

Ladies & Gentlemen,

Starting with the second autocross of 2023 on May 21st, we'll be trying out a new promotion to get even more fresh faces out to our autocross events:

For every two new folks you successfully get out to participate in a Peachtree Chapter autocross, you will get one free Peachtree Chapter autocross event for yourself!

As usual with this sort of stuff, there are catches. In order for the new folks' participation to count:

- 1) They must be new to BMW CCA autocross – they cannot be participants with other chapters. We'll consider anyone who hasn't participated in BMW CCA autocross for the last five years to be "new."^{*}
- 2) They must actually follow through with participation in an event.
- 3) A) You must provide us with the names of the folks before they register; B) after they register, they must contact us and tell us you sent them. This is to encourage direct proselytizing, not low-effort "blasts" to masses of folks.
- 4) The new participants and your use of your free event(s) must be in the same year. This is to help keep this promotion fresh and encourage more frequent participation.
- 5) Free event credits are not transferable to other participants.

We look forward to seeing you soon!

Shawn Doughtie
Peachtree Chapter BMW CCA Autocross Chairman

^{*}Yes, this is different than my off-the-cuff announcement at the first event. The consensus was that "has never autocrossed" was too restrictive and not easily confirmable.