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Dear SCCA F/SRSCCA Community,

We would like to start with a sincere thank you for your support, passion and patience in the initial stages of the FSCCA and SRSCCA life. This car is viable and will be a significant part of the future of both Enterprises and the SCCA. The viability comes from several facts: Enterprises does "spec" the best and we will apply all we know to this car, also the car is just plain fun, exciting and visually appealing!! My phone and e-mail have been in constant use communicating with those involved, interested in getting involved, and offering to help. Come sit next to me one day and you will know we have that all important "buzz" and we will find the right ways to keep it.

My desire to communicate openly, regularly and in a timely manner forces me to send out this first communication well prior to having 100% command of the detailed actions that we will be taking on many subjects. After only 5 days "on the job" I am already grateful to the Enterprises Board of Directors, particularly Andy Porterfield, for allowing me this opportunity to serve our customers, and the Sports Car Club of America as our parent company. I am also overwhelmed by the talent and passion that the Enterprises staff has for serving our customers. My first priority is to reduce their burden so that they can focus on their core areas and specific talents with less and less distractions.

As noted, I feel that despite the extremely short tenure I have had at Enterprises there are several specific topics that require immediate updates:

Pricing: As posted on our website, we have new stable prices for both versions of the car. They are:

FSCCA	\$39,900
SRSCCA	\$42,700

I am working fast to develop my own personal relationship with Elan Motorsports Technologies and our existing dealers. These relationships are critical in the area of product supply, quality control and price stability.



Classes / Rules Making Process: The most common question I get (as the product issues seem to be regularly answered by existing owners) is “what is the SCCA class outlook for the cars”. To properly answer this we need to understand the processes involved.

SCCA Enterprises is subject to the same SCCA rules making process as any class and any manufacturer. We have a thorough knowledge of the processes and procedures and will make requests and submit technical updates for approval just as anyone within the Club can. Obviously, from time to time, we will have greater and lesser urgency to these requests and, from time to time, we will ask for your support in submitting opinions to the Club Racing Board and the SCCA Technical Staff regarding these requests.

We have 93 delivered chassis and see easily crossing the 100 mark as we head into the summer. This number is VERY significant, and based on a quick assessment of interest, it will grow quickly. It marks a number that cannot be equaled by most manufacturers and is in the range that other formula cars had prior to getting their own class, both in Regional and then National competition. DO NOT CONFUSE THESE CARS WITH ANY PREVIOUS FAILED SPEC CLASSES (I know I don't have to tell you this, but you need to tell your friends this in no uncertain terms). I will review the numbers and send in a request for creation of a Regional only FSCCA class that would simplify the counting process. However, in the interim, there is value in any participation that any competitor has, it builds local potential owner visibility, it attracts notice of rules makers and it gives me numbers to review as we lay out a plan to achieve some of the notable milestones necessary to become a separate Regional then National class. I have two equal jobs to do, one is to lay out a plan for FSCCA and then mirror that for SRSCCA. There is absolutely a time lag between them, due to car count, but the process is identical. It may be necessary to have several communications back and forth with the CRB before I can properly explain the shortest path to separate classes. Please remember that any Region can add a class locally at Regional events; if there is sufficient interest. If your area does not have a FSCCA (or SRSCCA) class in Regionals, please contact the Regions or Regional Championship bodies.

Technical Upgrades / Launch Issues: There is much review for me to complete on this subject. However, Ken Brown has lead our technical process, along with some top suppliers, and we will better meet all of our collective expectations for a spec class such as this going forward. I have intentionally not involved myself in any individual part review to date, but I can tell you my high confidence in Ken grows daily. He is taking the time to explain our partnerships and highlight those involved as dealers and car owners who assisted us in this recovery.

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Spec Class Comments: We have developed an expertise in engines, shocks and general performance effecting parts that is absolutely unequaled and all of our decisions going forward will be based on this expertise. We have a great tire partner in Hoosier, and we are starting to develop a distribution network, like the Spec Racer® CSR system which is THE model for taking care of the customers locally and trackside. Frankly, anyone trying to run spec cars, not merely similar cars, knows we have the expertise in doing so and I would like to offer to them our knowledge and support; for the overall benefit of their competition enjoyment. This experience is already a benefit to the F/SRSCCA cars and we have opened up the few appropriate areas where we have to admit that a thoroughbred race car must allow for some more flexible maintenance. Ken and I know who the experts are in this community and will work with them for the benefit of all competitors.

Promotions / Contingency/ Marketing: We are very proud to announce the following competitor prize fund. I would like to thank Hoosier for making this type of program possible through the current contract, and I look forward to working with them to offer continued competitor value going forward.

SCCA Enterprises is announcing a prize fund for the FSCCA competitors who compete in the FA class at the SCCA National Championship Runoffs®. Enterprises Gift Certificates will be awarded to the top FSCCA finishers in the following amounts:

1st	\$2500
2nd	\$1500
3rd	\$1000
4th	\$700
5th	\$600
6th	\$500
7th	\$400
8th	\$300
9th	\$200
10th	\$100

In addition to this \$7800 of certificates at the Runoffs®, SCCA Enterprises will support the 2005 ARRC event at Road Atlanta with a minimum of \$6000 in awards. I am working on additional programs for SRSCCA competitors, but will not have a major fund like the FSCCA in 2005.

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I am currently evaluating previous programs, series and or special event options, staff ideas, dealer suggestions and am open to all other input as well as I look forward at how to communicate the viability, enjoyment and competition potential that these new cars have. I am just starting to review all ads, the website and our print literature for updates as needed. Please e-mail me a few quality pictures of your cars for use on a website photo gallery and possibly for use in advertising upgrades (include photo ownership if applicable).

Speaking of the website, I would like to follow a suggestion that was made by a former Spec Racer® champion and ask everyone to take the time to update the registry. We need to show where the cars are and who has them. I will also use the registry to contact those not participating to ask what we can do to help. I am making this request prior to comprehending the labor involved in these updates, so please bear with us.

Communication Methods: Subject to change, but I will be visible on the ApexSpeed forum when I visit. However, I will use the Enterprises website as the primary communication location. I will communicate separately with the established Spec Racer® community and our new F/SRSCCA community; however, as much of the comments are the same, you will see great overlap with these letters and discussions. The principles for success will be common and methods to succeed are identical. The difference in markets and therefore audience is the only sound basis for a slight separation and I will review this periodically.

My event schedule is as follows (I will not personally be doing any current or future compliance work):

June 24-26,	June Sprints @ Road America
August 5-7,	Regional / National @ Laguna Seca
September 19-25,	SCCA National Championship Runoffs® @ Mid-Ohio
November 11-13,	ARRC @ Road Atlanta

This is just the beginning, however, we have many challenges to face as a company and I have obligations to improve our financials prior to undertaking the type of "tour" that would truly provide the opportunity to get to know all of you. Business meetings with Elan, dealers and industry events will also be part of my calendar (i.e. PRI, and possibly SAE Motorsports conferences). I have enjoyed the conversations and e-mails I have had to date, and ask that the input continues. I will need to control the time I have with staff during business hours, so written communication does allow me the flexibility to respond when I am not

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learning from and assisting them. This is now my future (literally) and I will take it very seriously while I also enjoy all of you.

Sincerely,

Erik