

MOTORCRUSH[®]
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3

100K SWEEPSTAKES GRAND PRIZE GIVEAWAY

The grand prize of the MotorCrush 3 100K Sweepstakes is a modded Nissan GT-R valued at \$70,000. The winner of the GT-R will be announced a little before 10:00am on July 20 at the IMSA WeatherTech Sports Car Championship Race, taking place at Lime Rock Park in Connecticut.



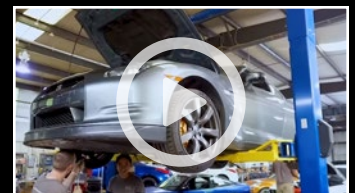
Quick Facts about the GT-R

- Engine: Twin-turbo 3.8-liter V-6
- Dual-clutch Transmission, AWD
- Top Speed: 196 MPH

About the Sweepstakes

- **The sweepstakes officially launched on November 1, 2018 and ran through May 15, 2019.** MotorCrush users were able to get free entries by liking other cars on the app, checking in, creating meets, etc. Users could also collect 10 free entries every day by clicking "collect my entries" under the Sweepstakes tab, and for every dollar users spent in the MotorCrush shop, they received 10 bonus entries.
- **There were 6 monthly winners who will receive an exclusive track day with Andy Lally** (est. combined retail value of Monthly Prizes: \$30,000). You can find information on the past monthly winners here: <https://andylallyalive.com/news-press/>
- **At the end of the Sweepstakes, one Grand Prize Winner will be selected** to receive a modded Nissan GT-R (est. retail value of \$70,000).
- **The winner of the Nissan GT-R will be revealed on Saturday, July 20** at Lime Rock Park around 10:00am.

Videos



About the Build Contributors

Motul

- Their focus has been on innovation excellence since Motul started its very first enterprise in 1853. Since then, they have been pushing the envelope with R&D and aim to harness the knowledge gained at every step and use it to its ultimate potential by gathering the most ingenious innovations. They invented the very first fully-synthetic oil in the world-wide market, the 300v in 1971 which is now considered as the reference in motorsports for today's technology.

K&N®

- For over 50 years, K&N® has been an industry-leader in automotive filtration and technology—offering products to increase performance, protection, and longevity in thousands of vehicle applications for consumers worldwide.
- In addition to performance air filters, K&N® now manufactures a variety of other protection and performance products, including air intake systems, oil filters, fuel filters, cabin air filters, and home air filters, with a reputation for exceptional quality and customer service that millions of customers trust.
- K&N® has maintained active involvement in racing and motorsports throughout its history, and has sponsored championship-winning teams in most sub disciplines of motorsport. A long and storied racing heritage continues to contribute to the development of products for all types of vehicles and engines.

Committed Service Brand

- They provide race program development and handle everything from vehicle design, building and maintenance to content management, marketing and logistics. Due to their state of the art software and years of hands-on experience in the Motorsport field, they are able to design reliable advanced performance chassis.

Designer Wraps

- Since 2006, Designer Wraps has applied vinyl to over 10,000 vehicles and clients' brands across the country. They are comprised of an unparalleled team of professionals that specialize in premium vehicle wraps, architectural & environmental wraps, custom apparel, and off-set printing. In addition, they also offer a variety of marketing services both traditional and digital. They are the areas largest vehicle wrap company by size and volume.

J-Tune Performance

- The masterminds behind the GT-R build, J-Tune Performance is a full-service parts, distribution, installation, fabrication, dyno-tuning facility located in Newark, Delaware. Unlike other high-performance shops, J-Tune's performance specialists are certified technicians and true motorsport enthusiasts that specialize in Japanese vehicles—namely Nissan and Infiniti. In May, they were named Delaware's 2019 Top Rated Local® Auto Shops Award Winner.

"I'm so excited the time has come to finally reveal the winner of the MotorCrush Sweepstakes. It's been such a wild ride these past few months, putting everything in place and seeing how fast the platform [MotorCrush] grew. I couldn't be happier to announce the winner at Lime Rock Park right before I get to compete in the IMSA North East Grand Prix."

— Andy Lally, founder of ALIVE, 5-time Daytona 24 Hour race winner, and professional sports car champion



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About MotorCrush 3

MotorCrush 3 is the patent-pending must-have app for motoring enthusiasts.

