

What our Sponsors have Said

**WARNER-LAMBERT**

"Malibu Grand Prix has proved to be a very effective promotional partner for Schick. Their unique ability to draw crowds with their race cars and sample our Schick Super II Shaving System has increased our exposure to the 16-28 male age group."

Ms. Louise Levine  
Assistant Brand Manager

**VALVOLINE OIL COMPANY**

"Our friends at Malibu Grand Prix have aggressively promoted the Valvoline name at their 32 race tracks throughout the country. The Valvoline College Days promotion created by Malibu has increased our awareness level at over 50 campuses. Wherever the Valvoline race car goes, it draws a crowd and that pleases us."

Mr. Jack Stamper  
Racing Services Supervisor

**AMERICAN ISUZU MOTORS, INC.**

"Malibu Grand Prix has opened up a very hard-to-reach demographic to Isuzu. Their radio promotions have been exciting and have involved Isuzu products. We're very pleased."

Mr. Leon Rosen  
Advertising and Merchandising Manager

**WARNER COSMETICS**

"Through the use of their race cars, our Sales Reps are able to create exciting, eye-catching store displays that draw attention to Chaps Cologne. We have also hosted parties for store buyers at Malibu Grand Prix that have helped cement dealer relations."

Ms. Suzanne Rovner  
Sales Promotion Director

**THE 7-UP COMPANY**

"Everyone at Malibu Grand Prix is first rate. Their promotional and operations people have been very eager to work with our Bottlers in developing promotional tie-ins."

Mr. Terrence K. Brejla  
Foodservice Promotions Manager

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