



**Date:** January 8, 2018  
**Re:** MotionU U.S. Top 100 Award For 2018  
**To:** Porsche Club of America

Dear Vu Nguyen,

We are pleased to announce that 63rd Annual Porsche Parade has been named one of MotionU's "Top 100" Car, Motorcycle & Wheeled Events U.S. for 2018. Included you will find the certificate and ranking of your event.

The 2018 "Top 100" is now posted on MotionU's website ([www.motionu.com/2018](http://www.motionu.com/2018)), and you can enjoy the other 99 unique and special events that round out our U.S. Top 100 Automotive Events.

This Top 100 list includes ONLY 2018 U.S. events.

MotionU is the largest source of automotive, motorcycle and wheeled-vehicle events on the planet. In 2017, MotionU researched and posted over 250,000 wheeled-vehicle events across the globe with 175,000 of those events happening in the United States. MotionU is now adding events for 2018. We anticipate posting more than 250,000 events this year as they become available. Check back often to make sure any of your events are posted!

It's an honor to have your event appear on this list for 2018, and we are grateful to the knowledgeable enthusiasts and professionals who made event recommendations and provided insight. The decision to add your event to this list, however, was finalized by three of our internal staff alone. The judges were Liril Holt (CEO), Bryce Holt (President) and Samer Damer (Director of Operations).

This is our third year presenting a Top 100 list. Each year the Top list changes to emphasize emerging culture, technology, trends, excitement, industry change and special anniversaries.

MotionU is the one site where professionals and enthusiasts the world over can find events they love and need. Out of 175,000 U.S. events, yours is honored as being among the very best. Well-done!

We would appreciate you linking to MotionU.com on your website and through social media and letting visitors know about your award and MotionU itself. As an award winner, feel free to suggest what events should be considered for the 2019 Top 100. Also, please send us photos of individuals within your organization with the award as well!

Be sure to see the accompanying Tip Sheet on how to promote your Top 100 event.

Once again, congratulations from our entire staff, and best to you and your organization in 2018!

**The MotionU Team**



## Tips to promote your event using the 2018 U.S. "Top 100" ([www.motionu.com/2018](http://www.motionu.com/2018))

- **Frame and hang your certificate** in a prominent place.
- **Notify and acknowledge** the award to event staff, sponsors and promoters. Your elite ranking should be a source of pride.
- **Verify on MotionU.com your event's accuracy:** Dates, times, location and description.  
*Note: We generally are not swayed to change the content or tone of the description, but are happy to correct any errors or typos.*
- **Post announcement of the award on your website** on such pages as homepage, news, press or other relevant pages.

*Example: Our event has been ranked # \_\_\_\_\_ on the MotionU 2018 U.S. Top 100! Click here (link: [www.motionu.com/2018](http://www.motionu.com/2018)) to see what they had to say about our event!*

- **Send high-quality images** of the previous year's photos to us ([team@motionu.com](mailto:team@motionu.com)), and we will add them as "slider images" to enhance the event's "event detail" page.
- **Request the MotionU "Top 100" logo** for promotion on your website. Email us: [team@motionu.com](mailto:team@motionu.com).
- Feel free to post an announcement of the MotionU Top 100 award on **social media**, including your Facebook, Instagram or Twitter pages:
  - o Share MotionU's posts regarding your event on Facebook.
  - o Use the MotionU Top 100 Logo on your Instagram post.
  - o Share your award on Twitter so your followers know about your achievement.

The MotionU Top 100 list is a "bucket list" that stimulates excitement and attendance for a wide variety of automotive-related events. The Top 100 U.S. events include shows, races (all types), cruises, rides, off-road, pulls, conferences and conventions. **Be sure to look at the criteria used by MotionU for Top 100 event consideration.** It is very difficult to make the Top 100, and even more difficult to make the list over consecutive years!

Help us help you have a great event! Help us help people find your event! Place a link to **MotionU.com** on your site, and let's promote the amazing event(s) you are hosting for automotive, motorcycle and wheeled-vehicle events nationwide.

Sincerely,

The MotionU Team

# MOTIONU

THE MOST AUTOMOTIVE EVENTS ON THE PLANET

THIS AWARD IS PRESENTED TO

## 63<sup>rd</sup> Annual Porsche Parade

### Top 100 U.S. Events of 2018

### #61 of 100



**Lirel Holt**  
CEO

**Bryce Holt**  
President



**Samer Damer**  
Director of Operations

