



It's a Friday night under the lights and the CANUSA #42 team have been hard at work for weeks, right up to the evening's second practice session, building a brand new race car that had to debut tonight.

The new car wasn't in the plans at the start of the season but was a product of a vicious wreck weeks before that destroyed the former Sportsman racer. With the hometrack speedway in the process of transitioning to new equipment it was the title sponsor who recommended building the new ride; But it had to be ready for tonight.

The team watches their driver take the front row, helpless behind the pit wall and hoping that everything holds together. This race machine is virtually untested, and the grandstand is filled with more than the regular thousands of race fans. Tonight, the stands are filled with team members, owners and customers of the sponsor who are out for entertainment and comradery, unified by that single race car that now leads the field of top-notch competition.

The laps click by and finally the checkered flag waves boldly in the air declaring the end of the night's struggle; but the celebration has just begun, because the new car has won its first race. What follows is an excitement unmatched by even the greatest turn four pass for the lead. Driver Doug Stewart noses the #42 up to the wall and lights-up the tires producing a smoke show that rivals any burnout before it. The fans and team members rejoice in the victory, each and every one feeling that they have just won the race. It's an incredible feeling, a moment not soon forgotten by any in attendance, and not ever considered years before when that driver first teamed with that sponsor...



UPCOMING OPEN HOUSE EVENTS

July 6 – London East

63 Clarke Road
London, Ontario

July 13 – Petrolia

4247 Oil Heritage Road
Petrolia, Ontario

July 20 – Chatham

80 Richmond Street
Chatham, Ontario

July 27 - Guelph

660 Imperial Road North
Guelph, Ontario

CANUSA Automotive Warehousing was established in March 1981, distributing 'Alternative Branded' exhaust systems and related components. Today, celebrating their 26th year of business, the Dorchester-based company offers a full line of automotive related products, including several premium brands like Havoline, Bosch, and AC Delco. Under

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the brand APC (Auto Parts Centre) Stores, the company reaches consumers directly with more than 26 locations around Ontario. Its vast network of employees, managers, customers and suppliers continues to grow, and that can make relationship building a daunting task; but 12 years ago CANUSA discovered a partnership that would successfully unite the company and its many associates.

Doug Stewart started his racing career in a street stock racer at Delaware Speedway, but by 1986 he had graduated to the province's premier division, Late Model. Running as an independent, Stewart learned the business of racing and how important it is to protect and maintain your equipment. He fashioned himself into a smart, heads-up driver who was able to recognize both opportunity and defeat.

In the mid-1990's Stewart had a crew member, Steve Wolfe, who worked for an automotive parts distributor. One night at Delaware, Wolfe made the introduction of his pal Doug Stewart to his boss, Ivor Jones. The President was impressed with Stewart's ability, and intrigued by his position as teacher at nearby H.B. Beal secondary school. Jones' company CANUSA had been supporting several teams with various contingency and product sponsorships but they now had an interest to get more involved with a single team, and Doug Stewart Racing fit the mould. Over the next 12 years Doug Stewart would become the cornerstone of CANUSA motorsport's extensive involvement in grassroots racing.

Today, CANUSA is recognized as one of the leading partners of grassroots racing in Ontario. Their involvement spans from teams, to divisions, to major entertainment events. CANUSA president Ivor Jones recognizes that his customers have a keen interest in racing and fast cars in general. "Our involve-

ment helps bring us together with these people. It's a highlight for us when we can bring our customers to a race, especially the APC 300, where we can sit down and talk while having fun at the same time."

Jones is quick to point out that unlike a golf game, where attendance can be sketchy depending on interest, a racing event is a neutral entertainment that allows anyone to come and enjoy. "I find it [racing] to be very universal." CANUSA Sales and Motorsport manager Luke Ramsay agrees. "You can play golf with 3 other people, but you can take 20 or more customers to a race and everybody enjoys themselves."

Ramsay has seen this lesson in action first-hand. A little more than 7 years ago, Ramsay was a sales executive whose client was an active sponsor at Delaware Speedway. Using promotional passes he entertained many customers at the races and eventually became involved in the racing community himself, as a crew member for his brother Jamie Ramsay. Through Jamie's race team Luke was introduced to CANUSA, and shortly after put his sales and marketing background to work for the company.

