



From the office of

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Subject: I have enlisted the help of Bobby Keyes and Mike Ryan in promoting the World Race 2011 New York to Paris. Both will be great additions to our promotional efforts!

Robert (Bobby) Keyes

A native of the Detroit area, his involvement with cars and racing started at young age. Keys is the former owner of Michigan Limousine Service and KRK Associates, an event management company, both working with Fortune 500 companies. Joining BBDO Detroit in 1997 and has worked on over 150 television and print productions, as well as partnerships, displays, auto shows and events. Bobby is a product and logistics expert who has traveled the US and many parts of the world in support of the Chrysler, Jeep and Dodge brands. With automotive, media and agency contacts throughout the world, he created Leadfoot Consulting, LLC a marketing, advertising and production consulting firm specializing in commercial and movie production. His motto is "Work hard, Play hard and Enjoy the ride"! His pride and joy is a custom painted, highly modified big block 1969 Corvette Coupe. Bobby's passions include high performance driving, golf, writing and a reputation for creating superb meals whether it is dinner for two or fifty guests. He lives in Lake Orion, Michigan with his wife Marsha their two cats Skyy & Jose and Jewel their German Shepard.

Mike Ryan

In addition to designing, building, and racing the championship Freightliner Century Class® S/T" race truck at the annual [Pikes Peak International Hill Climb](#) Mike Ryan has made a living as a Hollywood Stunt Driver and Stunt Coordinator for more than 25 years. Thousands have seen his work in feature films such as Premonition, Herbie Fully Loaded, After The Sunset, The Italian Job, Training Day, Terminator 2, and Swordfish. Soon, many will witness his prowess in the new film, 12 Rounds. Mike served as the stunt coordinator for the hit TV shows Myth Busters and Smash Lab within the last year, as well. With over 500 feature films, television shows and commercials to his credit, Ryan is probably best known for his work with semi-trucks, where he can often be seen crashing, burning and getting blown up on screens across the United States.