



TEAM O'NEIL RALLY SCHOOL OVERVIEW

Background:

Founded in 1997, Team O'Neil Rally School located in Dalton, New Hampshire consists of 581 acres of alpine terrain. Students will find elevation changes of up to 500 feet over 6+ miles of roads, including 300-foot diameter gravel skid pads on two separate training facilities. Roads consist of 50+ different types and combinations of corners, blind crests and junctions, students are exposed to every driving challenge they may encounter in real-world conditions or on competition stages.



Courses range in length from one to five days. Offerings include rally driving, winter driving, drift driving, off-road and security courses for individuals, private companies and government agencies. Courses offer educational and recreational experiences appropriate for all abilities. Team O'Neil also operates the New England Forest Rally.



Divisions of Team O'Neil:

Team O'Neil Rally School – The school serves as the leader in loose surface driver training for the United States. Annually the school welcomes 500-750 civilian students who spend up to a week at the facility. Students are a high-quality audience, spending an average of \$4,000 per visit with the majority earning over \$100k annually. The intense nature of the vehicle use, and varied four-season weather that northern NH experiences provide an impressive testing ground. Our mechanics work with partner engineers to provide the feedback they desire.



Team O'Neil Security and Tactical Programs - Since the early days of Team O'Neil the facility has provided training for military and high-end customers for personal protection (driving, shooting, situational awareness). Driving tactics include tasks few facilities offer such as precision immobilization technique (PIT Manuevers), ramming, J-turns, 180 degree direction changes, and high-speed reversing. Team O'Neil can also provide access to the most professional firearms, defense and tactics training available in the world.



Team O'Neil Drift School – Team O'Neil's drift driving course takes our 20 plus years of loose surface instruction to paved surfaces. The school introduces new participants to the sport, as well as helping intermediate drivers improve their skills. Students can rent a car supplied by Team O'Neil and ISC Suspension, or use their own vehicle. In addition to driver training, a focus is placed on proper car preparation. The course takes place at other facilities around New Hampshire during the summer months.



New England Forest Rally – The New England Forest Rally (NEFR) is an annual two-day stage rally that for over 25 years has taken place on the back roads and logging tracks of Western Maine and Northern New Hampshire. The event welcomes over 5,000 spectators over several days.



Some spectator areas are known as “Super Specials”, these are stages that are specially designed to bring the action directly to the fans. Fans also attend rallies for festivities such as “Parc Exposé.” This is where all the teams parade their cars into an open area where fans can gather, mingle with the competitors, get autographs, and see the cars up close. A Rally Village features vendors, exhibitors, live music, food throughout the two days, and awards parties with barbecues both Friday and Saturday nights.

Advantages of Team O’Neil:

Full-Time, Year-Round Instructor Team – You’re only as good as the person teaching you. Our instructors are in the car, next to you at all times. They are year-round, full-time employees...this is their career and what they do on a daily basis. After a short-time at the school, we’re confident you’ll see the difference. Our students tell us again and again that our course is the best in the world due to our instructor staff.

Authentic: 20+ Years’ Experience - With time comes knowledge. Team O’Neil Rally School was developed in 1997 due to the lack of a professional, loose surface driving school in North America. Since that time, we have developed and refined what we consider to be the leading advanced driving school in North America. This is reflected in our training curriculum, facility infrastructure and providing consistent tools for you to learn.

Cars - With over 70 vehicles at your disposal, our 5-day course covers all drivetrains; FWD, AWD, and RWD. Our fleet of vehicles feature manual transmissions and we can also incorporate right-hand-drive and HCG off-road vehicles. We believe the orchestrated use of various platforms gives you another level of understanding vehicle dynamics.

Purpose-Built Facility – We are the largest, purpose-built, driver training facility in the world. The location and design of our 600 acres and 6 miles of roads was executed with one goal in mind; training. Our roads offer every kind of turn including off-camber, on-camber, decreasing/increasing radius, hairpins, tightly linked turns, ascending, descending and more.

Elevation Change – Many other facilities lack significant elevation change. Whether it be rally/road-racing, or real-world driving you will encounter elevation changes. How you approach this terrain and the dynamics of your vehicle are much different than flat corners.

Learn Car Control Scenarios Other Schools Teach You To Avoid – We teach you what to do when you exceed the levels of grip that are available. Regardless if this is accidental or intentional, you will become more comfortable with a “loose” car.

All Seasons/Surfaces – We operate year-round in a region with four distinct seasons. You can tackle, dirt, snow and mud depending on your preference.

Full Coverage Insurance – Damage coverage is included in the cost of your course, the price you see when registering is your total cost.

Drive Time Value – The amount of drive time/training you receive for our rates is a value you will not beat. We achieve this with a 2 to 1 student to instructor ratio. All training vehicles have rear seats, when a student isn't driving they are observing the other student/instructor and learning from their failures and successes.

Exposure:

TeamOneil.com:

- 140k visits per year (24% increase)
- over 450k page views annually

YouTube:

- over 10m views
- 60k subscribers
- can produce tailored content in-house

Social Media:

- Facebook 33k likes
- Instagram 15k followers
- ability to offer scheduled product content

Enewsletter:

- 5k Subscribers

Team O'Neil Vehicles:

- 70 Vehicles photographed and recorded daily, utilized for media and celebrity visits.

Media Exposure:

- Major media outlets to feature Team O'Neil over the past year include: The New York Times, Car and Driver, Road and Track, Motor Trend, The Drive, CNN, USA Today, PBS, Jalopnik.com, MSN, Forbes, USA Today and more.
- Regularly host celebrity guests including action sports stars, NASCAR drivers, and other individuals with a broad audience.

Special Events:

- RallyFest welcomes hundreds of rally enthusiasts to visit the school
- New England Forest Rally provides exposure to 5,000 automotive enthusiasts on site and many more on a digital and potentially tv audience.

Corporate Outings and Facility Access:

- Utilize the rally school as a venue for media events, employee and customer incentives, VIP corporate outings, product testing/rollout, creating marketing content and other potential events.



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