



Welcome to the first DriftBox newsletter.

Welcome to our first DriftBox dealer Newsletter and we are delighted to have you on board! We at Racelogic believe that we have a very exciting product, and know that with the right marketing and promotion it will be very successful for all of us. Since the launch in January 2006 we have now recruited 20 Distributors and have sold almost 500 DriftBox units into 22 different Countries. This is your Newsletter so do please let us know what you think of it and how it might be improved. We also welcome any future articles from you, telling us who you have sold to and don't forget to include any particularly interesting applications for DriftBox.

Product Launch

DriftBox was launched in January at the Autosport Show held in the National Exhibition Centre, Birmingham, to an excellent response.



This was followed up by full page advertisements in the British motoring press, and media events held at Silverstone.

Press Launch Day

DriftBox was demonstrated to fifteen invited journalists by two of the UK's top drifters, Phil Morrison and Julian Smith, whose task was to negotiate a technical course with as much drift angle as possible. Racelogic staff were on hand to demonstrate the laptiming and performance features. The resulting product reviews recently appearing in various motorsport publications have further enhanced the awareness of DriftBox and its benefits to all motorsport enthusiasts.

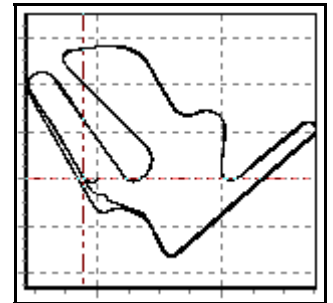
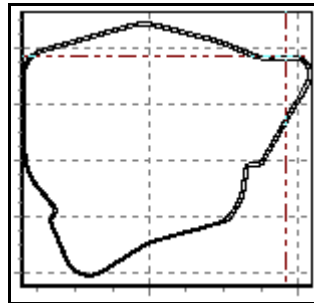
Articles have appeared in Japanese Performance, Banzai, Evo, Redline, Race Tech and Performance Ford magazines. Further coverage is due to be published in J-Tuner, VW Driver, Performance BMW, Top Gear and Max Power.



Chris Rees, editor of Japanese Performance Magazine, experiences the thrills of high speed drifting in the 410bhp Driftworks S14a at Silverstone.

Website

Please take the opportunity to browse www.driftbox.com - your comments are appreciated. You will notice that in the Download section we have made some circuit maps and sample data available; if at any point you are in a position to map circuits please do so and send the file to us for inclusion on the site. The more data that can be collated, the better served the DriftBox community will become.



On a recent trip to Castle Combe race circuit we took the opportunity to map the track (above left.) Circuit overlay files will be made available to customers via the website.

If you wish to follow a corporate image for your own DriftBox web presence, an 'off the shelf' site is available from the German Distributor, Leitspeed. Contact Steffen Leitgeb in the first instance for further details. (www.driftbox.de)



Distributor Meeting

We would like to hear your thoughts on a prospective DriftBox Distributor Meeting. If you feel that this would be of value, and have some ideas as to a suitable date, then please contact Mike Broadbent with your suggestions. Discussions would revolve around sales and distribution issues, and some training would be involved. This has been successfully carried out for the last four years with our VBOX dealers.

First Television Appearance!

DriftBox will soon be featured on the motoring program 'Fifth Gear', a popular production broadcast on UK terrestrial television.

During a two car comparison test (an Audi S4 and a BMW CSL) DriftBox was extensively used to measure angle and performance. Needless to say the data gathered proved very interesting – more details will appear on the website soon and the program is due to be screened at the end of April.



Firmware and Software

Latest versions of Firmware (1.07 build 17) and software (1.2.0 build 48) are now available from www.driftbox.com/downloads - please ensure that you are up to date with current releases. Please can you also ensure that all units currently in stock are suitably upgraded prior to sale.

All support issues should be emailed to support@driftbox.com, giving details of firmware and software versions being used.

Upon receiving any support requests from customers it is advisable that they be directed to download the latest versions of software and firmware in the first instance, as these upgrades have addressed some functionality issues:

- The last selected mode remains active when DriftBox is power cycled.
- 0-100-0 range now works every time.
- The acceleration results now only zero, ready for the next run, as you go over 5km/h so that they are not accidentally reset by low level velocity, such as seen during the vehicle rocking back at the end of a hard stop.
- The live distance value in the Distance and Distance2 screens only resets when the 'RESET' button is pressed.
- In Laptiming the Split 1 line now clears when Clear All is selected.
- New Lap text files are created if the power is removed and reconnected and when the card is removed and reinserted.
- All sector results are stored to the Scores.txt file and not just Sector One results.
- Drifting Telemetry output introduced.
- NMEA GPS route data output (when in the diagnostic screen) introduced.

Product Range

The DriftBox product range has increased to include radio telemetry and cables. The telemetry modules are for use in judging drift competitions, giving instant feedback on the trackside. The values shown are:

- Average drift angle in sector
- Average g in sector
- Max drift in sector
- Speed at maximum drift

The receiving radio can be powered from the mains or the supplied 4.5Ahr battery pack, whilst the transmitting unit is powered by DriftBox itself. Range is up to 3.5km with line of sight, and up to 99 DriftBoxes and radios can be used simultaneously.

Also now available is a serial cable for output of NMEA data to mapping software. This again increases DriftBox functionality as it enables the customer to use navigation software such as Autoroute or Microsoft Streets and Trips.

D1GP Approval

DriftBox will be used for the first time in the D1GP International Drift Series during the weekend of 29th and 30th April, at Sugo Circuit, Miyagi, Japan. On hand will be Julian Thomas, Racelogic MD, to oversee the DriftBox telemetry system which will be providing the judges with instant sector results during the event. Although judging decisions will not be taken solely on the basis of DriftBox scores, the judges will be taking these into account as an integral part of their assessments.

We understand that other domestic Drift Series are now looking into the use of DriftBox for their own judging.



Advertising and Artwork

Following the excellent response to advertisements we have placed in UK publications, we will be happy to make the same artwork available, in order that it can be used for distributor's own purposes.

You should have received a low resolution copy of the advert, and if you would like to use this please provide us with a translation which we will convert and return in high resolution.

Hopefully this will help to keep advertising production costs to a minimum.

