

HAASE



Coming A Long Way In A Short Time

The story of Haase chassis began well before it started being manufactured in 1991. The founder of the company Jörn Haase, started to race karts in 1972 and by 1984 he captured his first Formula K World Championships. After several more years at the upper echelon of European racing, he decided to start production on his own kart. The Haase chassis line stunned the karting world by capturing the 1993 Manufacturer's World Karting Championship title in the ultra-competitive Formula Super A division, making Haase the first person to win the Worlds both as a driver and as a manufacturer. The company proved that the chassis was not having "Beginners Luck" by returning in 1994 to take a second world title.

From there, Haase set out to capture the world. Although the company has always had a presence in the United States, the chassis's new sole importer, National Kart Supply in Lansing, IL, is poised to make Haase a household karting name.

Haase chassis are perfect examples of European design quality, craftsmanship and finish. "We chose Haase for a number of reasons, not the least of which is their attention to detail," said Brian Pelke of National Kart Supply.

"Every component has superb design characteristics that match form and function. It is tough to miss the distinct patterning and styling of everything on Haase's product line. From the welds on the chassis, to the anodizing on the billet parts, they are really works of art." The style shows on every kart in NKS's six chassis lineup, from the 2002 Mizar 125 to the Bomber Cadet Kart, Jörn Haase has made his mark.

Haase is another major European manufacturer to customize their traditional European homologated chassis to fit the American markets. At the top of the product line is the 2002 Mizar 125 cc Chassis. Aside from the front deck, this chassis carries thick 32mm frame rails designed to handle the power and aggression of shifter kart racing. The billet dual caliper front brakes and dual master cylinders provide plenty of stopping power and control for high-speed racing. The front-end geometry features a split axle design that incorporates a removable axle bar. The back has the classic European dual rail design with an optional left side torsion bar. The Mizar

is also available in a 100cc model, minus the front brakes.

The Mirage 100cc carries a split front axle torsion bar similar to the Mizar but adds a 28mm reverse U section through the waist of the kart. The main rails are 32 mm construction with the front deck being 30mm tubing. The combination of different sized tubing allows the chassis to be adjustable and responsive in many different driving conditions. The Mirage also has a left side removable torsion bar as well.

The 2002 Daytona 4 Cycle kart is built of 30mm tubing throughout, comes with dual bearing hangers, and relies on a single brake pump. The Daytona is purpose built for the 4 Cycle class, however functions well as a 2 Cycle chassis.

No less sophisticated is the Junior chassis, designed for the up and coming karter. This chassis still carries the removable front axle and billet braking system that is not found in many of its competitors karts. The chassis works very nicely as a transition from the Bomber Cadet kart to a full size chassis.

Finally, there is the Bomber Cadet kart for the 8 to 12 year old age group to get their start on the track. The Bomber has dual line mechanically actuated brakes and is ideal for smaller drivers with smaller horsepower. The craftsmanship that goes into the Haase Bomber Cadet is unmatched by any other manufacturer.



While Haase is taking care of their end by providing an outstanding product line, National Kart Supply is building its niche in the US market primarily upon customer service and professionalism.

Customer Service

"There is so much tough competition in the chassis market, we are in an industry where there are several manufacturers all producing top notch chassis and components. When there is little variance between the quality and price of leading chassis in the karting industry, we feel that we must find other ways to compete. Our intention is beat all of the other companies on the business end, giving people the basics of every successful business - excellent customer service. We maintain a complete inventory of components in house, and with our dealers. A customer will give his business to the dealer who can supply him with what he wants when he needs it. Also, we pride ourselves on being a hub of communication between the driver, the dealer, and Haase the manufacturer. When a problem or question does arise, we will be on the phone with Haase the same day, working hard to find an answer," said Pelke.



Professionalism

Traditionally, the karting industry is built on those who have a lot of karting experience- from the mechanical and driving viewpoint. Typically, the businesses that compete within the karting industry lack business experience. We, at National Kart Supply, have proven business experience in many other types of industries. With a significant auto racing and kart racing background, we have a winning combination.

That business experience has also taught NKS that in order to service the entire country, it is imperative for them to have the best dealer network possible. "Without top dealers who are supported properly on our end, we are dead in the water. We do whatever it takes to take care of our dealers. We are a company based on business principles that include total support. That feeling carries right through to our customers, from one who is competing on a national level with high aspirations to move on to other forms of auto racing to the local/regional driver who



