





RACE WITH US

*Take the fast track to success with Superior Essex
high-speed communications cabling.*



*"If everything seems under control,
you're not going fast enough."*

UNKNOWN

At **Superior Essex**, speed is our business. From data centers to cell towers, we put our customers on the fast track to success by providing them with the highest speed communications available. That's why we have partnered with racing experts who understand the importance of speed—to let our customers experience speed like never before.

The Speed e**XP**erience sponsorship program gives you the opportunity to participate in the world's fastest sport. With each level sponsorship, your brand is featured on our No. 14 car and seen by millions as it races around the track at over 200 m.p.h. High-level sponsors get to meet our driver and our racing team as well, and are given access to the pit during a race.

*So ladies and gentlemen, start your engines.
It's time for you to join the Speed e**XP**erience.*

The Driver

MATT DIBENEDETTO

BIRTHDAY JULY 27, 1991
HOMETOWN GRASS VALLEY, CA
ROOKIE YEAR 2015
HEIGHT/WEIGHT 5'11" / 190 LBS



MATT DIBENEDETTO began his racing career at the age of seven, driving karts at a local dirt track on the weekends. A natural behind the wheel, he quickly moved up in the ranks, and by age eleven he had competed in over 100 racing events and won five championships.

DiBenedetto's skill as a young driver eventually earned him a spot on the Joe Gibbs Racing team, where he made his NASCAR Nationwide Series debut in 2009 at the Memphis Motorsports Park driving the No. 20 Pizza Ranch Toyota.

Throughout 2010, DiBenedetto ran six races for Joe Gibbs, with two top ten finishes. In 2011, he drove for Laerte Zatta in the K&N Pro Series East, and then joined The Motorsports Group midway through 2012 where he ran as a start-and-park driver.

In 2013, DiBenedetto joined Vision Racing to drive the No. 37 car part-time in the Nationwide Series.

During the 2014 season's Subway Firecracker 250 at Daytona, DiBenedetto replaced Jeffrey Earnhardt in the No. 4 JD Motorsports Chevy during the first caution. For the second race he joined the Motorsports Group, where he start-and-parked the No. 46 Chevrolet for 12 races and then raced the rest with the No. 46. He also finished 11th at the Road America and 13th at the Mid-Ohio races.

In 2016, DiBenedetto made his return in the Xfinity Series driving the No. 10 Camry for TriStar Motorsports at Fontana, where he finished 40th.

DID YOU KNOW?

NASCAR fans show up in droves. NASCAR has more of the top-twenty highest-attended sporting events in the U.S. than any other sport, with NASCAR Sprint Cup Series races attracting an average of more than 100,000 fans.

The Team

PRIMARY TEAM MEMBERS

CREW CHIEF	GENE NEAD
CAR CHIEF	JORDAN IRVING
SPOTTER	DAVID PEPPERS

OVER-THE-WALL CREW

GASMAN	RYAN HESS
FRONT TIRE CHANGER	KYLE TURNER
FRONT TIRE CARRIER	DICK CLAVELOUX
JACKMAN	ANDY TURNER
REAR TIRE CHANGER	RYAN ZUNK
REAR TIRE CARRIER	BEN STEGER

ROAD CREW MEMBERS

TIRE SPECIALIST	FAVIAN VANDERBURG
SHOCK SPECIALIST	ROY GANGDAL
ENGINEER	GREG ELY

The Race Schedule

KANSAS SPEEDWAY	OCTOBER 13, 2016 3:00 P.M.
TEXAS MOTOR SPEEDWAY	NOVEMBER 5, 2016 3:30 P.M.

The Media

Approved images will be provided through the Superior Essex Speed **eXPerience** sponsorship program. Photography, images and digital media bearing the NASCAR brand and associated brand assets are solely owned by NASCAR. Any images obtained and used without express permissions of NASCAR is prohibited. Please refer to NASCAR Digital Media, LLC for additional terms of use at: nascar.com/en_us/terms-of-use.html.

DID YOU KNOW?

While an average NASCAR pit stop takes about 13 seconds, the fastest four-tire pit stop in NASCAR history was just four seconds. This record was set on May 30, 1976 by Bobby Unser.