In 2007 CANUSA shifted gears with its racing program. In addition to returning for a second year as title sponsor to the Delaware WWS Late Model division, and a renewed involvement in the season's grand finale the APC 300, CANUSA motorsports team involvement was re-developed. The company moved from a team sponsor to a 2-car team owner. The investment was made to give CANUSA a little more control over their teams, and the ability to make sure that the cars could get to the track each week looking professional and pristine. Also, having the cars on hand made it easier to schedule appearances, and meet other mid-week commitments.

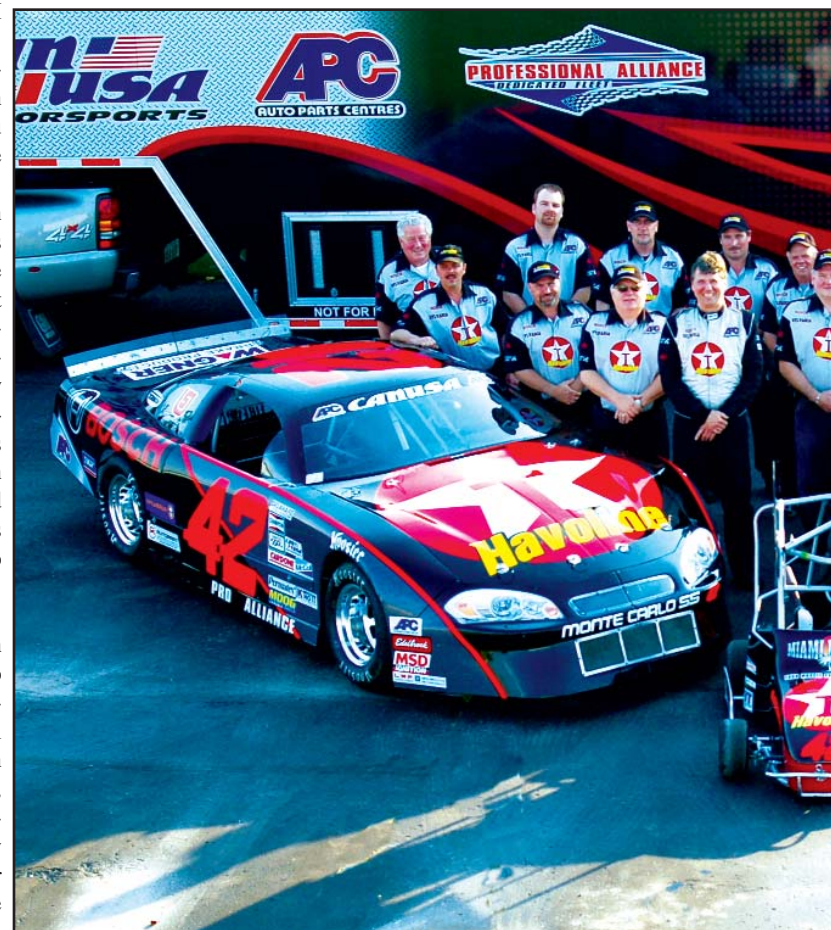
Doug Stewart remains the driver of the #42, and rookie Jamie Ramsay, who graduated from the Super Stocks, joins the team as driver of the #48. "The sec-

ond car was built to take the brands in front of more eyes, and get some exposure in new markets. We'll be running at Flamboro (Hamilton), Cayuga, and Sauble Speedways this summer, in addition to Friday nights at Delaware," says Ramsay.

Some may recall the involvement of CANUSA with the former Sportsman series, and others wondered why they

ly with the [WWS] Late Models and local grassroots racing."

