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**THE ASIAN MOTORSPORT  
& AUTOMOTIVE AGENCY**

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When I came to China I could see opportunities everywhere for US and European automotive and motorsport companies. As then Deputy General Manager of Zhuhai International Circuit, I saw companies attempt to enter the market only to retreat a short while later. They had the vision but lacked a dedicated team on the ground with the necessary local knowledge to focus on market opportunities and drive results.

The cost of entering the Asian market on their own was prohibitive and as such they were rarely able to achieve substantial results. I knew there was a better way. I founded SpeedShare to help automotive, motorsport and karting brands achieve sustainable and meaningful business growth in Asia.

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**SpeedShare exists to support motorsport and automotive companies who dare to venture into new territories.**

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At SpeedShare, we believe relationships are key to building successful projects. We lead by our values: ethics, authenticity and passion. We only hire passionate & knowledgeable staff dedicated to driving results on your behalf.

Since the 1900s automotive and motorsports have been pivotal to developments in technology and helped push boundaries in energy use, safety and engineering. This spirit of innovation in our industry is rapidly coming to Asia.

We are inspired by clients and entrepreneurs who dare to venture into the Asian market. SpeedShare was created to help them succeed.

**- Benjamin Grenon**  
 Founder and Managing Director

# FOREWORD BY JAMES MOORE

General Manager

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SpeedShare is a recognized automotive, motorsport and karting solutions agency with offices in Hong Kong and Shanghai and a presence in the USA & Japan.

We know it is difficult for SMEs to enter the Asian market and we have developed a unique approach to help businesses who want to do so, to capitalize on market opportunities throughout the region, while minimizing the risks.

For nearly a decade, SpeedShare has refined its market entry approach and verified its proven model with the success of our clients. Our team has deep knowledge of both the industry and the Western & Asian business practices.

The SpeedShare 3-phase business development process takes customers from market discovery to full market penetration.

**Phase 1:** Market discovery

**Phase 2:** Strategy development

**Phase 3:** Implementation and expansion

- Expertise in the automotive, motorsport, performance & karting industries
  - Wide network in Asia, Europe and the USA
  - Team of Asian, European and American experts in these fields
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“  
We offer  
a unique  
approach  
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# SPREADING THE PASSION

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## The uniqueness of SpeedShare

Highest standards in turnkey solutions

### IMPACT



SpeedShare provided professional advice on how to design, build & operate a high-end electric karting facility. They coordinated this project from start to finish and provided on-going support pre-and post-opening. We are thrilled by the outcome. We have quickly become the premier karting venue in South East Asia.

- Paul Kanjanapas, Managing Director



IMPACT Group is a Thai company based in Bangkok, one of Asia's largest and most modern exhibition and convention centers with a usable indoor space over 140,000 square meters, comprising a variety of venue sizes to meet all kinds of events requirement.

SpeedShare was appointed to implement a new Go-kart Center in Bangkok as part of their Convention & Exhibition Center complex. SpeedShare provided a complete turnkey solution, from concept to project delivery, with international standard design & consulting services.

Tailored services

### SAFT Batteries



SpeedShare was able to perfectly understand our very specific & targeted needs, as well as deliver on its proposal and introduce key contacts with large potential business opportunities for SAFT.

- Olivier Amiel, Hong Kong General Manager (2011)  
now SAFT ISD Marketing Director



SAFT is a world leader in industrial batteries implementing strategies for high technology lithium-ion batteries in the renewable energy storage, automotive, transportation and telecommunication networks markets.

SpeedShare conducted market research & supported SAFT's new business development efforts in China by introducing key stakeholders.

is its ability to replicate its clients' business models in Asia. //

From Market discovery to a full-fledged regional presence

**ORECA**



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With SpeedShare, we have found a reliable & trustworthy local company, with great knowledge of the motorsport and automotive business in Asia. It is a very successful collaboration between our companies and we wish to continue this relationship."

- Raphaël de Chaunac, Vice President

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ORECA is a world-leading automotive and motorsport company headquartered in France and with offices in the USA and Asia. ORECA is involved in racing, retail of racing equipment, championship management and driving events organization & manufacturing of racing cars.