SPONSORSHIP PACKAGES

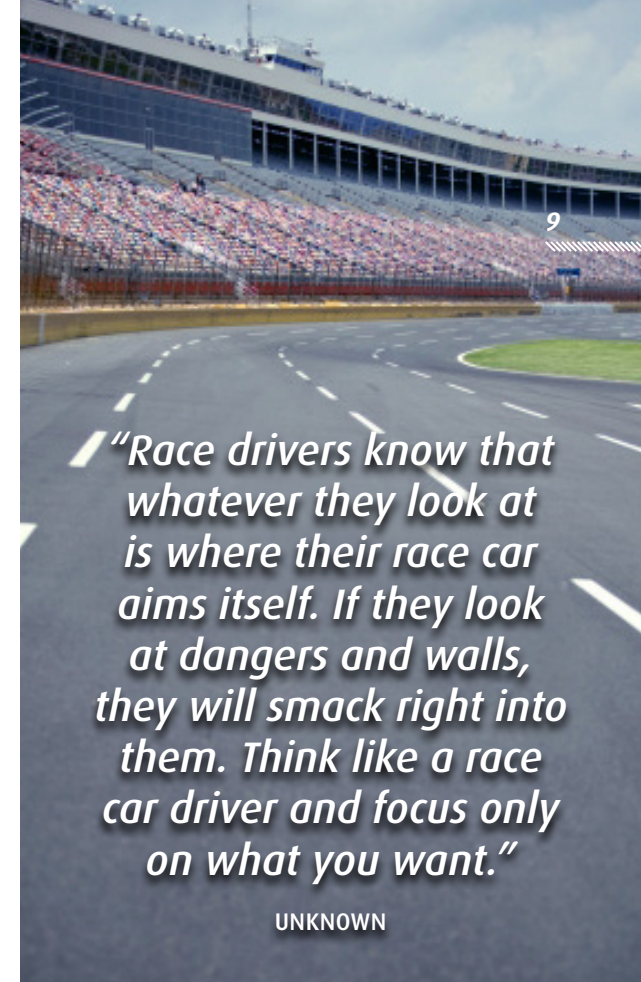


Raceway Package – \$10,000 //

- TV Panel logo coverage on race car
- Logos on driving suits and hats
- Attendance at one race events (Kansas or Texas):
 - 5 race day tickets in the grandstands for 1 race event
- Logo on driving suits and hats
- 5 race day tickets in the grandstands for 1 race event
- 5 Official Team Race Shirts
- 5 Specialty Sponsor Superior Essex t-shirts
- Take advantage of media coverage
- Event photos for your website
- Links and plugs on the Superior Essex website and newsletters

Note: Hood and roof panel are not available for sponsorship.

Sponsorships are negotiable, contact Melanie Singleton for additional information.



“Race drivers know that whatever they look at is where their race car aims itself. If they look at dangers and walls, they will smack right into them. Think like a race car driver and focus only on what you want.”

