

LEADFOOT

DYNAMIC IMPULSE™

MONTHLY INDUSTRY INSIDER

NOVEMBER 2010

INK!

PHOTO: SSG Garcia

INSIDE: Magazine & Newspaper Articles Featuring Brian O

Welcome to a very special edition of our monthly insider magazine. As you well know, our issues are typically comprised of original articles & pictures crafted in house.

This month's installment is featured with reprinted material from several prominent publications all of whom have highlighted Brian Olatunji over the past two months. We wanted to share these articles with you before our 2010 Year In Review issue, which you can expect in your inbox within the first two weeks of December.

On behalf of everyone at team Leadfoot, enjoy the features & have a Happy Thanksgiving!

Ian Lewis Moore
VP of Marketing & Design / Insider Editor

BY THE NUMBERS

Rides Magazine:

Discloses new arrivals, tuned vehicles & motorcycles owned by famous people. Boasts a **circulation of 150,000** & is available anywhere magazines are sold.

Ambassador Magazine:

A luxury lifestyle & entertainment magazine based in Michigan with a **circulation of over 25,000**. Ambassador's readers have a **median HH income of over \$160,000**.

Michigan Chronicle:

Recognized as one of the largest weekly newspapers in Michigan, with a **circulation of 31,872** & currently celebrating its **75th anniversary**.

Michigan Front Page:

A contemporary magazine style weekend newspaper designed to cultivate a progressive urban image & lifestyle. Produced by the Michigan Chronicle & estimated to have a **circulation of over 30,000**.

Total Fall 2010 Brian O Ink Circulation: 237,000

THE FOLLOWING ARTICLE WAS SEEN IN THE
DEC 2010/JAN 2011 ISSUE OF RIDES MAGAZINE

THE REALEST CAR MAGAZINE EVER!

McLAREN'S LATEST SUPERSTAR >>> JAGUAR'S CONCEPT CAT

RIDES

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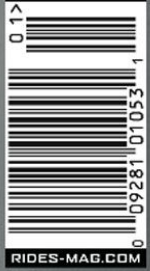
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Family Matters

This California car collector's passion is a domestic affair.



WHEN REGGIE BINNS first met his wife, Zelma, she couldn't care less about cars. Now she whips a 2007 Plum Crazy Charger tricked out with a True Fiber hood, Lexani wheels and an SMS Supercharger that pushes over 400 horsepower—and you better not touch it. Hers is a love for Dodges she picked up from Reggie, who himself owns a 2009 Challenger RT and a 2008 Challenger SRT8 equipped with an SMS Supercharger, MagnaFlow exhaust, Lexani wheels and other custom pieces.

Binns' passion for Dodge cars dates back to his teen years. "My first car was a 1973 Challenger," he says. "We grew up around Dodges and Plymouths. My dad had a Barracuda GT and a couple of Dusters. When I saw the new Challenger, I had to have it." But the Los Angeles native developed an even deeper relationship with the cars when

he was diagnosed with Parkinson's four years ago, while a member of the Cali-based Dodge and Chrysler club Mopar360.com.

"The group has made such an impact on my life and helped me cope with the disease," says Binns. "I put together an organization, Dreaming for the Cure, to help fight Parkinson's, and Mopar360.com helps raise money for the group with car shows."

It's this kind of family love, tied to the Dodge and Chrysler owners, that has rubbed off on Binns' sons. His oldest, Cody, owns a Chrysler 300 SRT8, and Travis, his 20-year-old, pushes a Dodge Nitro. Binns plans to give his Challenger RT to his youngest son, Dylan, next year when he turns 16.

"I'll take the supercharger out," says Binns. "That's way too much power for him." Considering the car shells out 540 horses as is, it sounds like Dad knows a thing or two about dodging trouble. **MARCUS AMICK**



Heart of a Lion

Detroit drag racer **BRIAN OLATUNJI** is gunning for the top spot and has the courage to prove it.

AFTER SEEING HIS lifelong dream of becoming a professional drag racer come true two years ago, 28-year-old Brian Olatunji now has his eyes set on snagging an NHRA U.S. National Championship. *RIDES* recently caught up with Olatunji in between one of his 175 mph track runs to learn what drives a kid—who grew up in the inner city of Detroit—to chase one of motorsport's most coveted titles.

