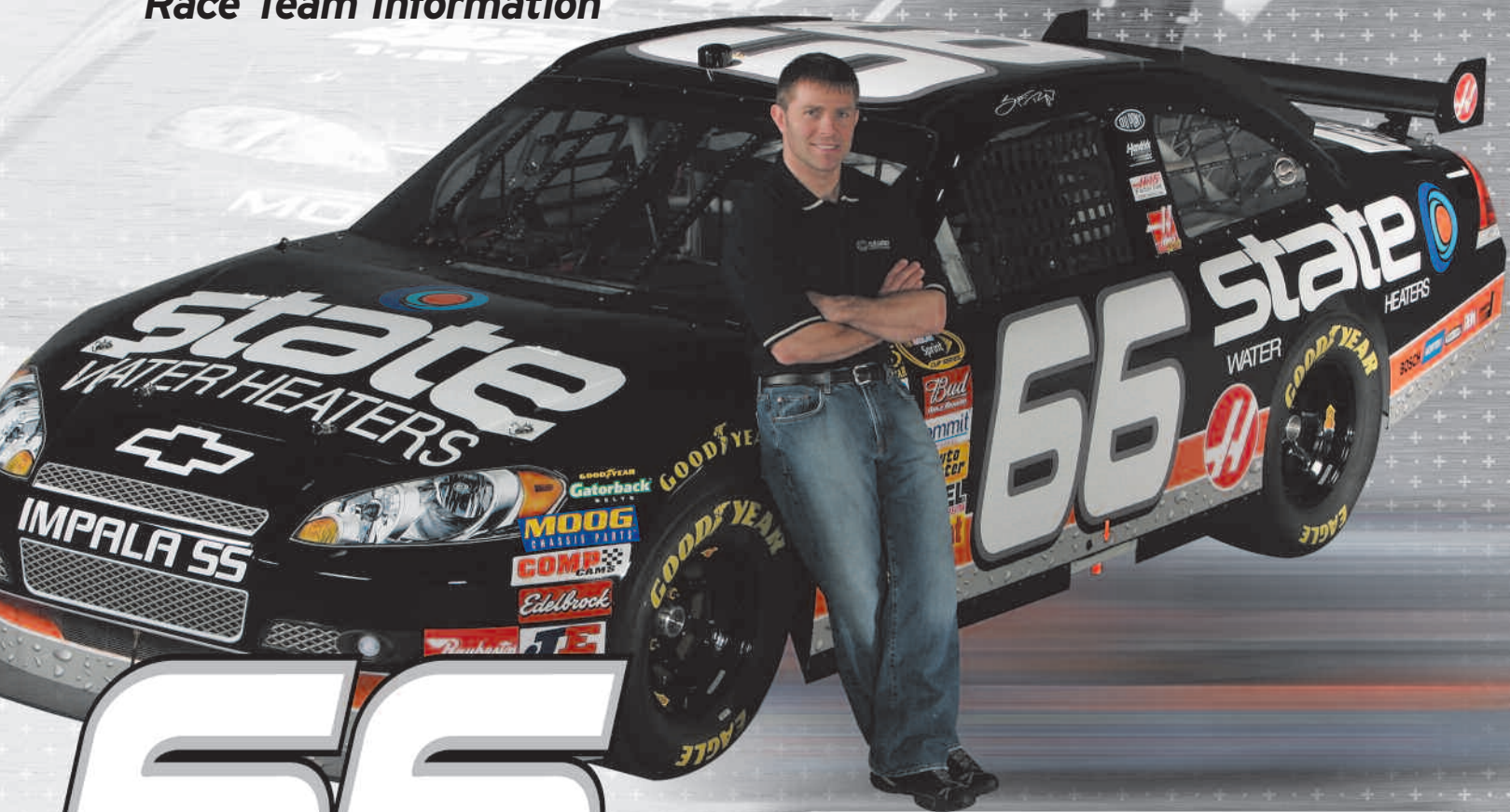
### **RACING HANDBOOK**

*Race Program Information*

*Customer Events*

*Show Car Appearances*

*Race Team Information*



# 66







## Customer Entertainment



Imagine the thrill customers will experience when they are guests at a NASCAR race weekend. Sure, anyone can sit in the stands...but there's more. State is the key into the exciting insider's world. It's the behind-the-scenes look that most fans never experience. You'll have plenty of time to look around and take in all the sights, sounds and excitement. It's a day the customers long remember, and those are the memories that maintain solid relationships and grow the business.







The investment in NASCAR sponsorship will pay off big for State Water Heaters, and we are convinced that a trip to a NASCAR race can pay big dividends in building customer relationships, goodwill and loyalty. How often can you spend an entire day with a valuable customer? And you have an exclusive when it comes to NASCAR racing—none of the competitors can provide this kind of special time for customers and potential customers.

### **At Track Activities**

State Water Heaters can provide many benefits built around the NASCAR sponsorship. However, we are not provided any special access by NASCAR to grandstand tickets for each race. With most events, there are tickets available to be purchased several ways. We recommend that race tickets be purchased using the suggested method below and processed through the co-op program. Once a ticket is secured, there are several options for track activities.