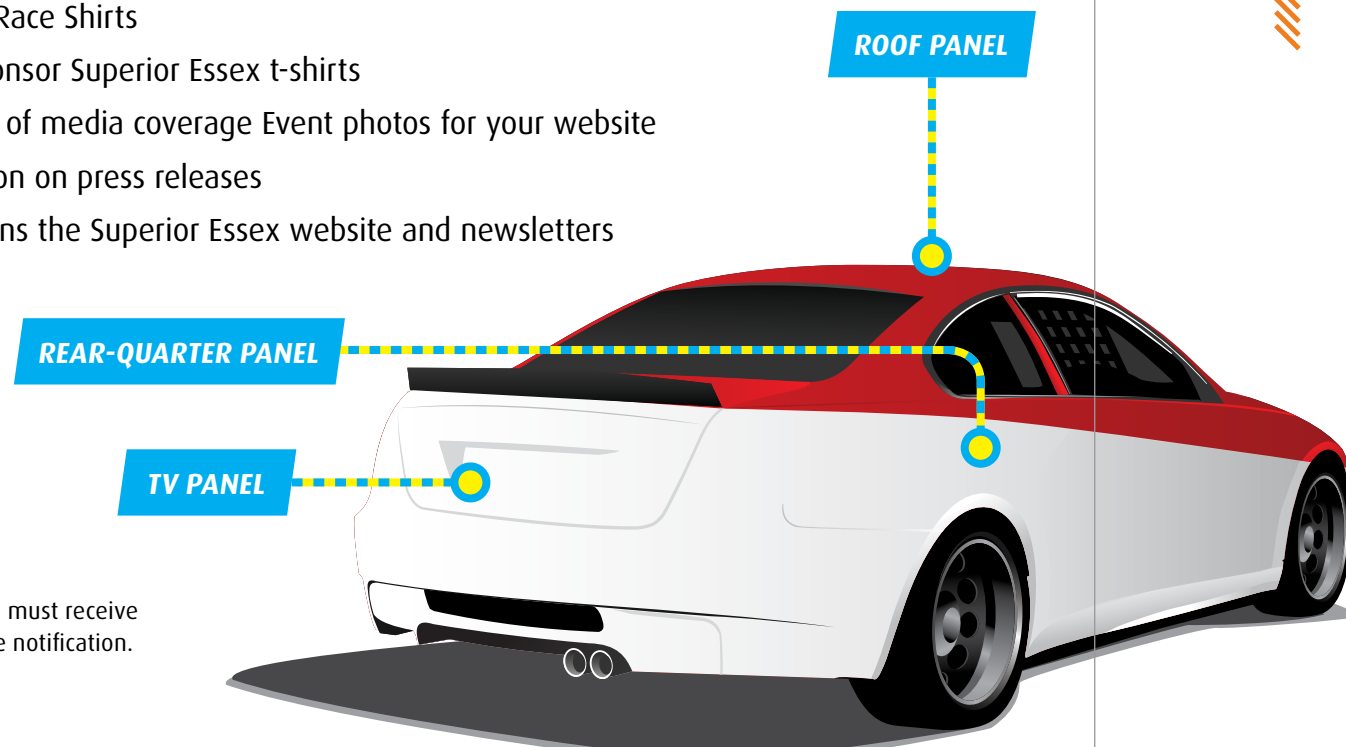
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FOR SPONSORSHIP INQUIRIES:
MELANIE SINGLETON
SUPERIOR ESSEX
MELANIE.SINGLETON@SPSX.COM
770.657.6834 (0)



Pit Boss Package – \$50,000

- Superior Essex Race Club Party Package includes: Race day event/outing
- Special Attendance Package at 2 race events (Kansas and Texas) includes:
 - Pre-race day event: Bring up to 5 customers for the pit Meet & Greet during 2 race events
 - Race day event: Bring up to five customers; Meet & Greet with driver during race events
 - 5 race day tickets in the grandstands for 2 race events
- Prime Door panel (rear-quarter panel) logo coverage on race car
- Prime logo location on driving suits and hats
- Team or driver appearance at the off-site event of your choice*
- 5 Official Team Race Shirts
- 10 Specialty Sponsor Superior Essex t-shirts
- Take advantage of media coverage Event photos for your website
- Name recognition on press releases
- Links and plug-ins the Superior Essex website and newsletters

