

**ROCKY MOUNTAIN
MOTORSPORTS**

2012 WINWHOLESALE RINNAI

“NIGHT AT THE RACES”

CASE STUDY #13

DATE AUGUST 2012

SPECIAL POINTS OF INTEREST:

- 18 locations participated
- 4 states were represented at the event
- Over 200 guests attended
- Sales for the participating branches were up 20%



3rd Event Adds More Value and is a Huge Success!

August 11th—Moving toward our 3rd Rinnai “Winwholesale night at the Races” we knew based on history the event would be a great success but with new management at the track we wanted to explore how we could make the event even better.



In working with Colorado National Speedway we determined we could actually save money by sponsoring the entire night instead of just having the private Beer Garden for the event. This meant that Rinnai and Winwholesale would be advertised on the radio adds leading up to the race, on the schedules, and any print media that the track

orchestrated for the race. Additionally, Rinnai is mentioned as a track sponsor for every event during 2012 and the entire night of August 11th Rinnai and Winwholesale were mentioned to a



Guests enjoy the great food from Oskar Blues at Colorado National Speedway

crowd of over 10,000 spectators numerous times.

As for the success of the event we had 18 locations participate

and 12 of the locations met their goal of 25% growth! If not for one location the entire group of locations would exceed their goal by 7% which means that collectively they had 30% growth.

Overall there were over 75 contractors in attendance and we had just a shade over 200 people at the event. Everybody was in total agreement the food from Oskar Blues, the action on the track, and venue for the event made for another great success.

MJM also took the opportunity to showcase products such as the boiler and the new RU unit as we had demo products on display. Many of the contractors commented on the new design of the RU unit and the new recirculation capabilities.

Rocky Mountain Motorsports Finishes second “WinWholesale Rinnai Night at the Races”

The Rocky Mountain Motorsports Dodge Super Late Model was in action and piloted by Cris Muhler.

The car proudly displayed the Winair, Winnelson, and Rinnai logos as Cris piloted the car to a #1 qualifying effort out of 18 cars

Cris went on to start 5th in his qualifier fast dash race and

brought home a strong 2nd place finish.

The finish yielded Cris a 4th place starting spot in the 40 lap “A” main feature and although Cris quickly worked his way into 2nd place the current point leader had already built an insurmountable lead. Cris worked very hard to run down the leader but we had to settle for a well

deserved and dominating 2nd place finish over the rest of the field.

Everyone at Rocky Mountain Motorsports are extremely proud to support this event through Rinnai and the Win companies.

Trophy presentations & Pace Car Rides a Hit



Guests enjoy the races and check out the products from Rinnai

“It’s great to see all the president owners, employees & customers of the Win group and be able to show them everything Rinnai has to offer”



As part of the experience CNS offers Rides in the Pace Car for the start of “A” main events for each of the 5 divisions that compete on our night as well as allowing kids from the group to present trophies to the winners of the featured events.



For the fortunate few that were able to ride on the pace car for the start of events they were able to experience the track from the racers point of view and watch one of the races from the infield of the track. They were all in agreement that this was a once in a life-time experience thanks to Rinnai

We also were able to get several groups of kids from our party to go down and present. Trophies for all the “A” main winners the kids were excited to go down and meet the driver and get their pictures taken with winners!



Building Contractor Relationships

We all know that one of the most important things to having a successful business is to have strong relationships with your customer base. Rinnai’s goal for this event is to provide a platform that allows the Win group to strengthen their relationships with both long time loyal contractors but new customers that might not fully understand the value of doing business with a WinWholesale location.

Jeff Lubthisophon and Kevin York from Rinnai have seen first hand that the Win locations have used this opportunity to not only strengthen their relationships with Rinnai but with all the products and services they can offer the contractor.

This event is also very unique for Rinnai because the venue offers the chance to display all the current Rinnai products as well as all the new things that

Rinnai has developed and released over the past 18 months.

Rinnai values all the input from the contractor base and the wholesaler alike from the interaction at this event. Based on this input Rinnai can make better decisions when launching new products, redesigning existing products and taking their product to market to the industry and to the consumer.

Special Thanks to WinWholesale & Rinnai

Kevin York and Jeff Lubthisophon of Rinnai USA wanted to continue the tradition of a great event for WinWholesale that would allow every location to participate.

With the understanding that each location runs as it’s own company, and having locations that purchased varying quantities of Rinnai products it was

important to have a low cost, high impact event that could grow sales in locations with strong Rinnai sales and help branches grow the brand where it is still being established.

In the three years that this event has been held Kevin and Jeff’s plans have done exactly that. The strong majority of

locations that have participated have grown their Rinnai sales by 20% each year.

A truly special thanks to Kevin and Jeff for creating and supporting a highly successful event for WinWholesale and Rinnai.