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FOR IMMEDIATE RELEASE

**Champ Car Driver and Shifter Kart Champion Memo Gidley
brings his unique perspective to a new karting book.**

A new and very unique how-to book for shifter kart racers and recreational drivers, loaded with tips and tricks from MG's many years of competitive karting will give readers a real leg up on the competition.

Las Vegas, NV – Memo Gidley, accomplished open wheel racecar driver and shifter kart champion has joined forces with author Jeff Grist to produce a unique new book targeted to the shifter kart driver. This book will help level the playing field for rookie racers and recreational drivers by getting them the same secrets as the veterans.

“There is no a book of this kind on the market today,” states Memo Gidley. “I am very excited to finally be able to share my years of experience with all shifter kart drivers” continues the California native. So why write this book now? “That’s easy,” exclaims Gidley. “I have a proven and unique way of doing things and I really want to bring that with the industry that has given so much to me of the years,” continues Gidley from the site of the Superkarts! USA 6th Annual Supernationals. “The book that Jeff and I are putting together is different than anything else you have ever seen.” states Gidley.

“When I decided to write this book I wanted to partner with best of the best. Working with Memo has really help to make this book as current and accurate as you can get,” states Jeff Grist, author of Memo Gidley’s Speed Secrets for Shifter Kart Racing. “Everyone with a shifter kart can learn from this book.”

And there has been strong support for this project from the industry. “We are especially fortunate to have Trackmagic on board as the Official Chassis of Memo Gidley’s Speed Secrets for Shifter Kart Racing,” continues Grist. The book will feature the new MG version of the popular Trackmagic 125cc shifter kart chassis program.

Shifter karting is quickly becoming the most popular form of kart racing. What was missing was a comprehensive book that explained everything from proper set-up to the perfect racing line. Memo Gidley’s Speed Secrets for Shifter Kart Racing is a well-researched and precisely written 160-page paperback with a full colour cover (front and back), professional photography, contemporary design and digital illustrations covering all the major components of shifter karting. “This will be the new standard for karting books,” continues Grist. Each chapter flows into the next. A kart driver can literally start with Chapter One and as they progress through their karting experience they can progress through the book. The book anticipates what the driver will need to know next as they moves along the learning curve.

The overall presentation of the book is very unique as well. Memo Gidley’s Speed Secrets for Shifter Kart Racing will include a number of Hot Tips, Cool Tricks and Special Tools sections in each chapter that detail the little things that can be the difference between just finishing and winning.

Other Features include:

- The book is filled with over 25 charts, diagrams and outlines in the Appendix that can be removed, copied and used for kart set-ups, tracking changes and monitoring progress.
- Every copy has a unique log in and password for an exclusive website featuring additions to the book, downloads of all the charts, a chat section, news articles and many extras.
- A series of 36 tech articles will be written from the book and will be published exclusively for program sponsors and leading industry magazines.

Beginning today, advance sales will begin for a Limited Edition autographed copy of Memo Gidley's Speed Secrets for Shifter Kart Racing. Each copy will be numbered and signed by MG himself. Check out the website at www.mgspeedsecrets.com.

For more information on Memo Gidley's Speed Secrets for Shifter Kart Racing visit the website at www.mgspeedsecrets.com call Jeff Grist at 905.847.1808 x33 or email at jeff@mgspeedsecrets.com.

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Memo Gidley is an accomplished racecar driver having competed in CART, including a podium finishes at Houston, Laguna Seca and Cleveland. Memo is one of America's most successful shifter kart racers with 2 championships to his credit. Memo is currently the lead test driver for Trackmagic. For more information on Memo Gidley visit memogidley.com or contact Donnie Graves at Pacific Management Services at 818.985.4377.

Jeff Grist is shifter kart enthusiast and first time author. Mr. Grist has put his 15 years of brand marketing and corporate communications experience into this new project. Currently, Jeff is President and CEO of PromoSpyder Inc., and Oakville, ON based Internet software development company he founded in 2000. For more information on this book please contact Mr. Grist by email at jeff@tap.net or call at 905.847.1808 x33.

Trackmagic is North America's leading manufacturer of go-karts and 3-time world champion. This includes the new line of MG Signature Series shifter karts. Located in San Francisco, CA, Trackmagic designs, builds and markets go-karts for all levels of racer from cadet to Super Pro. For more information on Trackmagic Karts visit them at www.trackmagic.com or call George Barros at 415.822.6795.



Memo Gidley and Jeff Grist show off the cover of their new book at the SKUSA Super nationals in Las Vegas.