#### **Race Tickets**

##### **Check with the race track for available tickets:**

Contact the Race Track via Phone or Website

- **Track information is available at [nascar.com](http://nascar.com):  
Select "Tickets" from the upper "Home" menu**
- **Most tracks use [www.racetickets.com](http://www.racetickets.com)  
as their ticket agent.**

#### **Pre-Race Garage Tours**

The pre-race garage tour is one of the most exciting items included in the State Water Heaters NASCAR sponsorship package. For each race event, State Water Heaters will be able to include up to 32 guests on these tours. These tours will last between one and two hours. The tour will typically include a walk down pit road, a visit to the garage area where all 43 teams will be, and a visit to "Hauler Row" where the teams spend their race weekend. Tour guests will be allowed to enter the State Water Heaters race team hauler for a quick look into the inner world of NASCAR race teams. If possible, the State Water Heaters driver will greet the tour guests during the hauler visit.

**NOTE: Tour participants MUST have a grandstand race ticket in order to take part in this tour. (See Race Ticket Options section above.) The tour pass will not allow a person entrance to the track. Pre-race tours are available at every track with the exception of Bristol and Martinsville due to limited infield areas. See tour rules below.**

- 1. NO ONE UNDER 18 permitted in the garage or pit areas. No exceptions allowed by NASCAR.**
- 2. No shorts or sleeveless shirts are permitted in the garage or pit areas. Also, no opened-toe shoes or short dresses. No exceptions allowed by NASCAR.**
- 3. No alcohol allowed in pit.**

#### **Driver Participation at Customer Trackside Event**

Many of our wholesalers currently have events scheduled at various NASCAR tracks during race weekend. Having the State Water Heaters Sprint Cup driver attend the event and host a short driver Q&A session or an autograph session is a great option. Again, this session should be requested no later than one month before the race weekend, and a time must be selected and approved by all parties before the event date. The driver's schedule can be very busy at many tracks, and some flexibility will be needed.

### **To participate in the State Water Heaters Race Program Contact:**

#### **- Plumbing Contractors & Wholesalers**

Contact your State Water Heaters Sales Rep.

#### **- State Reps.**

Contact your State Water Heaters Regional Sales Manager or their Sales Support Admin.

**Note: There may be fees associated with your participation in this Race Program. Please clarify with your RSM.**







## **Pit and Garage Hot Passes (Credentials)**

Imagine the sound and the excitement customers will experience during a live pit stop! Think of the thrill they will have witnessing four tires being changed and 22 gallons of gas being loaded in 15 seconds! Leverage this once-in-a-lifetime opportunity to State's advantage; it's one of the most impressive sales tools that this sponsorship can offer. A set of credentials allows access to the NASCAR garage area, as well as to the Pits during the race. Customers will be on the playing field...something not available from any other water heater manufacturer. There are guidelines to obtaining and using race credentials:

**1. NO ONE UNDER 18 permitted in the garage or pit areas. No exceptions allowed by NASCAR.**

**2. No shorts or sleeveless shirts are permitted in the garage or pit areas. Also, no opened-toed shoes or short dresses. No exceptions allowed by NASCAR.**

**3. No alcohol allowed in pit.**

**NOTE: You may choose not to use credentials in lieu of race tickets. The pit area can be a poor place from which to watch an entire race, but it is definitely worth visiting for the up-close excitement and exposure to race team members, race cars, etc. Most tracks make it possible to return to your seats once the race has started, but some tracks pose greater difficulty than others.**

**4. IMPORTANT!**

**Credentials Request must be submitted according to the schedule shown on page 5. Last-minute name changes or requests for credentials are not permitted by NASCAR. Credentials are not to be loaned to anyone. The person whose name is on the credential is the ONLY authorized user. Violators will cause State and Haas to be fined or that person to be ejected from the event.**

**5. The number of credentials available to State is very limited (4 per race maximum) and the final list is not determined until ten days prior to the race. A request for credentials is not a guarantee you will get them. You will be notified by your Rep or RSM about 2 weeks before the race as to availability, hence the need to purchase race tickets. Approximately 5-7 days before the event, you will receive instructions on how and where to pick up your credentials at the track.**

## **6. OBTAINING CREDENTIALS**

**Use the Credential Request Form at the end of this section and fax it to Your State Water Heaters Regional Sales Manager or Sales Support Admin. Fill out the form completely.**

**7. For further information, call your Rep or RSM.**

**NOTE: Driver's license must be presented at the NASCAR hauler trackside to obtain credentials. No exceptions allowed by NASCAR.**

## **Away from Track Activities**

### **Group Tours of Team Race Shop and Retail Store**

Tours of the Haas/State Water Heaters Race Shop and Race Shop retail store can be arranged for customer groups. To begin the process of setting up a tour, contact your State Water Heaters Sales Rep or Regional Sales Manager.

Recently, the Haas CNC Racing team moved its headquarters into a newly constructed race shop in Kannapolis, North Carolina. The spectacular new 140,000-square-foot building houses offices, garages, and a world-class research and development center filled with Haas machines and a seven-post, full-scale track simulator to model racetrack conditions.



The race shop is open for public tours most Friday afternoons from 2 p.m. to 4 p.m. The address is **6001 Haas Way, Kannapolis, NC 28081**. Please call ahead at 704-652-4227 to ensure the shop is not closed for race preparation, holiday, or vacation.

### **General Directions:**

From I-85 North take exit 55 and turn left onto Rt. 73 West. Travel approximately one mile, then turn right on Roger Dale Center into Kannapolis Gateway Business Park. Follow to cul-de-sac and the shop is on the left.