What inspired you to become a drag racer? My grandfather, John Broaden, was the first African-American manager of a major NHRA drag strip. I decided to take the road less traveled: racing.

When did you first start racing? When I was 15. My folks knew the people who ran Milan Dragway in Michigan. I had an '89 Chevy Beretta and would take it out on the racetrack.

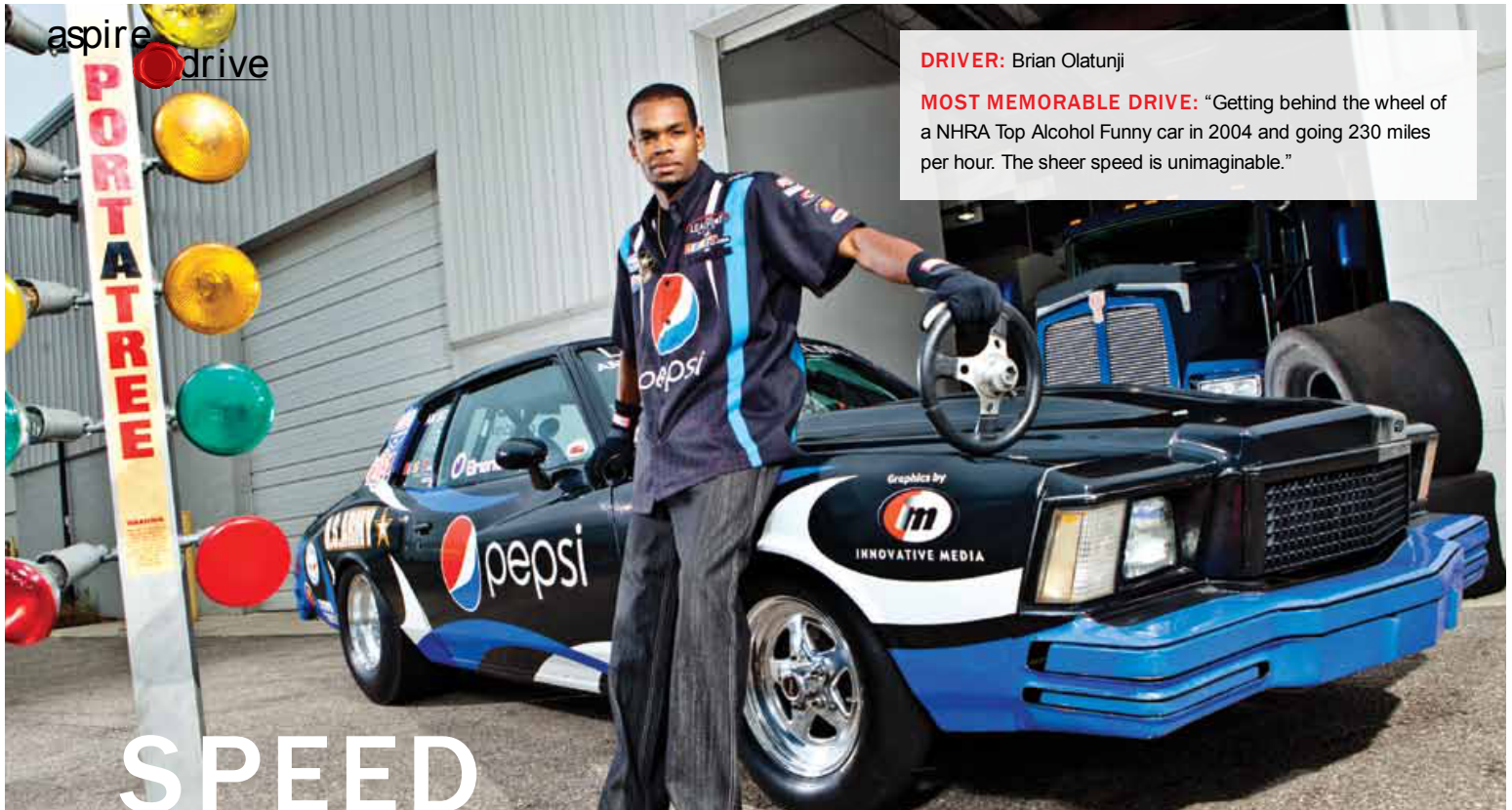
What was the biggest challenge you faced turning pro? Balancing the demands of the business, working with corporate sponsors like Pepsi, Lucas Oil and the U.S. Army, while staying competitive on the track.