Built by the automotive and motorsport experts at Andy Lally ALIVE®, MotorCrush 3 lets the modern car, truck, or bike enthusiast set up their digital garage and connect in real time to one another. Plus, they'll find events, businesses, buyers, sellers, private meets, clubs, and more—all on the app.

Learn more at www.motorcrush.com.

- MotorCrush has surpassed 200K downloads
- Working on launching a new web-based version of MotorCrush, which should be completed shortly after the close of the sweepstakes

About Andy Lally ALIVE®

Andy Lally ALIVE is a digital marketing and technology, products and services business in the automotive and motorsports enthusiast space. ALIVE's vision is to fuel the automotive and motorsports industry through the development of robust products and services that engage businesses and consumers through a valuable network of data generating tools, systems, and content that encourage sharing, community, and connectedness.

Learn more at www.andylallyalive.com.

Contributors

Lime Rock Park

Located in picturesque Connecticut, Lime Rock Park is one of the oldest continually operated racetracks in the world. It began operations in the spring of 1957, and over the last 60 years has remained virtually the same as it was when racing greats such as Mario Andretti, Dan Gurney, Skip Barber and dozens of other legends navigated around it.

Lockton Motorsports Insurance

Lockton Motorsports provides HPDE, Off-track, AutoCross and Event Organizer Insurance and is the exclusive insurance partner of Track Rabbit.



"This Sweepstakes was very successful for us, so much so that we are looking at repeating the sweepstakes in a way that utilizes, not just MotorCrush, but also our two other platforms: Track Rabbit, which is our registration and streamlined event promotion product, and Awesome Joe Auctions, our online auction platform specifically for unique or modded cars."

— David Atadan, Founder of ALIVE, and CEO of Trellist Marketing and Technology

Monthly Winners

1st Monthly Drawing Winner: **Ben Maurer of Pennsylvania**

"I'm psyched to get on track with Andy! Even if this thing gets scheduled during the busy season on the farm when I'm working 70 hour weeks, I don't care, I already warned my boss there is no way I'm gonna miss this!"

— Ben Maurer, 1st monthly drawing winner

2nd Monthly Drawing Winner: **Jesse Holman of Ohio**

3rd Monthly Drawing Winner: **Bruce Smallacombe of Pennsylvania**

"Andy has been [my son's] favorite ever since he started going to races at one-year old! Last time we saw Andy at a race he remembered my son's name and everything! He's a great guy and I am just thrilled to spend a day at the track with him."

— Bruce Smallacombe, 3rd Monthly Drawing Winner

4th Monthly Drawing Winner: **Jeremy Mumford of North Carolina**

"I have been on MotorCrush since the beginning, so I've seen how much it has grown in the number of people and features. I use MotorCrush to find events and see what everyone else is doing to their cars. I also advertise my channels in my bio."

— Jeremy Mumford, YouTuber and 4th Monthly Drawing Winner

5th Monthly Drawing Winner: **Jeffery Armstrong of Georgia**

"The biggest thing for me is getting to have this experience. It's going to be fun to drive a high-end car, but, overall, I think just to be able to get on a race track with a professional race car driver—just that alone will offer a lot more to take away from this."

— Jeffery Armstrong, 5th Monthly Drawing Winner

"The most exciting part of it for me is the patent-pending technology we've developed for MotorCrush, and all the awesome features we've built into it. Add that together with the two others [products] we've created [Track Rabbit and Awesome Joe Auctions] and we have a veritable eco-system of products that can fulfill the needs of virtually every car-guy, gear-head, and enthusiast in the market."

— Lance Miller, Founder of ALIVE, and co-owner of Carlisle Events

ALIVE's other Products

Track Rabbit is the second of three products from Andy Lally Alive. All the products from ALIVE are dedicated to fulfilling the needs of the car culture across three basic ideas: connect, register, exchange. Operating on the "register" persona our registration engine and streamlined event promotion and management platform—called Track Rabbit—allows tracks, clubs and schools that run high performance driver education events, races, shows, etc., to ensure they aren't leaving money on the table. The combination of improved technology, built-in marketing automation, and innovative social components keep users connected to both their home entity and also to each other—capturing the comradery and excitement of a motorsports event in a digital registration space.



Awesome Joe is the most recent product to come from Andy Lally Alive. Operating on the "exchange" persona, Awesome Joe is our digital auction platform for modded, classic and high performance cars. It takes the excitement of a live Saturday night car auction and puts it in the palm of the enthusiast's hand, allowing them to exchange the fruits of their automotive passion in what was previously a notoriously underserved market.



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