From I-85 South take exit 55 and turn right onto Rt. 73 West. Travel approximately one mile, then turn right on Roger Dale Center into Kannapolis Gateway Business Park. Follow to cul-de-sac and the shop is on the left.

From I-77 North take exit 25 to Rt. 73 East. Travel approximately 13 miles, then turn left on Roger Dale Center into the Kannapolis Getaway Business Park. Follow to cul-de-sac and the shop is on the left.

From I-77 South take exit 25 to Rt. 73 East. Travel approximately 13 miles, then turn left on Roger Dale Center into the Kannapolis Getaway Business Park. Follow to cul-de-sac and the shop is on the left.



# NASCAR Credential Request Form

Today's Date: \_\_\_/\_\_\_/\_\_\_

Requested By: \_\_\_\_\_

State Regional Sales Manager: \_\_\_\_\_

Office Phone: (\_\_\_\_) \_\_\_\_\_ Cell Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Race Location: \_\_\_\_\_

Date of Race: \_\_\_/\_\_\_/\_\_\_ Number of Credentials Requested: \_\_\_\_\_

	Name	Cell Phone Contact#	Driver's License # (mandatory)	State
1	_____	_____	_____	_____
2	_____	_____	_____	_____
3	_____	_____	_____	_____
4	_____	_____	_____	_____

**NOTE:** Credentials are not exchangeable; anyone apprehended by NASCAR exchanging or loaning their credential to another person will result in a fine against the race team and result in your immediate removal from the track.

**Mailing Address**

(Overnight Delivery - No Post Office Boxes) To:

Name	Phone Number	Address
_____	(____) _____	_____
_____	(____) _____	_____
_____	(____) _____	_____
_____	(____) _____	_____

**Important:** Return completed credential request form to your State Water Heaters Regional Sales Manager or their Sales Support Admin.





## 2008 NASCAR Sprint Cup Series Credential Deadline Schedule

Race Date	Application Form Due	Track Name	Track Location
2/17/08	2/1/08	Daytona International Speedway	Daytona Beach, FL
2/24/08	2/8/08	California Speedway	Fontana, CA
3/2/08	2/15/08	Las Vegas Motor Speedway	Las Vegas, NV
3/9/08	2/22/08	Atlanta Motor Speedway	Hampton, GA
3/16/08	3/1/08	Bristol Motor Speedway	Bristol, TN
3/30/08	3/15/08	Martinsville Speedway	Martinsville, VA
4/6/08	3/22/08	Texas Motor Speedway	Fort Worth, TX
4/12/08	3/29/08	Phoenix International Raceway	Phoenix, AZ
4/27/08	4/10/08	Talladega Superspeedway	Talladega, AL
5/3/08	4/17/08	Richmond International Raceway	Richmond, VA
5/10/08	4/24/08	Darlington Raceway	Darlington, SC
5/17/08	5/1/08	Sprint All-Star Race - Lowe's Motor Speedway*	Charlotte, NC
5/25/08	5/8/08	Lowe's Motor Speedway	Charlotte, NC
6/1/08	5/15/08	Dover International Speedway	Dover, DE
6/8/08	5/22/08	Pocono Raceway	Pocono, PA
6/15/08	5/29/08	Michigan International Speedway	Brooklyn, MI
6/22/08	6/5/08	Infineon Raceway	Sonoma, CA
6/29/08	6/12/08	New Hampshire International Speedway	Loudon, NH
7/5/08	6/19/08	Daytona International Speedway	Daytona Beach, FL
7/12/08	6/24/08	Chicagoland Speedway	Joliet, IL
7/27/08	7/10/08	Indianapolis Motor Speedway	Indianapolis, IN
8/3/08	7/17/08	Pocono Raceway	Pocono, PA
8/10/08	7/25/08	Watkins Glen International	Watkins Glen, NY
8/17/08	7/31/08	Michigan International Speedway	Brooklyn, MI
8/23/08	8/7/08	Bristol Motor Speedway	Bristol, TN
8/31/08	8/14/08	California Speedway	Fontana, CA
9/6/08	8/21/08	Richmond International Raceway	Richmond, VA
9/14/08	8/28/08	New Hampshire International Speedway	Loudon, NH
9/21/08	9/4/08	Dover International Speedway	Dover, DE
9/28/08	9/11/08	Kansas Speedway	Kansas City, KS
10/5/08	9/18/08	Talladega Superspeedway	Talladega, AL
10/11/08	9/25/08	Lowe's Motor Speedway	Charlotte, NC
10/19/08	10/2/08	Martinsville Speedway	Martinsville, VA
10/26/08	10/9/08	Atlanta Motor Speedway	Hampton, GA
11/2/08	10/16/08	Texas Motor Speedway	Fort Worth, TX
11/9/08	10/23/08	Phoenix International Raceway	Phoenix, AZ
11/16/08	10/30/08	Homestead-Miami Speedway	Homestead, FL

**\*Non-championship points event  
Tenative-Subject to Change**





## **Show Car and Driver Appearances**

Turn a State Water Heaters plumbing location into victory lane when the State Water Heaters Show Car pulls in. Watch out for a dramatic increase in traffic, visibility and sales. Here's all the detailed information you need to turn the arrival of the State Water Heaters Show Car into a mega-marketing and sales event.

