

NEWS RELEASE

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Club Auto Sport Builds Business Community to Serve Car Enthusiasts and More

Team Club Auto Sport Members Get an Exclusive Position in the Club Hub and Benefit from Networking and Marketing Support Services

San Jose, Calif., August 27, 2009 — Club Auto Sport started as an exclusive car condo facility and club for high-end collectors, race car owners, and other motor sports enthusiasts. And it's still all that. But responding to the challenges of a difficult economy, Club Auto Sport managing directors John Davis and Ralph Borelli have mapped a new route and established a unique business community dubbed Team Club Auto Sport. The community offers an increasing array of automotive and non-automotive services and products to club members and the general public in one convenient location at Club Auto Sport on Charcot Avenue in North San Jose.

“Club Auto Sport has become far more than an exclusive club for the motor sports set,” said Borelli, who besides his position with Club Auto Sport is also chairman of Borelli Investment Company, which developed and is marketing the facility. “The club has evolved into a true business and event center in Silicon Valley. Team Club Auto Sport is a natural outgrowth of that evolution.”

A Dynamic Marketplace

With its dramatic 10,000 square foot clubhouse, Club Auto Sport has emerged as a magnet for major business, charitable, and social functions and activities since the club's grand opening in mid-2008. The events draw thousands of the valley's business and community leaders to Club Auto Sport, creating a dynamic marketplace and offering an extraordinary opportunity to businesses located there.

Recognizing this, Team Club Auto Sport was founded — with businesses assured of an exclusive market position within the Club Auto Sport hub. Team Club Auto Sport members meet weekly to review upcoming events and other marketing opportunities that can be tapped through their exclusive niche. The members can also

take advantage of marketing and public relations advice, computer services, as well as networking and mentoring with the help of Club Auto Sport's management, staff and team of support professionals. In short, Club Auto Sport generates added horsepower that few small businesses working alone could muster.

The Race Is On

With a limited number of exclusive spots available inside the Club Auto Sport hub, the race is on to win one of the exclusive spots. Among those that have been first to join the team are:

- **Ball Renegade** — A factory-authorized sales rep for the company's custom trailers, transporters, and motorhomes
- **Borelli Motor Sports** — Offering secure, climate-controlled car storage — short-term or long-term rentals — plus a variety of auto maintenance services
- **Cartelligent** — Full-service car broker that provides a smarter, more enjoyable way to buy a car, without all the hassles
- **Club Sportiva** — The ownership alternative that offers exotic car time-sharing — as rentals or excursions
- **Garage Solutions** — Providing design and construction of custom garage solutions of all types
- **Historic Stock Car Racing Series (HSCRS)** — Headquarters for the organization dedicated to restoring, preserving, and racing former NASCAR race cars and raising money for charitable causes
- **ION** — Electronic architects who design and install complete home infrastructures integrating audio, video, networking, lighting, security, and more
- **Millers Vinyl Graphics** — Creating vinyl graphics and decals for race cars and other vehicles — plus all types of banners, signs, logowear, and printing
- **Perfection Auto Detail** — Professional, highly personalized detailing for any car — from show cars to the family minivan
- **Premier Automobile Sales** — Buying or selling of exotic, vintage, or high-end luxury automobiles — on consignment
- **South Valley Landscape Construction** — Design and installation of breathtaking landscaping solutions for any home or business

Club Auto Sport Executive Suites

These office suites are located in a central area at Club Auto Sport and offer tenants a fully equipped private cubicle, unlimited high-speed online access, club benefits, and membership in Team Club Auto Sport.

- **FullSpeed.com** — A unique online community dedicated to reporting on, writing about, and discussing everything motor sports
- **Hooked on Driving** — Meeting the demand for fun driving experiences for drivers of all abilities on an array of well-known race tracks
- **Ingram and Associates** — Providing comprehensive, experienced design and construction management services for more than two decades

- **KNEW-TV** — Using a dynamic digital signage networks to create brand awareness and deliver information through specialized content channels

Fast Lane to Clean Technology Incubator

Club Auto Sport has also created an automotive clean-technology incubator. This incubator provides startups and individuals the contacts and synergy that can help them attract capital and refine business plans — and offers them the opportunity to be part of Team Club Auto Sport, should they desire. Among the startup firms are:

- **EVIN** — Dedicated to making the promise of clean-energy transportation a reality through an infrastructure network for electric vehicles that adheres to the American automotive culture and driving habits
- **Magnetic Air Cars** — Building clean-energy cars that run on compressed air technology and a smaller acid-free battery; capable of going longer distances with no external charging
- **Saba Motors** — Makers of green, plug-in, electric vehicles with head-snapping acceleration; available in Q1 2010

“These businesses all provide high-quality services and products consistent with the Club Auto Sport brand,” Borelli noted. “We’re delighted to be able to offer this level of convenience to our club members — and one-stop shopping for the public as well.”

Space in the Hub Is Moving Fast

The formation of Team Club Auto Sport has significantly accelerated the sale and leasing of condo space in the 120,000 square foot facility. But there still are a number of exclusive business niches left to fill. These include:

- Engine or machine shop
- Chassis tuner
- Race team
- Wheel and/or tire manufacturer
- Performance/race gear retail shop
- Performance parts retailer
- Windshield repair and replacement shop
- Car audio dealer/installer
- Limousine service
- Caterer/restaurant
- Auto transport company
- Race track sales office
- Upholstery repair shop
- Wine/cigar emporium
- Financial services provider

“We truly know of nothing like this in the U.S.,” said John Davis, co-founder and managing director of Club Auto Sport. “We are in negotiations with a number of other companies that want to be inside the hub. If companies have an interest in being part of Team Club Auto Sport, we suggest they put the pedal to the metal and call us.”

Club Auto Sport is the first car condo facility in the U.S. to combine secure, climate-controlled storage with an exclusive club, business and event center, and clean automotive technology incubator. Condo owners and Team Club Auto Sport members can work on and display their cars, socialize, participate in special driving days at legendary tracks such as Mazda Raceway Laguna Seca, and enjoy many concierge- or valet-arranged services.

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To learn more about Club Auto Sport, contact Ralph Borelli at Borelli Investment Company, at (408) 453-4700, or e-mail ralph@borelli.com.

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**Note to Editor: Downloadable photography is available at: www.owcnews.com. LOGIN: press
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