

Businesses involved in racing need a quality **racing souvenir** that will **stay in their clients' hands and minds for years.**

That's just good marketing.

Introducing the...

Coolectible®

- **Made From Recycled Racing Tires**
- **10 Oz. Solid Rubber Construction**
- **Hand-Made in U.S.A.**
- **Waterproof Label**
- **Limited Production**
- **Heavy - Drink Won't Fall Over**
- **Perfect For Driver Signings**



Made in USA

The Coolectible® is the perfect souvenir for a day at the track because it will spend years on the desktop.



**TRACK ON SUNDAY -
DESK ON MONDAY™**

TRUE TO SCALE

- **two-piece wheel assembly**
- **tire brand & ratings**
- **cross-drilled rotor**
- **dual-piston caliper**
- **tire wear dimples**
- **inflation nozzle**
- **impact lug nuts**
- **open center hub**

CRAFTSMANSHIP
delivers precision, detail
& accuracy.



Our labels are waterproof, fade and scratch resistant. The durability of our labels are unmatched with none of the liabilities of surface printing with its limited color palette, adhesion, scratching, and fading issues.

The deep, rich colors and high gloss make sophisticated artwork possible and elevates your organization, company or event souvenir, from the disposable to the collectible.



The Coolectible® uses a recessed polyurethane dome label. The rubber lip or label surround holds the label captive for the life of the product.

All our polyurethane labels feature high resolution 300 DPI, full color printing. Polyurethane labels feature optional backgrounds: silver metallic and chrome. Visit us on the web: www.tire-tracks.com and ask for our label sample pack.

MADE WITH RECYCLED RACING TIRES



The Coolectible® racing can coolers are made from last season's recycled racing tires. Limited Edition production runs can be made from driver or racetrack specific tires. Hold your favorite driver's winning tires in your hand. Contact us for more details.

The end goal of all great souvenirs is to create a product of such high quality, usefulness and **personal value** that it remains in the recipients life for years as a...

Coolectible®



Joyce Rabquer of GrandAm: "It's one of our best sellers!"

The Coolectible® has proven itself as a top performer at retail and with race fans. GrandAmerican Merchandise Manager, Brandon Huddleston explained: "At first, we were skeptical of an upscale can cooler, but the product has really taken off. Once people get it in their hands... they're sold."



TIRE-TRACKS
TIRE-TRACKS.COM



PROVEN PERFORMANCE
at the race track
with retailers and racing fans

www.tire-tracks.com

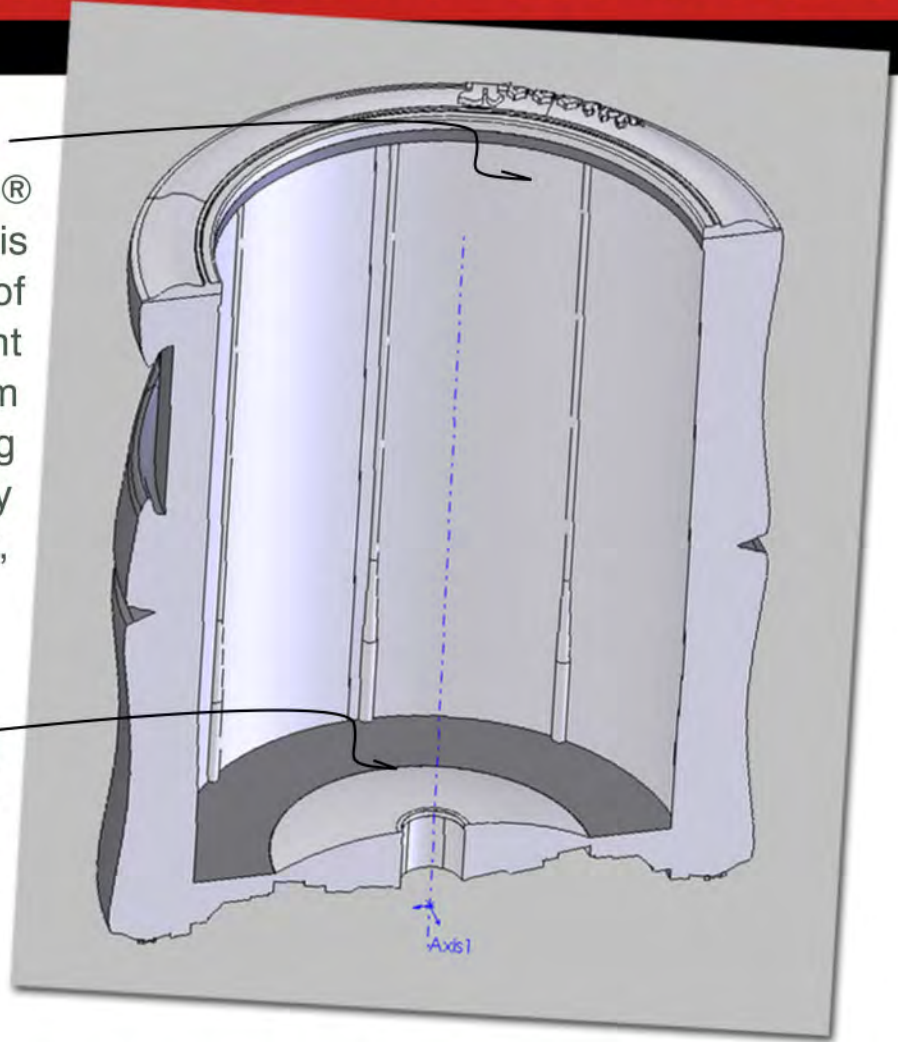
AMERICAN INGENUITY AT PLAY

YOUR DRINK WON'T SPILL....

The heavyweight Coollectible® weighs a solid 10.5 ounces and is engineered with a low center of gravity, making your lightweight plastic water bottle or aluminum beer can unaffected by sloping benches, wobbly tables, or gusty winds. It's perfect for the racetrack, VIP tents or the backyard BBQ.

YOUR DRINK WON'T LEAK....

The Coollectible® features a domed base around the bottom vent hole to keep condensation water from leaking out the vent hole and onto your lap.



INGENUITY IS PATENTED ...

Nine U.S. patents have been published in the United States, five for Europe, with many more to publish nationally and globally.



Our products are made in Cleveland, the labels in Las Vegas. We are proud to say that 100% of our product is made and assembled in the United States of America.

MADE IN U.S.A

Quality brands deserve a quality product



For more details, contact us directly:
info@tire-tracks.com



Collectible®

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