Over the years, SpeedShare's mission went from simply offering a market picture all the way to identifying, pursuing & closing market business opportunities. This has enabled Oreca to grow & develop a sustainable business in Asia.

Liaison Office for Greater China

**Motorsport Industry Association**



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For the past few years MIA has collaborated with SpeedShare to gain motorsport insight on this complicated region. SpeedShare's understanding of the market and credibility in the industry were key factors in appointing them as our Greater China liaison office.

- Chris Aylett, CEO

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As a worldwide association, the MIA provides a network that reaches into every corner of the motorsport business community. Its community of nearly 300 global members spans the whole spectrum of international motorsport business, from the largest companies to the smallest private firms.

SpeedShare is now the liaison office of the MIA Greater China. Through this appointment SpeedShare provides support to MIA members interested to learn more about Greater China.

# OUR APPROACH

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## Treating our client's brands as our own:

We handle your brand with the utmost respect, recognizing its value and the years of effort and investment it took to build.

## Local first:

We develop growth strategies adapted specifically for the region, leveraging our experience to help your business succeed.

## Solving difficulties before they arise:

As experts in business expansion, we work to mitigate the risks involved in launching in a new region.

## Your presence in Asia:

A project is complete when you don't need us anymore. We work with you to grow the necessary foothold to setup a regional office & expand your team in Asia.

## Business development:

For companies already in the region, SpeedShare helps them further develop their existing strategy. We offer them business development, training and marketing services.



# ASIA IS

# SPEEDSHARE'S SERVICES



## BUSINESS DEVELOPMENT SERVICES

SpeedShare offers Asian development services to motorsport, automotive, performance & automotive related companies. Through our business development program, we take our clients from market discovery all the way to office setup in Asia.

### Our expertise:

- Supporting foreign businesses as they enter the Asian market
- Driving sales growth by developing and implementing marketing strategy
- Providing a platform for scalable growth in Asia

## KARTING SOLUTIONS

SpeedShare provides turnkey solutions to malls, property developers, exhibition centers, existing and new track venues. This includes a full range of services from concept design to consulting, opening & post-opening support. Our latest projects include IMPACT Speed Park in Bangkok & Euro-American Mall in Huizhou, Guangdong province, China.

### Pillars of SpeedShare karting solutions:

- Concept consultation and design
- Recommendation & selection of equipment
- Post-launch management support

# THE FUTURE

# TEAM

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**Benjamin Grenon**  
Founder & Managing Director

Benjamin began his career in New York in 1999 specializing in business development, sales and marketing for dotcom start-ups. In 2004, he moved to Shanghai to study Chinese at Fudan University and a year later, joined Zhuhai International Circuit (China's premier motorsport facility and promoter) as Deputy General Manager.

During this time, he was instrumental in creating and operating the Pan Delta Super Racing Festival and the China Superbike Championship, two of China's acclaimed motorsport events. He successfully signed numerous sponsorship deals with companies such as Total, Audi, Coca-Cola, Xinfel, Porsche and Tongyi Uni-President. In 2010, Benjamin launched SpeedShare.



**James Moore**  
General Manager

James joined SpeedShare in 2014 as General Manager with direct responsibility to oversee US and European client development. James has an MBA from Tepper School of Business and over 25 years of management experience in the performance automotive and electronics industries.

His direct experience in Asia includes expat assignments in Malaysia and Mainland China where he set up and managed one of the first performance engine building facilities. James is based in Cleveland, Ohio area. He founded the Asia Motorsport Network in 2012 to promote Asia motorsport in the US and Europe.



**Keith Wong**  
Executive Advisor

Keith joined Speedshare as Executive Advisor in 2016. Prior to that he held leadership roles with MNCs in China including Managing Director of a major JV between BRF and Citic Group, VP and GM of Coca-Cola China, COO with private equity funded Creative Foods, and Functional Director positions at MNCs like Unilever, Colgate and Kraft Foods Asia Pacific in Sales, Business Development and M&A.

Keith holds a PhD from School of Management, Fudan University, BA in Economics from University of Western Ontario, and is a Chartered Management Accountant. He has studied Executive Programs with Wharton School and holds an Executive Coaching Certificate from Coaching Australia.



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