



"Alpine Restyle at the Optima Battery ChumpCar World Series Race held in August"
(Brainerd, MN.)



OPTIMA BATTERY CHUMPCAR WORLD SERIES RACE

Alpine Restyle is about being smarter in your business. You do not always need to hold a big event or conduct a big store project, but you should strive to be relevant to the truck/SUV customer.

One Alpine sales rep had recently experienced this first hand. Nick Hussein represents Alpine in North Dakota and Minnesota for Frontline Sales and Marketing. Nick is also an avid endurance racer in the World Racing League and the Optima Battery ChumpCar World Series and is part of a team that races BMW 325is. The team participated in the Optima Battery ChumpCar World Series Race held on August at the Brainerd International Raceway in Brainerd, MN.

Thanks to some advance planning with his Regional Sales Manager, Nick arranged to have the Alpine Restyle demo truck used as the official timing vehicle for the 2-day event. Fifty-six teams raced in the event, so every team had to stop by the truck to receive their official times and view the leaderboard, which was displayed on the two flatscreens in the truck's bed. The spectators were also watching the leaderboard, so they too were drawn to the Alpine Restyle truck. Overall, approximately 2,500 people visited the truck over the course of the weekend!

Since Optima Battery was the sanctioning body for the race, they mentioned Alpine and the truck on their website, Facebook and Twitter feeds. The grandstand announcers frequently reminded the spectators to visit the truck to view the leaderboard and check out Alpine's newest technology.

Nick said, "It was a huge success because everyone who was at the event was a core customer that likes to pull toys and has a tow truck. Even though we weren't exposed to 30,000 people like at larger events, everyone that was there was interested and had lots of questions." To cap off the weekend, Nick and his team did us proud and finished in 2nd place on Day 2! Taking a clue from Nick, perhaps there are ways you can incorporate the Alpine Restyle experience into your own activities.