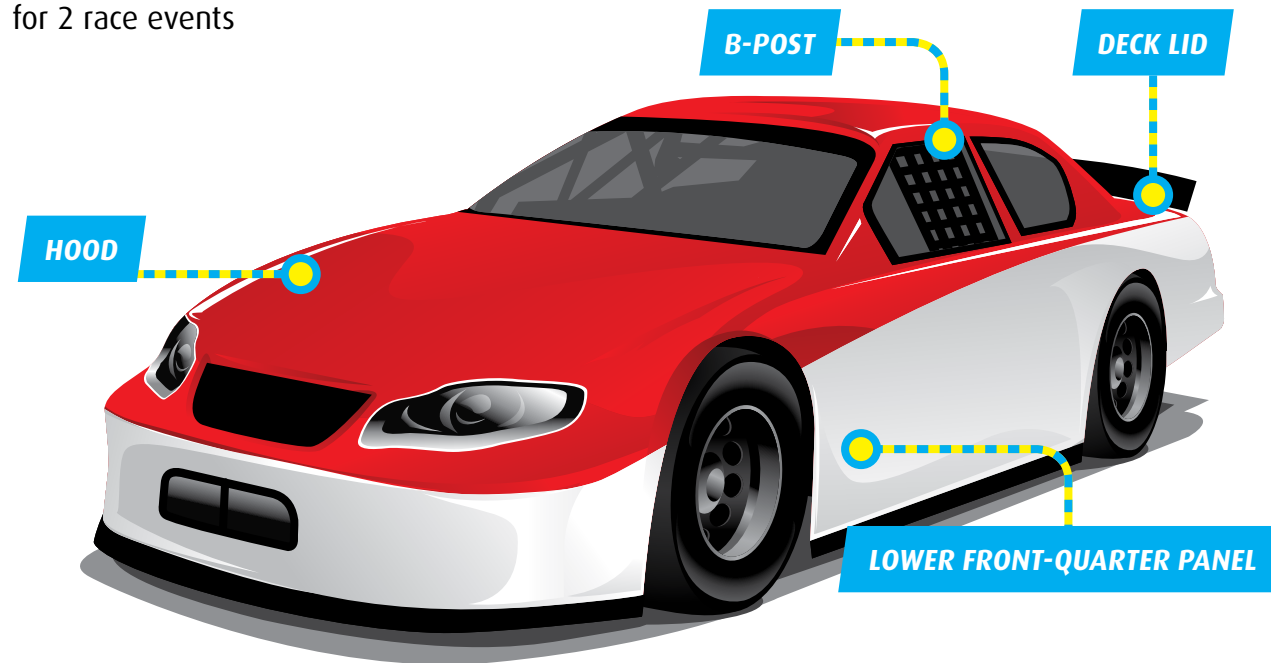


* Must be within the U.S. and must receive at least 20-30 days advance notification.



Fast Track Package – \$25,000

- Superior Essex Race Club Party Package includes: Race day event/outing
- Special Attendance Package at 2 race events (Kansas and Texas) includes:
 - Pre-race day event: Bring up to 5 customers for the pit Meet & Greet during 2 race events
 - Race day event: Bring up to 5 customers; Meet & Greet with driver during race events
- 5 race day tickets in the grandstands for 2 race events
- Deck Lid logo location panel logo coverage on race car
- Logo on driving suits and hats
- 5 Official Team Race Shirts
- 10 Specialty Sponsor Superior Essex t-shirts
- Take advantage of media coverage
- Event photos for your website
- Links and plugs on the Superior Essex website and newsletters

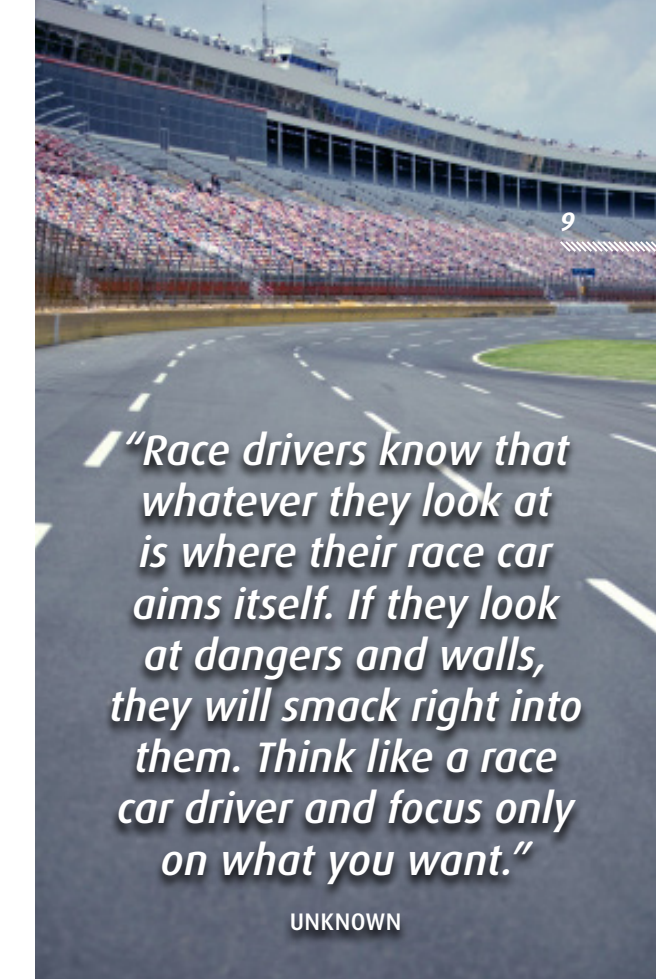


Raceway Package – \$10,000

- TV Panel logo coverage on race car
- Logos on driving suits and hats
- Attendance at one race events (Kansas or Texas):
 - 5 race day tickets in the grandstands for 1 race event
- Logo on driving suits and hats
- 5 race day tickets in the grandstands for 1 race event
- 5 Official Team Race Shirts
- 5 Specialty Sponsor Superior Essex t-shirts
- Take advantage of media coverage
- Event photos for your website
- Links and plugs on the Superior Essex website and newsletters

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