

## **Team Winston**

### **Brand Objective**

*Bring Winston NO BULL to life. (No Bull attitude: true to one's self, what you see is what you get, reject artificiality)*

### **Marketing Strategy**

Sponsor Winston Cup Team which achieves:

- *Fan/Competitive credibility*
- *Consistent winning potential*
- *Driver personality which reflects No Bull*
- *Press*

### **Racing Philosophy**

*The team will strive to maximize Winston Cup points throughout the season towards the goal of the Winston Cup Championship.*

This objective will require week in, week out competitive equipment which will in turn lead to victories during the season.

The goal for every race is winning, however, when questionable opportunities for race wins arise they will be assessed by the team(T. Carter, J. Spencer, D. Wingo) with the decision to risk Points for a victory made and communicated by T. Carter.

This operating procedure will ensure the team spirit and consistent effort necessary for a successful season.