Contact: Robin McLaughlin  
Phone: 615-792-6317  
Email: [rmclaughlin@hotwater.com](mailto:rmclaughlin@hotwater.com)







## Show Car Program



### **What Do I Get?**

- Actual operating race car with a 358 cubic-inch engine and race equipment; a real crowd pleaser!
- Truck and trailer featuring large bold State Water Heaters graphics. A great traffic stopper.
- A friendly and knowledgeable Haas CNC Racing team member as the show car representative.
- State Racing postcards are provided for the event for collectors and autograph sessions.
- Planning information is available to help you prepare for the show car appearance. This information includes how to make the promotion a success, problems to avoid, and helpful hints. In addition, other items to promote the show car event are available at the State Store. (Select "Shop Store" link at the top of the [www.statewaterheaters.com](http://www.statewaterheaters.com) website.)

### **Why Should I Use It?**

- To create excitement
- To increase awareness
- To increase contractor and public traffic
- To sell more State products!





## **How Long is an Appearance?**

A show car "day" is considered to be a maximum of six hours at one location.

## **How Much is an Appearance?**

### **Day Rate**

The show car day rate is \$500 per show for the car, plus \$350 per day for the show car driver (plus miles—see below). This fee covers all expenses, including truck, trailer, driver, hotel, food and maintenance. Any part of a day constitutes a full-day rate.

Please take into consideration any special concerns such as access times, doorways, etc., when booking malls and trade shows. Make these arrangements well in advance.

### **Mileage Rate**

Show car appearance participant will incur mileage charges when you request a show car to be transported to your appearance location. The mileage rate charged by Haas CNC Racing is \$1.00 per mile. The total amount charged to you depends on the originating location of the particular show car and the distance traveled to your appearance location.

**\*Example:** 1-day show in Louisville, KY

- Show car fee = \$500
- Show car driver fee = \$1,050 (\$350 per day x 3—1 day travel to show, 1 day at show, 1 day travel back to race shop)
- Mileage fee (Charlotte, NC to Louisville, KY = 487 miles each way) = \$974

Total charge = \$2,524

**NOTE:** Multiple shows in the same geographic area can reduce costs.

### **Weather Considerations**

Under normal circumstances, the show car will be displayed in parking areas, etc. Should the weather be inclement, an enclosure **must be provided**, either under an awning or a fly. Please plan ahead. It is at the discretion of the show car driver whether to display the car or not, should it become inclement.

## **How Do I Pay For It?**

- **Credit Card**
- **Certified/Cashier's Check**

**NOTE:** Co-op dollars may be used for this event. Payment must be made to Haas, then receipt submitted for co-op reimbursement. Contact your State Rep or RSM.





## **Requesting a Show Car, Step by Step**

- Obtain a Show Car Request Form in this section.
- Call Robin McLaughlin 615-792-6317, or rmclaughlin@hotwater.com to determine possible available dates.
- Your reservation will be held for 7 days.
- Send *completed* show car form along with fee payment to Robin McLaughlin.

***\*A Show Car Form submitted without valid payment information will not be accepted as a reservation.***

**FAX to:**

**Attn: Robin McLaughlin**

**Fax: 615-792-2136**

- Participant should follow up by phone or email to confirm the arrival of the fax.
- Completed forms must be received 30 days prior to show car date.
- Participant will be informed 10 days later via email of show car confirmation.
- If, in 10 days, you have not received confirmation, call ASAP! You may not have a car coming!
- Once you have a confirmed date, you will be sent show planning information. Information includes promotion ideas and items to help maximize the show car appearance.
- Feel free to contact the team for help in promoting the event when the planning information arrives. The State Water Heaters Show Car is capable of attracting a substantial crowd. Promoting the appearance is the only way to maximize this potential.
- Order any support material or premium items necessary to create an effective event four to six weeks prior to the appearance date. Select "Shop Store" at the top of the [www.statewaterheaters.com](http://www.statewaterheaters.com) website.

## **How to Cancel or Change a Scheduled Show Car Appearance**

- **The only person that can change or cancel an appearance is the person that originally booked the car. No other person will be recognized by the team.**
- Call Robin McLaughlin to cancel or change an appearance at 615-792-6317.
- If the cancellation takes place within 14 days of the appearance, you will be billed if the car cannot be re-booked.





## Truck, Trailer, and Show Car Specifications

### Truck Dimensions:

**Truck: Up to 21' long**

**Trailer: Up to 26' long  
(10' tailgate)**

**Truck/Trailer Connected: Up to 47' 5"**

*With both truck and trailer, widest dimension is 8' wide  
(allow 12 feet width).*

*Tallest point for both truck and trailer is 7' high.*

*As much as 100' needed for unloading.*

### Show Car Dimensions:

**Length: 201"**

**Wheelbase: 110"**

**Height: 51"**

**Weight: 3,400 lbs.**

**Clearance: 10'**











## Scott Riggs Personal Appearances

A personal appearance by the State Water Heaters race car driver can be a very special event. It can be a way of offering special recognition to key customers. A driver appearance can be as personal as making a joint sales call to a major customer, as grand as being a guest of honor at a dealer banquet, or as simple as an autograph session.

State Water Heaters Racing puts in your hands the potential to deliver a celebrity in support of maximizing customer relationships. It offers you the chance to orchestrate a celebrity appearance or create a customized event. You are only limited by your imagination! And, keep in mind, you're delivering something your competition only wishes they had! Also, a show car can add the final touch.