So what does a typical practice day consist of? Wake up, hit the gym and work out. At the track, it's typically testing different parts to make sure everything is working in perfect harmony.

How do you mentally prepare for a race? Focusing on the perfect run—you have to have a mental picture of it.

You think it'll be tough to win an NHRA national title? It's the most prestigious race in drag racing, so the stakes are high. But it's something that I do expect to win in my career. **MARCUS AMICK**





DRIVER: Brian Olatunji

MOST MEMORABLE DRIVE: "Getting behind the wheel of a NHRA Top Alcohol Funny car in 2004 and going 230 miles per hour. The sheer speed is unimaginable."

SPEED RACER

NATIVE DETROITER LIVES OUT PASSION AS PROFESSIONAL DRAG RACER

To say that Brian Olatunji lives for speed is an understatement.

When a lot of people are crowding around TVs on the weekend watching ball games, you'll find Olatunji on the track in his 1100 horsepower 1978 Chevrolet Malibu race car topping speeds of 175 mph.

It explains his motto: "live fast, drive hard."

"If I could, I would race every day," says the native Detroit. It's a passion Olatunji picked up from hanging around the now defunct Detroit Dragway in Brownstown Township and the Motor City Dragway located in New Baltimore that his grandparents managed.

"My grandfather was the first African American manager of a major NHRA drag strip," says Olatunji, who grew up on Detroit's east-side near Mack Ave. and Conner St. "I decided to take the road less traveled: racing."

His passion for racing is fueled by his competitive nature. "I love trying to control something that really is out of control," he says. "There's something about having that car on the edge and then not going over the edge." Before turning professional two years ago, Olatunji attended Kettering University (previously General Motors Institute) located in Flint, and graduated with a Bachelor of Science degree in Mechanical Engineering in 2005. "I knew I could not go to school for racing, so I went for mechanical engineering," he explains.

He's been racing for 14 years. "I started racing before I had a license," he explains. "My folks knew the people that ran Milan Dragway. I had a car when I was 15 years old and I would sneak it out on the racetrack."

Olatunji, whose major sponsors are Pepsi, Lucas Oil, and the U.S. Army, has been racing professionally for two years. The Metro Detroit dealership, Rodgers Chevrolet, is also one of Olatunji's sponsors.


Olatunji's everyday vehicles are a black 2008 Cadillac CTS Sedan and black '89 GMC pick-up truck. "All of my cars are jet black. Even the primary color of my race car is black," Olatunji explains. "I like the way black cars look — it's bolder, looks more presidential."

His first car was a 1989 Chevy Beretta. "I wanted a Beretta for a long time, since my childhood," he said. "When I found one, it happened to be a stick, and I had never driven a stick. But I taught myself how to drive the car." When not racing, Olatunji spends a lot of time mentoring youth in hopes of helping them achieve their dreams.

He serves as chairman of his personal charity, the Leadfoot Foundation, the nonprofit arm of his marketing company, which is focused on empowering underprivileged youth by providing support in the form of educational programs and mentoring.

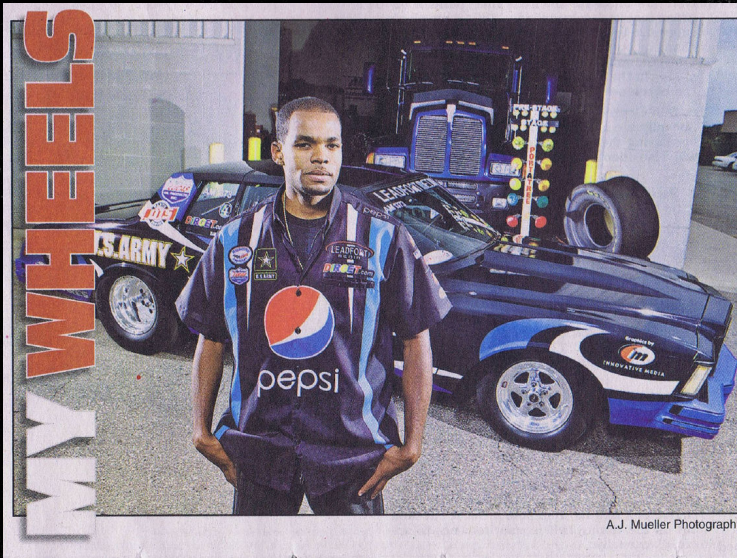
Olatunji is also the youngest Board Member ever in the 100 Black Men of Greater Detroit and an ambassador to the Urban Youth Racing School. "I try to show youth that the world is bigger than they think it is," he says. "If I can do what I'm doing growing up as a kid in the inner city of Detroit, so can they."

