



MOTORWÉRKS
M A R K E T I N G



SHIFT YOUR BRAND INTO
OVERDRIVE

WE MARKET COOL CAR STUFF.

WHO IS MOTORWERKS?

Founded on a passion for the special interest, classic and collector automotive marketplace, Motorwerks is an all-encompassing, full-service marketing and creative agency. With a focus on crafting a streamlined, high impact and highly effective, budget and time sensitive message. Motorwerks brings a level of expertise that is tailor made to meet your brand's objectives. You may not know us by name, but you have definitely seen our work.

MotorwerksMarketing.com

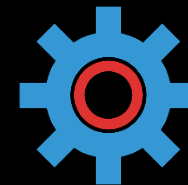


Motorwerks strives to create a seamless relationship between print, digital, collateral, event & street team marketing for clients in the Specialty Automotive arena. Like you, our team are first & foremost true automotive enthusiasts.

ASK US WHAT WE CAN DO FOR YOU!

YOUR ORGANIZATION

DESERVES A SPECIALIST!



**WE MARKET
COOL CAR
STUFF***

THE CHALLENGE

As a specialty automotive based business, marketing can be a challenge. Large national agencies offer a variety of services but are impersonal and very expensive. Local agencies are more affordable, but lack reach and access to top talent. Neither have a real, solid understanding of the specialty space, your business or your clients. Enthusiast freelancers are more affordable and possess the passion, but often don't have the chops to get the job done. Hiring an unqualified non-professional may be affordable on the outset, but almost always costs you far more down the line.

THE SOLUTION

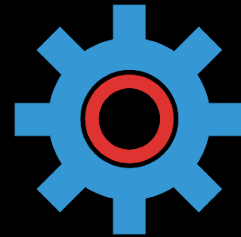
Motorwerks is a one stop shop for all of your specialty automotive business's marketing needs. We offer the skill set and quality of work of a major national agency at a price point rivaling a medium sized local firm, with the accessibility and passion of an enthusiast freelance professional and none of the headaches of hiring an unqualified non-professional. We offer an understanding of the specialty clientele and marketplace which no other agency anywhere can compete with and our commitment to service makes us extremely easy to work with. Motorwerks truly is the full-service enthusiast's option!

THE BREAKDOWN

MAJOR NATIONAL AGENCY

“The Big Guys”

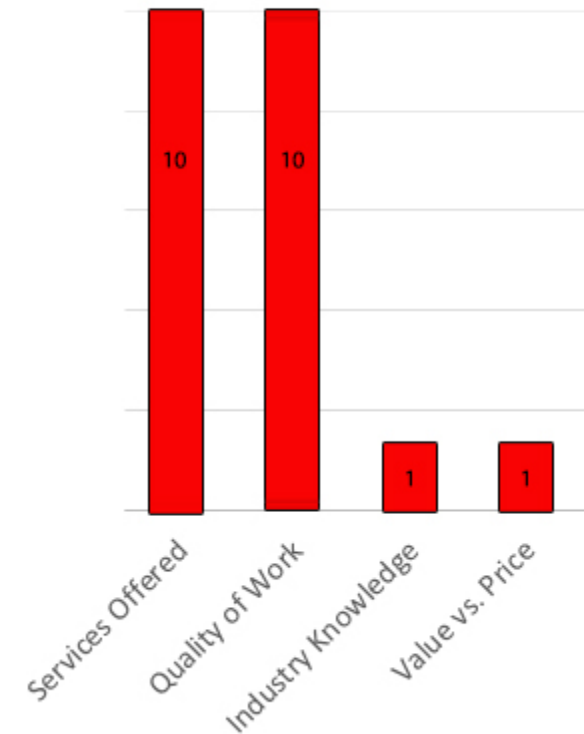
Major national agencies offer a large variety of products and a high quality of work, but are very expensive. Account executives focus more on volume order taking, and as such one on one service suffers. Although they do understand the needs of larger clients, they have a very limited understanding of specialty auto.



ADVANTAGE

Motorwerks produces work that rivals even the most prestigious agencies at a fraction of the cost. We are service focused and have an unsurpassed knowledge of the Collector, Classic, Exotic and Specialty Automotive space.

