

TESTIMONIALS



Ken from Kapow in Australia discovered our GO-Racers and thought it would be a cool and fresh way to get people to taste the new Zero Sugar PepsiMax and to coincide with "the above the line" launch.

The idea was greeted with enthusiasm by Pepsi Australia (Schweppes) who said go for it!

We provided ten GO-Racers with the Soda Can body theme and two GO-Racer tracks. The team at Kapow fully branded the GO-Racers, tracks and vehicles and they look awesome!

There are two roadshows touring throughout Australia over Summer setting up in popular high profile locations, giving people a chance to race on the GO-Racer and grab a free can of Zero Sugar PepsiMax.

they're seen and all the team at Pepsi are really pumped on the concept! It's proving to be a real kick'a for Pepsi and has given the edge that Pepsi was looking for, which is essential for any Pepsi promotional activity. So a huge thanks Rick to you and your guys for getting the GO-Racers to us on time and for the effort and thought that's obviously gone into the product, they're an awesome deal!"

Ken Bensley, Kapow Solutions Pty. Limited, Australia

(Here are some shots of the induction day at the Pepsi offices...)



Vodafone was looking for a unique way to launch their new PXT capable phones and the Loo-Racer was perfect! They used the Loo-Racer in their TV and print campaign which saw the Loo-Racer featured in a 30 second TV commercial, which has been aired extensively in New Zealand and Australia on all the television networks. The campaign has been huge and very successful for Vodafone.

Following on from this, Vodafone were looking to tie the advertising campaign into some interactive promotional activities, by running a series of Loo-Racing events in Auckland, Wellington and Christchurch. At each promotion everybody that participated had their photo taken with the new PXT capable phones, which they could have emailed anywhere in the world! Vodafone also gave away plenty of cool Vodafone stuff, with the major prize at each event being an Ericsson T68i phone! The events were heaps of fun and best of all hundreds of people got to have a go on the Loo-Racers that were featured on the TV ads! **"Just another way the GO-Racer can create opportunities and revenue for you."**

"Thanks to all the crew for your efforts in Wellington last week, we got a fantastic response from the public with people still calling us for photos from the event. If you could forward any spare photos of the event that would be appreciated. Once again thanks and hope to work with you again soon!"

Tony Antipas, Vodafone Retail Manager, New Zealand.



"Our fans and mascots love the Loo Racers! We have used them in several different contests on the court and always received a lot of positive response. I have received several calls from individuals wondering where you get these motorized toilets."

"So thanks for coming up with a great product, it's really added some extra Fun to what we do"

**Doug Morgan
Game Operations Manager
Pacers Sports & Entertainment, USA**



*"Dear Rick,
Thank you for talking me into buying an extra four more GO-Racers at IAAPA (we now have twelve). I have recouped my investment very quickly and have landed some very competitive events. My Microsoft clients absolutely go crazy on them and they are usually the first thing requested for our high end corporate events and graduation parties. The additional tops and spare parts have proven to give me even more marketing power and reliability, thank you very much and best of luck."*

Tim Ward, Sonsational Activities, USA.

"Rick,

just a note on your new Go-Racers. As you know, I have fourteen Racers in our inventory. We are already sold out for next season of Grad Nights, and have many multiple bookings. They have over paid for themselves in the first six months. And these have helped us gain market share from our competitors by not only having items they don't but by the reliability factor. They have come a long way and I feel confident to say you are producing one of the best products in our industry!

Look forward to your next product."

Skip Smith, Plan-It Interactive, USA.



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