



## **“The Road to Indy” Racing Partnership Advantage**

**Cutting Edge  
Lubricant Technology**

**Unparalleled  
Support from a  
Single Source Supplier**

**Zero Cost National  
Marketing Exposure**





## Metalloid Corporation

Formulating, Manufacturing, and Marketing Metalworking Fluids to a Broad Spectrum of Industries Since 1951.

**Your Partner in  
Cutting Edge Lubricant  
Technology for the  
Metalworking Industry.**

Our continuing research and development enabled Metalloid Corporation to formulate exciting new product lines in response to the changing demands, and specific needs of the industries we serve. We are constantly developing and field testing new, cutting edge products that utilize green technologies.

Metalloid understands that continued research and development of superior products is only half of the partnership equation. We believe our partners must have access to broad marketing exposure to effectively promote products and convert target audiences into loyal customers. The solution:

**The Road to Indy:** A Metalloid Racing Marketing Program. This new, high impact marketing program provides national company exposure with **zero cost to you!**

Your Key Benefits **The Road to Indy:**  
A Metalloid Racing Marketing Program!

- **Zero Cost to You!**
- **National Exposure to 57 Million Indy Fans!**



Transform your company into a national marketing icon with **The Road to Indy:** A Metalloid Racing Marketing Program!

Customers need strong partnerships. Partnerships that not only provide superior products, but also enhance their creative marketing efforts **at no cost!** With Metalloid's **The Road to Indy** Program, you and your company become much more than a race partner or car sponsor, your company becomes the Indy Car Mascot shown to a national audience!

## Industries Served

- |                    |                        |
|--------------------|------------------------|
| Aerospace          | Automotive             |
| Firearm/Sportsman  | Heavy Equipment        |
| HVAC               | Machining              |
| Medical            | Tube Manufacturing     |
| Wire Manufacturing | Additive Manufacturing |





## Profitable Partnerships Start with Superior Products

Metalloid offers quality products formulated with attention to productivity, environment, and employee health and safety. Continuous cutting-edge research and development enables Metalloid to respond to the changing demands of the metalworking industry with diverse product-lines designed to increase productivity and profitability. Metalloid will provide you with a "Flex Pricing Program" to insure consistent pricing opportunities.

### Increase Your Company's Marketing Reach at No Cost to You!

**The Road to Indy** marketing program is a unique partnership opportunity to increase your bottom line through reduced product cost, increased company awareness and national exposure to your target audience!



### INDYCAR Road Racing Target Audience Stats

**57 Million**  
Fans in the U.S.

**64%**  
Are 24-44  
years old

**\$87,100+**  
Average household  
income

**7/10**

Fans are male

**Affluent, Educated  
& Loyal** to the sport

**35%**

Are Millennials, a higher  
share than NASCAR,  
NFL, or MLB

### The Road to Indy Marketing Partnership Advantage:

Our exclusive **Road to Indy** Program is designed to help you achieve your marketing and sales objectives **at no cost to you!** This unique opportunity provides you with the powerful leverage to increase your sales through national company exposure and use our hospitality tent for exclusive VIP client entertainment!

### Here's How it Works

- Metalloid is the exclusive supplier of all your metalworking fluids.
- YOU Will Receive:
  - + **Savings** on all purchases related to metalworking fluids.
  - + **Free advertising** on **The Road to Indy** racing cars, transport trailers, and print media.
  - + **Exclusive use** of the Metalloid Racing Paddock and the VIP Hospitality Tent to entertain your best clients and prospects.
  - + **Unparalleled company exposure** to over 57 million race fans and the opportunity to convert prospects into customers.
  - + **Products** (Maintenance): Hydraulic, Gear, Way, Spindle Oils, Metal Forming Fluids, Machining Grinding Coolants, Rust Preventative, Process Maintenance Cleaners, Wire Drawing, Tube and Pipe, and other industry related products.



## Strong Partnerships Deliver Innovation and Collaboration

We are in the business to supply innovative, environmentally friendly metalworking fluids, and unparalleled support!

### The Metalloid Partnership Advantage

- Total Systems Approach customized to YOUR manufacturing processes.
- On-site training in fluid system control that manages waste and extends fluid life.
- Laboratory support comprising over 150 years of combined experience providing state-of-the-art fluid control and problem solving.
- Inventory control solutions that reduce YOUR costs and improve YOUR profitability.

Metalloid's team of experienced chemists, sales professionals, and other internal support personnel provide our partners with the assurance that we are working FOR YOU! Our laboratory testing and screening technology insures the right product(s) are matched with your processes to ultimately meet your manufacturing needs, create consistency in your operation, and increase your profitability.

Metalloid believes that through the use of Green Technology, industry, people, and the environment will co-exist and prosper. Our product development efforts, now and in the future are focused on utilizing raw materials and services that address our commitment to the environment.



*We believe in*  
**One Source...  
One Solution...  
One World!**

**For more information** about the Metalloid Racing Marketing Program, or our comprehensive line of botanical, earth friendly alternatives, please contact us toll free at **(800) 686-3201**, or visit our website at **[www.metalloidcorp.com](http://www.metalloidcorp.com)**.





## Professional Associations



### Metalloid Corporation - World Headquarters

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### Metalloid Corporation - South

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Connect with us on Social Media



[www.metalloidcorp.com](http://www.metalloidcorp.com)