### **How Do I Use The Driver?**

- Leveraging negotiations
- Guest of honor
- Joint sales calls
- Guest celebrity for company picnics, trade shows, radio and TV interviews, commercials, promos, etc.
- Autograph sessions for key customer locations
- Unique ideas you may have

### **How Do I Schedule an Appearance?**

Your first step is to call State Water Heaters to confirm the driver's schedule and availability. They can offer suggestions and assist you with maximizing the use of a driver appearance. **An appearance lasts two hours.** Once a verbal approval is given, follow up by faxing a driver appearance form to State for written confirmation.

### **How Much Does It Cost?**

A normal appearance fee is \$5,000 plus travel expenses (airfare, hotel and local transportation).

### **Contact:**

Jeff Storie  
State Water Heaters Brand Manager  
615-792-8362

Robin McLaughlin  
State Water Heaters Race Program Coordinator  
615-792-6317







## Personal Appearance Request Form

Today's Date: \_\_\_/\_\_\_/\_\_\_

--	--	--	--	--

For Office Use Only

Please complete all information on form.  
Type or neatly print.

### Appearance Information

Date of Appearance	On-Site Contact and Title	
Appearance Location	Phone # of Contact Person	Fax # of Contact Person
Street Address	Appearance Location <input type="checkbox"/> Outside <input type="checkbox"/> Inside <input type="checkbox"/> Mail <input type="checkbox"/> Other _____	
City, State and ZIP	<b>Directions from Major Highway to Appearance Location (Specific)</b> _____ _____ _____ _____	
Start Time		
End Time		
Special Instructions		

Requesting Party Information		Suggested Accommodations	
Name		Suggested Hotel for Driver/Team Member	
Shipping Address		Hotel Address	
City, State and ZIP		Hotel Phone Number	
Office Phone	Fax		
Cell Phone			

### To Be Completed By Party Paying Driver Appearance Fee

Name	Signature		
Mailing Address	Date		
City, State, ZIP	Phone	Fax	

### Billing Information (Must Be Completed)

Credit Card	Visa MC AMX Disc	Exp Date
Charge Number (Required)		





## 2008 NASCAR Sprint Cup Series Schedule

Race Date	Track Name	Track Size (Miles)	Track Location
2/17/08	Daytona International Speedway	2.5	Daytona Beach, FL
2/24/08	California Speedway	2.0	Fontana, CA
3/2/08	Las Vegas Motor Speedway	1.5	Las Vegas, NV
3/9/08	Atlanta Motor Speedway	1.5	Hampton, GA
3/16/08	Bristol Motor Speedway	0.533	Bristol, TN
3/30/08	Martinsville Speedway	0.526	Martinsville, VA
4/6/08	Texas Motor Speedway	1.5	Fort Worth, TX
4/12/08	Phoenix International Raceway	1.0	Phoenix, AZ
4/27/08	Talladega Superspeedway	2.66	Talladega, AL
5/3/08	Richmond International Raceway	0.75	Richmond, VA
5/10/08	Darlington Raceway	1.3	Darlington, SC
5/17/08	Sprint All-Star Race - Lowe's Motor Speedway*	1.5	Charlotte, NC
5/25/08	Lowe's Motor Speedway	1.5	Charlotte, NC
6/1/08	Dover International Speedway	1.0	Dover, DE
6/8/08	Pocono Raceway	2.5	Pocono, PA
6/15/08	Michigan International Speedway	2.0	Brooklyn, MI
6/22/08	Infineon Raceway	1.95	Sonoma, CA
6/29/08	New Hampshire International Speedway	1.0	Loudon, NH
7/5/08	Daytona International Speedway	2.5	Daytona Beach, FL
7/12/08	Chicagoland Speedway	1.5	Joliet, IL
7/27/08	Indianapolis Motor Speedway	2.5	Indianapolis, IN
8/3/08	Pocono Raceway	2.5	Pocono, PA
8/10/08	Watkins Glen International	2.45	Watkins Glen, NY
8/17/08	Michigan International Speedway	2.0	Brooklyn, MI
8/23/08	Bristol Motor Speedway	0.533	Bristol, TN
8/31/08	California Speedway	2.0	Fontana, CA
9/6/08	Richmond International Raceway	0.75	Richmond, VA
9/14/08	New Hampshire International Speedway	1.0	Loudon, NH
9/21/08	Dover International Speedway	1.0	Dover, DE
9/28/08	Kansas Speedway	1.5	Kansas City, KS
10/5/08	Talladega Superspeedway	2.66	Talladega, AL
10/11/08	Lowe's Motor Speedway	1.5	Charlotte, NC
10/19/08	Martinsville Speedway	0.526	Martinsville, VA
10/26/08	Atlanta Motor Speedway	1.5	Hampton, GA
11/2/08	Texas Motor Speedway	1.5	Fort Worth, TX
11/9/08	Phoenix International Raceway	1.0	Phoenix, AZ
11/16/08	Homestead-Miami Speedway	1.5	Homestead, FL

\*Non-championship points event

Tentative-Subject to Change





## Race Related Selling Aids

Put up the State Water Heaters Racing/NASCAR banner and they will come. Customers can tie into the power of this marketing phenomenon all year long, with selling tools from hanging banners and Scott Riggs hero cards to life-like cutouts of the State Water Heaters race car driver. Turn a location into "pit road" and watch the race fans line up to buy State water heaters.