WHAT YOU GET

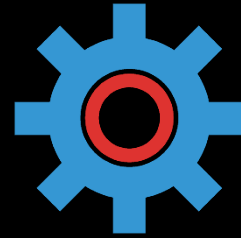


THE BREAKDOWN

THE LOCAL AGENCY

“Your Hometown Team”

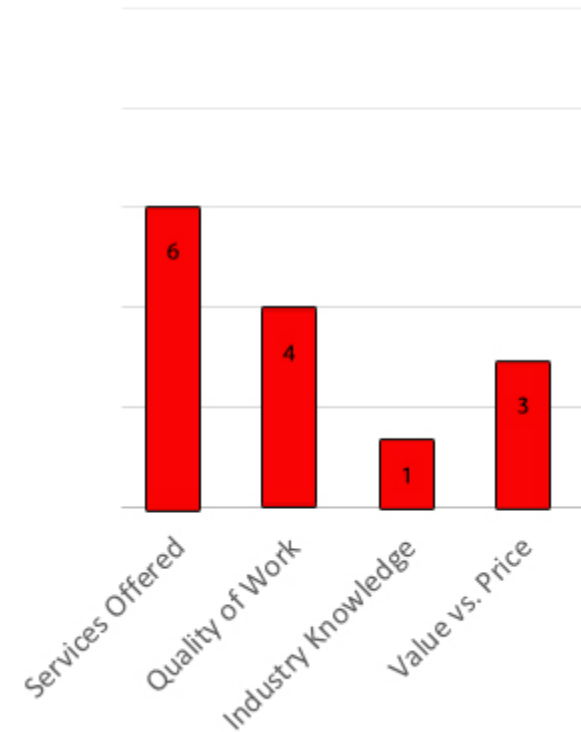
Small and mid-sized local agencies can be very complete from a cost standpoint, but can't offer much outside of their respective local markets. Their client lists are most populated with real estate agencies, restaurants and doctors and they have virtually zero specialty auto experience. They may offer a variety of services but rarely excel at more than one.



ADVANTAGE

Motorwerks offers a full list of services, performed by a specialized staff that is truly passionate about cool car stuff. Our client list is 100% Specialty Automotive and we come in at a price point that is in line with most mid-sized local agencies.

WHAT YOU GET

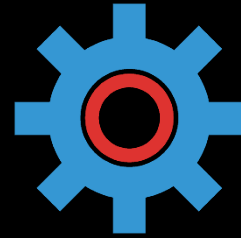


THE BREAKDOWN

ENTHUSIAST FREELANCER

“The Lone Wolf”

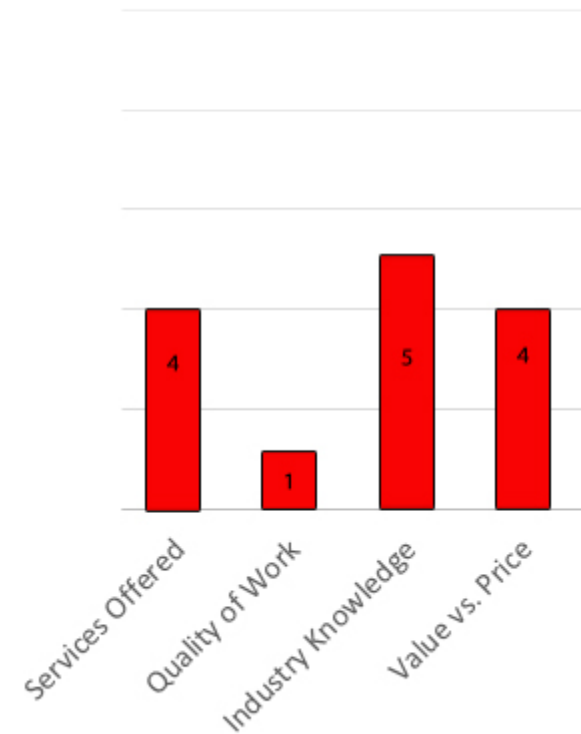
Enthusiast Freelancers usually provide plenty of passion, but come up short virtually everywhere else. They offer a very limited selection of services, don't do anything to an agency level and often times have a great degree of difficulty keeping up with new and current trends. Freelancers can also be difficult to hold accountable.



ADVANTAGE

Motorwerks team members are high level pros who specialize in their specific areas and are always ahead of the curve when it comes to new tech and trends. Staff and principals are known, long term industry players.

WHAT YOU GET

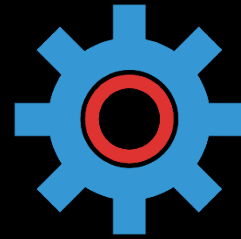


THE BREAKDOWN

UNQUALIFIED NON-PROFESSIONAL

“Your Neighbor’s Kid”