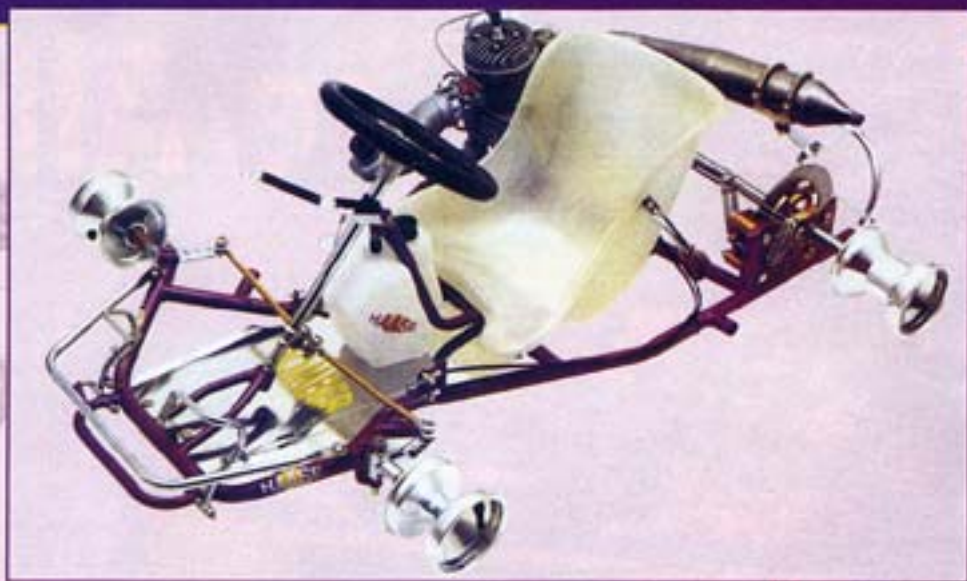
simply enjoys competing for fun whenever his schedule allows. The people at National Kart Supply will do whatever it takes to take care of our network," said Pelke.

Pelke and National Kart Supply are well aware of the number of chassis manufacturers on the market. In order to increase their sales, NKS had turned to sources that are less traditional to the karting market; auto racing.



To develop interest from potential kart racers who are outside the sport of karting, NKS had undertaken an aggressive advertising campaign aimed at motorsports enthusiast all over the country.

Over the summer NKS sponsored the Haase American Trans Am Car, which raced at the world renowned Sears Point Raceway in July and at Road America in August. The races aired on national television with Sears Point being broadcast live on CBS and Road America shown on Speedvision. "Since I was driving the car, some see this as self promotion, however we see it as a smart way to get our product in the faces of motorsports fans. Especially those who might be interested in racing, but don't want to mortgage their house to be competitive," said



Pelke. "Projects like this and the booth that we attended with Apex Racing at the Automotive Expo outside the Long Beach Grand Prix, show that we are putting a serious effort into garnishing some of the racers who may have any idea what karting is all about. At these events, we have karts setup and literature available highlighting our products and dealers; that way people can walk away understanding the product and have a direct means of getting into the sport through our dealers.



opportunities ranging from their half to 2 day karting schools to their endurance racing series which runs in identically prepared and race ready 4 stroke karts and caters to any level of experience. Over the years, a major focus of their business has become catering towards larger or corporate groups. They offer a number of alternatives whereby a

company or organization is able to host and entertain important guests, clients or employees.

Haase Dealers

While developing a solid relationship with the Brescia, Italy based manufacturer, NKS has also established the following dealer network:

Apex Karting- Apex racing has been in business for ten years providing an inexpensive avenue for the motorsports enthusiast to experience the thrill of motor racing. Over the years with their tenured instructors and world-class facility, Apex Racing has developed into a well-recognized and respected karting school. As a result they have been able to diversify and develop programs in other avenues of the sport of karting thus increasing our customer reach.

Apex Racing offers a variety of

All of their school karts utilize the World Championship HAASE Chassis originating out of Italy. Apex Racing is currently working with National Kart Supply to develop an extensive west coast supplier program for the HAASE chassis where we would provide every-



thing from parts, equipment and turnkey packages to our customers as well as an extensive customer support program.

For further information on Apex Racing please contact them at (888) FOR KART or visit them on the web at www.apextracing.com.

F.B.J Racing- With over 25 years of karting experience, F.B.J. Racing is the Southwest Dealer of HAASE Racing Chassis. The North Texas operation is well experienced in the Shifter Kart market, catch them online at www.125shifter.com

Two Cycle Technology (TCT)- based in Hubertus, Wisconsin has enjoyed a banner year in 2001 with the combination of HAASE Chassis, an in-house motor program, and driver Mark Vielgut leading the way to multiple local, regional, and national wins. In addition to the HAASE Chassis line, TCT also provides complete sales, service, and dyno testing of all 2 Cycle kart motors, and numerous karting components and accessories for more information, log on to their site at www.twocycletechnology.com

Kart Racing Motorsports (KRM)- Based in South Bend, IN continues to build a presence in 2001 in preparation for the April 2002 Grand Opening of a full-service facility on-site at South Bend Raceway Park, the host track of multiple WKA and SKUSA Regional & National events. KRM has spent much

of the 2001 season securing dealership opportunities among karting's leading manufacturers while building a presence of HAASE Chassis

and HAASE's new line of Corsa Racing Karts. Detailed information regarding this new operation, and a Rotax Max Challenge program will be available soon on their website at www.kartacingmotorsports.com.