**Bahama, NC**  
**Hometown:**  
 Bahama, NC  
**Marital Status:**  
 Married (Jai)

**Motocross,**  
**wave runners,**  
**go-karting with the**  
**family, working out**

top 10 finishes, and five pole positions in 24 events.  
 Scott Riggs' racing career quickly progressed to the next level as he moved into the NASCAR Busch Series in 2002. He was named Rookie of the Year after winning two races and earning eight top 5 and three top 10 finishes en route to a 10th place finish in the series standings.  
 In 2003, Riggs led the Busch Series points several times throughout the season and posted wins at Nashville Superspeedway and Gateway International Raceway on his way to a 6th-place season finish.  
 Riggs debuted in the NASCAR Nextel Cup Series in 2004 as the driver of the No. 10 Valvoline of the NW Waterports, including 35 events. Riggs had one top 5 and two top 10 finishes, including a 5th-place finish at the Monster Mile in Dover, Delaware.  
 In 2005, Riggs finished 11th in the series with one top 5 and four top 10 finishes, with a 4th-place run in the first Chase race in the spring.



Team Racing LLC, a partnership in Waterports, announced that it bought a share in the NASCAR

hometown of Mansfield, Delaware, in late 2004. Riggs, who played college football at Wake Forest, where he earned a degree in mechanical engineering, and his wife, Jennifer, will move to the town to be closer to the track.

ABOUT STATE WATER HEATERS  
 For more than 60 years, State Water Heaters has built a reputation for providing high-quality water heaters for commercial and residential applications. State Water Heaters is a manufacturer of durable products that last.

For more information, visit [www.statewaterheaters.com](http://www.statewaterheaters.com).



[STATEWATERHEATERS.COM](http://STATEWATERHEATERS.COM)

For more information about State Racing P.O.P. Sales Tools, visit [www.statewaterheaters.com](http://www.statewaterheaters.com) and click on the "SHOP STORE" link.





## State Water Heaters Racing Team and Driver History

The history of the State Water Heaters racing team and driver is exciting and informative. The more you know about our involvement with this sport, the better you can make this program work for State customers. The following information will

help you become more knowledgeable about the benefits of the State Water Heaters racing program. You'll be able to answer the most frequently asked questions about the car, the driver, and the team.





# Scott Riggs



<b>Full Name:</b> Russell Scott Riggs	<b>Favorite Movie:</b> The Departed
<b>Birth Date:</b> January 1, 1971	<b>Favorite Music Artists:</b> Godsmack, Chris Cornell
<b>Marital Status:</b> Married (Jai)	<b>Hobbies:</b> Motocross, wave runners, go-karting with the family, working out
<b>Children:</b> Layne, Skyler	<b>Favorite Food:</b> Grilled chicken, pasta, sweet potatoes
<b>Hometown:</b> Bahama, North Carolina	<b>Favorite Getaway:</b> The beach with the family
<b>Resides:</b> Bahama, North Carolina	<b>Favorite Racing Moment:</b> Winning the Nextel Open in 2006
<b>Mentors:</b> Father	<b>Favorite TV Shows:</b> My Name Is Earl, Everybody Loves Raymond
<b>Favorite Chevrolet:</b> Tahoe	<b>Favorite Charity:</b> Carolina Donor Services

It's Scott's humble roots that have gotten him where he is today in the world of NASCAR. Riggs started his racing career on two-wheelers in AMA Motocross competition at the age of 14. He won the North Carolina State Championship two years in a row and finished 3rd in the 1987 National Competition. Riggs eventually moved into NASCAR's Mini Stock Division at the age of 17, making quite an impression by winning a dozen races in just three seasons. He then set his sights on the NASCAR Late Model Stock division in 1990.

Over the next 10 years, the Bahama, North Carolina, native accumulated 36 wins in NASCAR Late Model divisions. Riggs was named track champion at Southern National Speedway in Kenly, North Carolina, twice before joining the NASCAR Craftsman Truck Series in 2000, where he made 17 starts that year.

In 2001, he finished 5th in the NASCAR Craftsman Truck Series points standings with five wins, fourteen top-5 finishes, sixteen top-10 finishes, and five pole positions in 24 events.

Scott Riggs' racing career quickly progressed to the next level again as he moved into the NASCAR Busch Series in 2002. He was named Rookie of the Year after winning two events and earning eight top-5 and thirteen top-10 finishes en route to a 10th-place finish in the series standings.

In 2003, Riggs led the Busch Series points several times throughout the season and posted wins at Nashville Superspeedway and Gateway International Raceway on his way to a 6th-place season finish.

Riggs debuted in the NASCAR Nextel Cup Series in 2004 as the driver of the No. 10 Valvoline car for MBV Motorsports. In 35 events, Riggs had one top-5 and two top-10 finishes, including a 5th-place finish at the Monster Mile in Dover, Delaware.

In 2005, Riggs earned two top-5 and four top-10 finishes, with a 2nd-place finish at Michigan and a 4th-place run in the Daytona 500. He also claimed his first career pole in the spring race at Martinsville.

In August 2005, Valvoline Evernham Racing LLC, a partnership between Valvoline and Evernham Motorsports, announced that Scott Riggs would drive the No. 10 Dodge Charger in the NASCAR Nextel Cup Series in 2006.

Riggs enjoyed some exciting moments at Valvoline/Evernham motorsports, earning two poles, one top-5 finish, nine top-10 finishes, and a 20th-place finish in the points in 2006, plus a pole and win in the NEXTEL Open All-Star event. Riggs' talents shined especially at tracks like Lowe's Motor Speedway, where he swept the pole for both races in one year and led more laps at just that track alone than he had in his previous two Nextel Cup seasons.