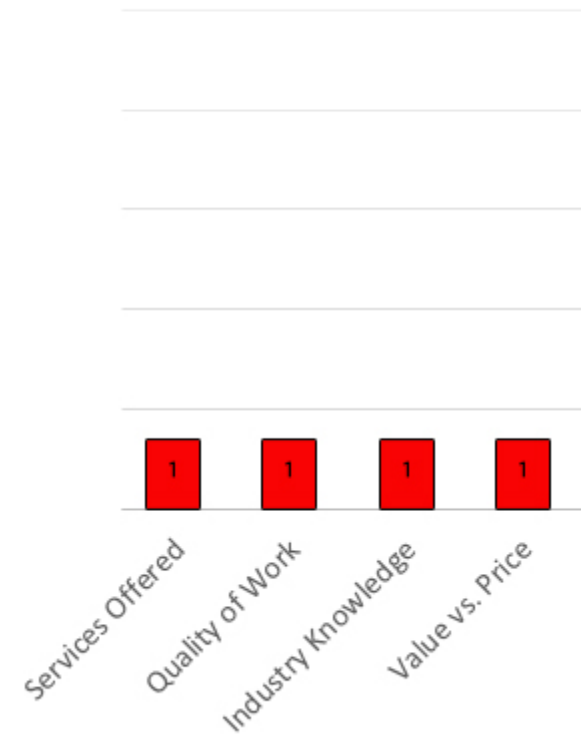
Although initially tempting from a financial standpoint and the convenience of avoiding a potentially time-consuming formal search, hiring an Unqualified Non-professional to handle the face of your brand is often times by far, the costliest and most damaging route your business can travel. It's nearly always advised to skip this option entirely.



ADVANTAGE

Motorwerks has a deep understanding of the landscape of options available to your business and what is and isn't effective. We are a team of experienced professionals who don't need to experiment with your money or the security of your data.

WHAT YOU GET



THE BREAKDOWN



"Your Industry Experts"

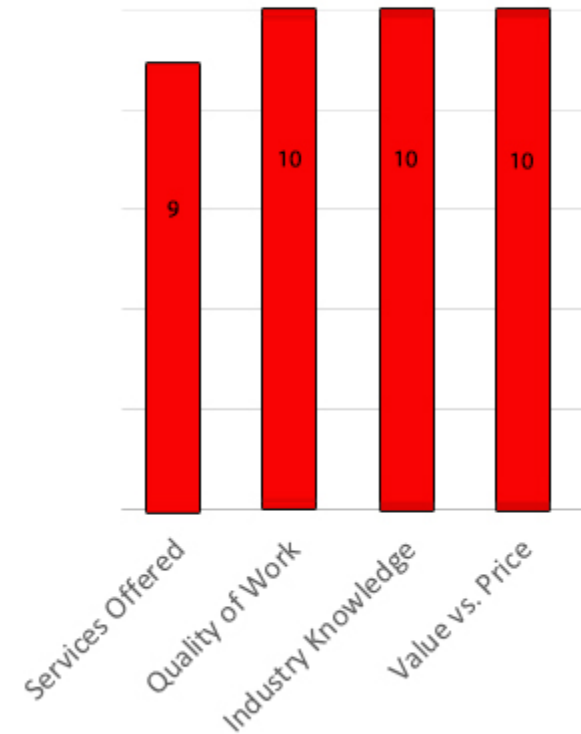
Simply put, there is no other agency like Motorwerks anywhere. Specialized and focused exclusively on the Specialty, Classic, Collector and Exotic Automotive markets, we provide Fortune 500 level products, an unsurpassed work ethic and financial accessibility to nearly any sized organization. The choice is clear: Welcome to Motorwerks!



ADVANTAGE

Motorwerks offers a full range of services, with quality that rivals major agencies and pricing competitive with a mid-sized local shop. We are passionate, recognized Specialty Auto industry pros and provide a one stop solution for your brand.

WHAT YOU GET





A SMALL SAMPLE OF

SERVICES

AVAILABLE FROM MOTORWERKS

We are a full service marketing and creative agency. Virtually anything you can dream up (and a bunch of things you probably can't), we can deliver.



MARKETING CONSULTING

Need help analyzing & streamlining your current approach? We are the efficiency focused change agents.



CREATIVE CONTENT

Branding, collateral, journalism & print/digital design is Motorwerks specialty. Let us give your organization a fresh, creative boost.



MEDIA RELATIONS

Motorwerks maintains an extensive network of industry & mainstream journalists that can help your news become the news.



STRATEGY & BUYS

We are masters in planning. With our key relationships & proven negotiation tactics we can also create an exceptional bang vs. buck ratio too.

MORE AMAZING
SERVICES

AVAILABLE FROM MOTORWERKS



SOCIAL & DIGITAL

Whether it be email marketing, banner campaigns, branded content or the ever-expanding network of social channels, we know every exit on the information super highway.



EVENT & STREET TEAM

We know how to work a crowd! If it's your event or somebody else's, we'll ensure your brand's maximum engagement.



AUDIO & VIDEO

Need a TV or radio commercial? What about telephone systems or robocalls? Motorwerks in house facilities make it easy and cost effective!



