



## ***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.



Course 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. The Team O'Neil Motorsports division offers competition rally car preparation and support, and is the United States distributor of M-Sport parts and car kits. 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 \$3,900 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 Motorsports** – Team O'Neil is the largest team at North American Rally Events, preparing and crewing for multiple rally cars in any given event. We are also one of the only teams in the country who can provide a full “rally rental” program. If you have people you want to put in a real rally car at a real rally we can do that. This is great for team building or providing an extreme reward that no one else can offer. We also provide show car builds for products and companies who want an extreme rally car for display.



**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 high center of gravity vehicles, 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 Off-Road Training** – Our purpose-built off-road trail network consists of over one mile of highly-technical trails and elements. Students learn a basic understanding of left foot braking and the fundamentals of off-roading. We utilize a fleet of Jeep Cherokees incorporating high-center-of-gravity training at varied speeds. Students also learn master winching + recovery and simple mechanical techniques including vehicle empathy.



**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.

## **Exposure:**

### **TeamOneil.com:**

- 140k visits per year, over 450k page views annually
- Site redesign in 2018 offers the opportunity to have a tailored presence

### **YouTube:**

- over 8.5m views, 55k 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 more.

**Contact: Karl Stone - [karl@teamoneil.com](mailto:karl@teamoneil.com) - 603-444-4488**