Scott will kick off the 2008 season in the No. 66 Haas Racing State Water Heaters Chevy Impala. The Haas Racing Team has grown into a weekly threat to score top-10 finishes, and with full engine and chassis support from Hendrick Motorsports, 2008 should provide Riggs, Bootie Barker and the State Water Heaters team the support they need to move to Victory Lane this season.





# Haas CNC Racing

The Haas CNC Racing team is owned by Haas Automation. Based in Oxnard, California, Haas Automation is the largest machine tool manufacturer in the world.

Haas Automation has been involved in motorsports since 1995, forming technical partnerships with race teams in CART, IRL, and NASCAR, including Hendrick Motorsports. The company is currently a sponsor of the Hendrick teams, and Haas CNC Racing continues to partner with Hendrick for engines and technical support.

The end of the 2006 NASCAR season saw the beginning of a new era for Haas CNC Racing. After residing for nearly five years in the shadow of Lowe's Motor Speedway, the team moved its headquarters to a newly constructed \$15-million race shop in nearby Kannapolis, North Carolina.

Along with a threefold increase in space, the new 140,000-square-foot shop includes technological advances that make it a world-class development facility. Among these are an R&D area filled with Haas machines for prototype production and a seven-post, full-scale track simulator to model racetrack conditions.

## History

Haas CNC Racing began in January 2002 with the announcement that three-time NASCAR Craftsman Truck Series champion Jack Sprague would be driving full-time in the Winston Cup Series beginning in February 2003.

The Haas CNC Racing team made its NASCAR Winston Cup debut on September 30, 2002, at Kansas Speedway when Sprague guided the white-and-red No. 60 Haas Automation Chevrolet to a 35th place finish in the Protection One 400. The team competed in three additional Winston Cup races in 2002, including a season-best 30th place finish in the Ford 400 at Homestead-Miami Speedway.

The Haas CNC Racing team then made several changes to begin 2003, including a new sponsor, new body style and new number. NetZero, a value-priced Internet access provider, became the main sponsor of the team, continuing the relationship with Sprague. NetZero sponsored the No. 24 car driven by Sprague in the 2002 NASCAR Busch Series. The team switched from the Chevrolet Monte Carlo to the Pontiac Grand Prix body style in hopes of being more competitive in the Winston Cup Series. The team also changed numbers to No. 0 to better reflect the sponsor, NetZero.

The changes immediately reaped rewards as the team began the 2003 season in the Daytona 500. The No. 0 NetZero Pontiac qualified in 24th place and then finished in 14th place in the rain-shortened race.

The Haas CNC Racing team made another change in April 2003 when NASCAR veteran Tony Furr replaced Dennis Connor as crew chief. The change improved the team's starting positions, including a season-best 5th in the Coca-Cola 600 at Lowe's Motor Speedway.

The team used Jack Sprague, John Andretti, Jason Leffler and Ward Burton as drivers of the No. 0 Pontiac during the 2003 season. The team's best finish of the year was 13th at Atlanta Motor Speedway with Burton. The team finished 37th in the 2003 owner's points standings.

The Haas CNC Racing team also competed in six NASCAR Busch Series races in 2003. Troy Cline was behind the wheel of the No. 79 Haas Automation for the first two races. Cline finished 27th in his debut at the California Speedway in April and 38th at Richmond International Speedway the next week. Jason Leffler drove the final four races of the Busch season in the No. 00 Haas Automation Chevrolet. Leffler's best finish was 4th in the Ford 300 at Homestead-Miami Speedway.

The 2004 season was one of growth as the race team fielded two full-time teams. Ward Burton drove the No. 0 NetZero Chevrolet in the Nextel Cup Series, while Jason Leffler guided the No. 00 Haas Automation Chevy in the Busch Series. Burton captured three top-10 finishes and eleven top-20 finishes. The team's first top-10 finish came in the Subway 400 when Burton finished 9th at North Carolina Speedway.

The team's first visit to Victory Lane came in June 2004 when Leffler won the Federated Auto Parts 300 at Nashville Superspeedway. Later in the year, Leffler also won the pole position at California Speedway for the Slater Bros. 300.

During the 2007 NASCAR Nextel Cup season, the Haas CNC Racing team expanded to two full-time teams with Jeff Green and Johnny Sauter driving. The team stepped up its efforts, and the results showed with five top-10 finishes and the team's first top-5 finish by Sauter.







## ROBERT "BOOTIE" BARKER



### **Crew Chief of the No. 66 State Water Heaters Chevrolet Impala**

Robert "Bootie" Barker is known by fans and his peers as one of the most candid crew chiefs in the NASCAR Nextel Cup garage. Barker's knowledge and frankness cause media members to seek his opinion whenever there's a

racing-related topic being discussed.

Barker's candor and humor is showcased every week on two television programs on SPEED Channel that focus on racing. Barker's "Bootie Call" segment airs on *SpeedNews*, and he's also a featured panelist on *NASCAR Performance*.

Barker, a native of Halifax, Virginia, attended college at Old Dominion University in Norfolk, Virginia. While still in school, Barker worked with a Late Model Series team owned by driver Ashton Lewis (who now drives in the NASCAR Busch Series).

After graduating in 1996 with a degree in mechanical engineering, Barker moved to North Carolina and went to work building shock absorbers for team owner Kurt Roehrig's NASCAR Craftsman Truck Series team.