CANUSA's passion for support of the weekend warrior, the weekly grassroots racer, runs deep through the company. Said Ramsay, "Some of the best racers are running local tracks, and they're busting their butts to get back to the track each week on their own dime, so I think it's important to give those guys a



From Left to Right: The #42 WWS Late Model of Doug Stewart and the #48 WWS Late Model of rookie Jamie Ramsay. B

never got heavily involved in Canada's national tour. When asked, the answer was that the national tour required too great an investment to achieve the national reach, which would not benefit CANUSA or its APC Stores who are all located in Ontario. Said Luke Ramsay, "The best bang for our buck is definite-

shot." With that thought in mind, CANUSA and APC Stores stepped up at Delaware Speedway and together created the APC 300 - the Super Bowl of grassroots stock car racing. A 300 lap event for local grassroots Late Model drivers with one of the richest single purses in Canadian racing. "There's a lot of fabulous drivers who run weekly, and we wanted to create a one-race opportunity for the best to race against the best on a long weekend in the summer. It's a great treat for the fans, and we hope a great experience for the drivers too."

This year's APC 300 will be held Sunday September 2nd at Delaware Speedway in London, and CANUSA is looking for a 40 car field. "It's a show-down, and we gotta put some history behind it to build it up to the notoriety of the Oxford 250 in the U.S." said Ramsay. The inaugural event was held last year on Labour Day weekend, with



TOGETHER WE WIN



31 cars taking the green flag for the feature. The race was won by Cole Pearn of Mt. Brydges, who picked up a cheque for a cool \$10,000 dollars for his efforts.

Networking at the speedway has been a key ingredient to the success CANUSA has had in developing strong partnerships with its suppliers and

the team are encouraged and developed; and that the brand loyalty built on the racetrack pays off when customers go back in the store for parts and accessories.

Said CANUSA driver Doug Stewart, "It's important that they feel a part of it, and that they know Jamie and they know me, and have a comfort level that if they come to a race they come over to

Night or at the Store's BBQ, I feel really lucky. So many guys would love to race, and for whatever reason, can't. I've been fortunate enough to do it now for 29 years, and I am so proud, happy, and lucky to be a part of it all."

There is a real sense of pride amongst the APC/CANUSA followers, and the results are generally a deeper involvement in the grassroots sport. Said Stewart, "CANUSA is an amazing company to deal with...they were supportive of me in good years and the bad...they're true car guys."

Visiting the office on a Monday morning, the number one question is: how'd our cars do on the weekend? With the race shop just across the street its not unusual for employees, customers or sponsors to drop by and say hi, chat with the team and find out how things are going. It's a very open, friendly and welcoming atmosphere that encourages a full team effort.

"The best bang for our buck is definitely with the [WWS] Late Models and local grassroots racing."

Luke Ramsay eloquently summed up their involvement by saying, "The one thing to know about CANUSA motorsports is the fun that we're having in a comradery between employees, and customers, and sponsors...Everybody comes together for a common goal. That's probably the most important thing we're doing."

Racing Program Gets Students Involved

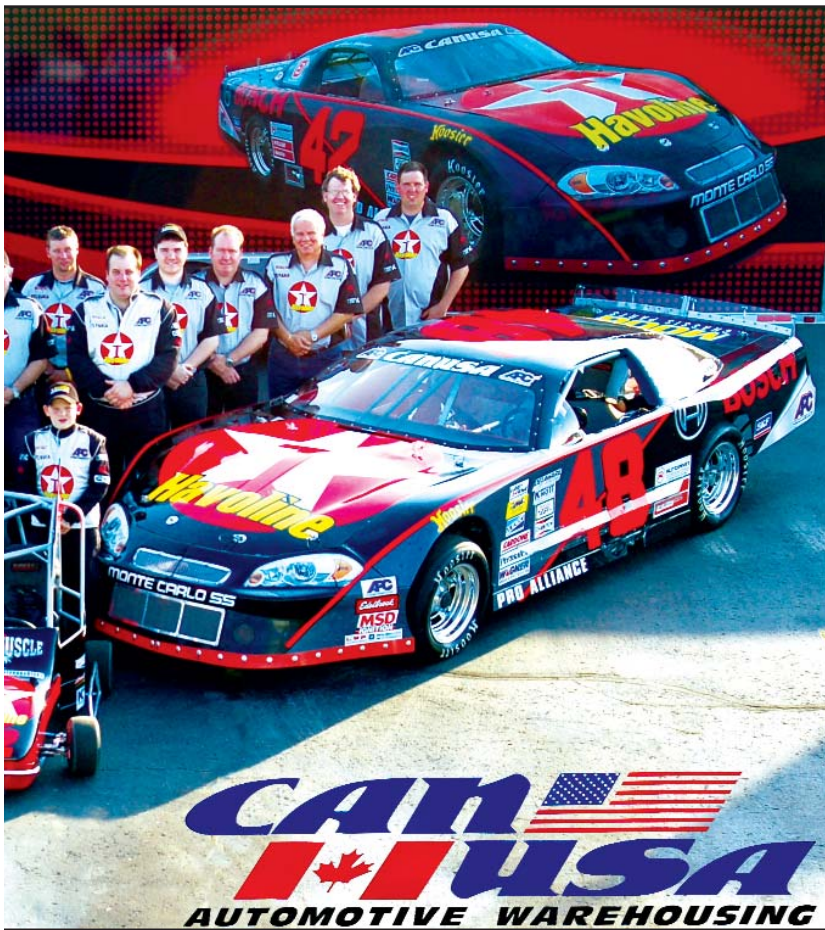
As a child Doug Stewart was drawn to fast cars. His interest was supported and nourished by family, as he would