MERCHANDISING

Looking for additional revenue streams? We can not only help with identifying, designing and creating your line, but we also, know how and where to go to make it move.



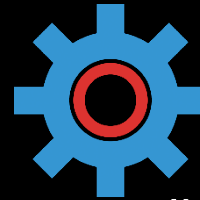
Testimonial

RUSSO AND STEELE

"Motorwerks has elevated the strategic market presence of the Russo and Steele Collector Automobile Auctions brand to a significant level worldwide."

Drew Alcazar
President & CEO
Russo and Steele

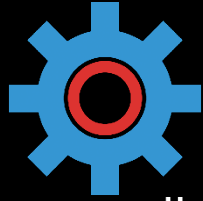
RECOMMENDS



MOTORWERKS
MARKETING



RECOMMENDS



MOTORWERKS
MARKETING

Testimonial

SPORTS CAR MARKET

"Motorwerks has a work ethic that is remarkable; they go above and beyond on every project we've ever worked together on."

Darren Frank
Sales Executive
Sports Car Market

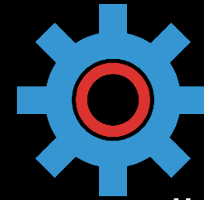
Testimonial

STREETSIDE CLASSICS

"Motorwerks are masters in their field. They understand our customers and brand so well they've become like an extension of our company."

Bob Mueller
Vice President of Marketing
Streetside Classics

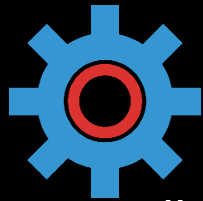
RECOMMENDS



MOTORWERKS
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RECOMMENDS



MOTORWÉRKS
MARKETING

Testimonial

FERRARI CLUB OF AMERICA

"Motorwerks understands our demographic very well and has been very successful in capturing the attention of our members."

Jim Bindman
Southwest Region President
Ferrari Club of America

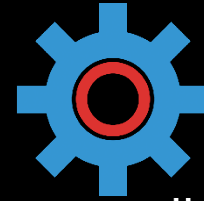
Testimonial

DUPONT REGISTRY

"Motorwerks has always been exceptionally professional and met our deadlines with very high-quality content, both in print and in digital formats."

Hal Reddick
Vice President of Sales
duPont Registry

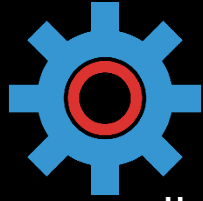
RECOMMENDS



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MARKETING



RECOMMENDS



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MARKETING



Testimonial

PORSCHE CLUB OF AMERICA

"The Motorwerks team have an amazing work ethic and unsurpassed knowledge of the collector car market. They are a pleasure to work with."

Ilko Nechev
Advertising Director
Porsche Club of America

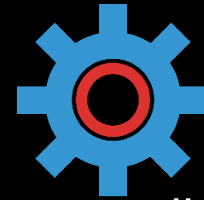
Testimonial

VINTAGE MOTORSPORT

“Motorwerks effectively uses tactics that seem to always generate record numbers. They create a seamless experience for car enthusiasts.”

Mike Silverman
Publisher
Vintage Motorsport

RECOMMENDS



MOTORWERKS
MARKETING





M E E T M O T O R W E R K S '

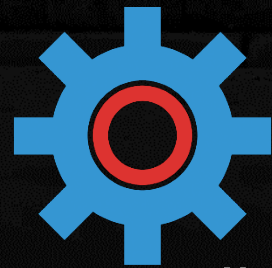
President & CEO

"The key to life is rabbits: If you don't have one hiding up each sleeve, eventually you'll run out of magic."

Darin Roberge is the President and CEO of Gilbert, Arizona based marketing, creative and public relations agency Motorwerks. Originally from Boulder, Colorado, Darin is the eldest child of a music teacher and an electrical engineer turned local Boulder area politician. Darin's late grandfather, a Denver businessman and former racecar driver, was also a major influence on him.

Darin's strong desire to consistently win for his clients has contributed to his reputation as one of the Specialty Automotive industry's hardest working and most interesting up and coming business professionals. Darin has been named a Business Trendsetter by Arizona Foothills Magazine, is a two-time Phoenix Business Journal 40 Under 40 nominee, was named to Sports Car Market and American Car Collector Magazine's 40 Under 40 list and was even selected as one of Arizona Foothills Magazines Most Eligible Phoenicians. Darin is a member of the SEMA ARMO Council, a former member of the SEMA Young Enthusiasts Network and a member of the Arizona Automotive Hobbyist Council.

To contact Darin directly, email him at Darin@MotorwerksMarketing.com



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