After working with Bill Davis Racing as a shock absorber specialist in 1998, Barker joined Hendrick Motorsports for 1999 and most of 2000, where he worked on the No. 24 team of NASCAR Champion Jeff Gordon. While working as a shock specialist with Gordon, Barker helped the No. 24 visit Victory Lane five times.

In late 2000, Barker returned to Bill Davis Racing to serve as crew chief for Busch Series driver Scott Wimmer. Barker and Wimmer turned in a solid rookie season together, finishing 11th in the NASCAR Busch Series point standings in 2001.

The 2002 season saw Barker and Wimmer combine to win four of the season's final eight races (including back-to-back wins in the final two races of the year). The team finished third in the Busch Series points standings, with eleven top-5 and seventeen top-10 finishes.

In 2003, Barker realized a career goal of becoming a NASCAR Winston Cup (now Sprint Cup) crew chief when he

moved to Jasper Motorsports. There, he was reunited with driver Dave Blaney, who had worked with Barker at Bill Davis Racing. In just the second race of the season, Barker helped Blaney score his first career Winston Cup pole position at North Carolina Speedway.

As the 2003 season was drawing to a close, Barker joined Haas CNC Racing, taking on the daunting task of developing a new Busch Series team.

With driver Jason Leffler, Barker and his No. 00 Haas CNC Racing team posted eight top-5 and seventeen top-10 finishes in 2004. Barker also led the team to its first victory at Nashville Superspeedway in June.

With four races remaining in the 2004 season, Barker moved up to lead Haas CNC Racing's Nextel Cup Series team with driver Mike Bliss. In 2005, the duo posted top-10 finishes at Pocono Raceway and Bristol Motor Speedway on their way to seventeen finishes of 20th or better.

In 2006, Barker partnered with veteran NASCAR driver Jeff Green (the 2000 Busch Series champion) on the No. 66 Best Buy Chevrolet team for Haas CNC Racing. Later in the season, Barker was named crew chief for Johnny Sauter and the Yellow Racing Team—Haas CNC Racing's NASCAR Busch Series team. With a penchant for developing young drivers, Barker was chosen to prepare Sauter for the move to the Nextel Cup Series in 2007.

In Barker's first outing at the helm, Team Yellow Racing won the pole, led the most laps, and finished 4th at Memphis Motorsports Park, fueling Sauter's late-season drive to finish 8th in the Busch Series points standings.

During the 2007 season, Bootie and Sauter found success quickly, scoring their first top-10 start at Martinsville (sixth race of the season) and first top-10 finish at Phoenix (9th race of the season). Throughout the '07 season, the Barker-led effort produced three top-10 finishes and the Haas organization's first top-5 finish.

In 2008, Barker will be teaming with Scott Riggs and State to produce what many hope will be the first Sprint Cup Series win for driver, team, crew chief and sponsor.





# NASCAR Race Car Technical Specifications

Item	COT Specifications
<b>BASIC DIMENSIONS</b>	
Overall Length	201.0 inches
Wheelbase	110.0 inches
Height	51.0 inches
Weight	3,400 pounds
Track (Front/Rear)	60.5 inches/60 inches
Minimum Clearance	4.0 inches
<b>DRIVETRAIN</b>	
<b>Engine</b>	
Block	Chevy V8-R07
Cylinder Head	Aluminum
Compression Ratio	12.0-to-1
Crankshaft	Forged Steel
Induction	One Holley 4-bbl carburetor
Intake Manifold	Single-plane aluminum, race specific
Exhaust System	4-into-1, 3" tube headers
Ignition	GM Heavy-Duty amplifier, back-up system; AC Fire-Ring spark plugs
Lubrication System	Dry sump with remote reservoir, filter, scavenge pump and cooler
Horsepower	850 @8,000 rpm
Torque	600 ft. lbs. @8,000 rpm
Redline	10,000 rpm
<b>Transmission</b>	
Type	Heavy-Duty Borg-Warner Super T-10/Jerico (Road Race)
Case	T-356 aluminum/Jerico (Road Race)
Linkage	Hurst Cast-iron/live axle
<b>Differential</b>	
Type	9-inch Heavy-Duty full-floating
Ratios	3.73 to 6.14, race specific
Housing	Nodular Cast-iron/live axle
<b>Chassis</b>	
Type	Rear-wheel-drive, tube-frame construction with boxed rails
Suspension (Front)	Upper and lower control arms with coil springs
Suspension (Rear)	Track arm with coil springs and stabilizer bar
Shock Absorbers	Nitrogen-charged single tube, race specific
Brake Systems	4-wheel disc with adjustable bias
Steering	Power-assisted recirculating ball
Wheels	15 x 9.5-inch, nine hole stamped steel
Tires	28 x 12 x 15 Goodyear Racing Eagles
<b>Sheet Metal</b>	
Model	2008 Chevy Impala
Glass	Compound-molded sheet Lexan
<b>Capacities</b>	
Fuel System	22 gallons
Lubrication System	16 quarts
Cooling System	14 quarts
<b>Performance</b>	
0-60 mph	3.5 seconds
Standing 1/4 mile	11.5 seconds
Top Speed	220 mph (unrestricted)
Cost	\$200,000 +



State Water Heaters  
500 Tennessee Waltz Parkway, Ashland City, TN 37015  
[www.statewaterheaters.com](http://www.statewaterheaters.com)