Olatunji's dream vehicle? A silver 1956 Mercedes-Benz Gullwing with a red interior. "At the time it was their fastest production car," he says. "It's also a car you can take from Wall Street to Main Street." Olatunji's primary goal, however, is to capture titles in NHRA Top Fuel, NHRA Funny Car, NASCAR, IndyCar and Road Course racing.

Then again, what else would you expect from somebody who has spent almost every weekend of his life at a racetrack.  — Marcus Amick

brianolatumji.com

photo: AJ Mueller



Driver: Brian Olatunji

When not driving? Works with his marketing company, Leadfoot Media, that manages his career as a professional drag racer

Vehicle(s)? His 1978 Chevrolet Monte Carlo race car, a 2008 Cadillac CTS and 1989 GMC 3500 dually pick up.

First Ride? "A 1989 Chevy Beretta. I wanted a Beretta for a long time from my childhood. When I found one it happened to be a stick and I had never driven a stick. I taught myself how to drive this car."

Favorite car color? "Black. I like the way Black cars look. It's bolder, looks more presidential."

Music Playlist? "Jay Z stays in rotation. Miles Davis and Janelle Monae are also on my playlist."

Speed or Luxury? "If I could, I would race every day."

Dream Car? "A 1956 Gullwing Mercedes-Benz, silver with a red interior."

Brian O was honored as one of the *FP: Thirty* IN THE MICHIGAN FRONT PAGE



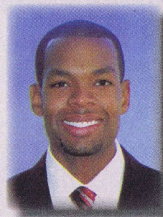
Across the city there has been an undeniable call for new leadership. We've seen change come through our new mayor, the Honorable Dave Bing. We've had change in leadership of our City Council with Charles Pugh, whose exuberance for the city of Detroit is without question. The changing of the guard is happening in our town, for the better and at record pace. Young leaders are emerging in Detroit that brings more than a degree and expertise.

As the wheels start to turn and we reflect those things become all the more evident in city government- integrity, religious leadership- fortitude, business- social responsibility, the arts- passion, and entrepreneurship- innovation.

The Michigan FrontPage recognizes the sacrifices made and the young professionals that have stepped up to capture the brass ring. Our inaugural list chronicling the city's elite, under-forty professionals are here. There were just too many to go around however we've identified our thirty-four nominees. See who made the list.

Check out their commitment and dedication to giving back to their supporters, communities, spirituality, family, the integrity of their respective professions and the City of Detroit.

Brian Olatunji



What is your current position?

I am president and CEO of Leadfoot Motorsports, LLC and Leadfoot Media. I have held this position for eight years.

I am also a professional race car driver for my own racing team sponsored by Pepsi and the U.S. Army. I have been racing for 14 years, however, only two of those as a professional.

Lastly I am chairman of the Leadfoot Foundation Inc. I have been chairman for two years.

From a community relations aspect, I am a current board member and mentoring chair for the 100 Black Men of Greater Detroit Inc. I have been a board member and mentoring chair for two years.

What inspires you to be successful as one of Detroit's elite emerging leaders?

I am inspired by an unwavering passion and desire to improve Detroit and the surrounding areas. My goal is to be a catalyst in not only returning Detroit but establishing it as a viable economic and cultural epicenter recognized worldwide. Success is only limited to the mind, therefore I see no limit. I know my thoughts and drive are limitless. As an elite emerging leader I know the responsibility it entails. With this in mind failure is not an option.

If you're a native Detroiter, what keeps you here? If not, why did you decide to move to this city and stay here?

I am a native Detroiter, born and raised, however I am now a resident of West Bloomfield. I purchased a home in West Bloomfield.



Leadfoot Dynamic Impulse™ is Designed & Edited by Ian Lewis Moore

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