watch both his uncle and father wheel racers around the speedway. Now a racer of nearly 30 years experience himself, Doug Stewart's 'other life' is as an automotive teacher at H.B. Beal secondary school in London; and in 1996, Stewart found a way to bring his two passions together.

A racing wreck had left Doug with an old damaged Sportsman Late Model that needed a lot of work if it was ever going to race again. He brought it into the shop and, with his grade eleven auto class, went to work repairing it from the ground up - the body, the suspension, the welds, everything. When they were done two exciting results had been achieved, one was that the race car was back on the speedway, and the other was that they had created the first Beal Racing program. "Kids who love cars, who only ever saw racing on TV or in video games, now have the chance to step through the screen and get hands on with the team and be a part of it."

building between the two classes. Says Stewart, "Last year's class tested at the end of May; This year's class tested 2 weeks into June. There's some fun ribbing going on in the shop, but it's all fun. The competition drives all of us to perform better and work harder, and no one is more competitive than teenage boys."

The plan for the #2 machine is to have Adam Quarrie shake it down over the next couple of weeks, offering feedback to the Beal class on what may need adjusting or tuning, and then the car



Stewart, the #42 Grand Bend Sprint of Nick Ramsay and the behind: Part one of the CANUSA Motorsports team.

customers. Bringing partners like Havoline, AC Delco and Bosch to the speedway, to have them experience first-hand the promotion they support financially, continues to pay dividends each year. The companies get to see the exposure achieved for their brand and the brand loyalty of the thousands of race fans who cheer on their driver and sport the logos on clothing and accessories. But the sponsor involvement goes even deeper. Every summer APC Stores around the province each host an open house/customer appreciation barbeque, and there is always a CANUSA race car on site. CANUSA drivers often attend with hero cards to hand out and sign autographs. CANUSA brings the opportunity to be up close to a race car right to the parking lot of each of their stores, practically the backyard for many of their customers. It's at these events that the feelings of unity and being a part of

the trailer in the pits to say hello. I invite them to sit in the car because if it wasn't for their company, and the loyalty in that company, we wouldn't have a race team... When I meet with all the CANUSA people at a Race



will be shared by Quarrie and Steve Book for the summer, with possible guest driver Jeff Pollard - a regular drag racer - jumping behind the wheel to see if he can go fast AND turn left.

So what lies ahead in 2008? Well, the class has started talks about wanting to build a street legal drag racer. Of course, they don't want to neglect their roots so they want it adjustable to turn left so that they can participate in

Stewart continued to race the car for the next four years, and continued to work his auto classes as a pit crew in training. Says Stewart, "The automotive business can go so many ways; to get kids interested you have to find interesting hooks to keep them involved. The race car was all stock, and it gave them an exciting opportunity to learn and apply skills - including math, physics, motor building, body work, and welding." The students learned all about the cars suspension, how it works and why; about weight distribution and chassis adjustment. These are all transferable skills.

Following a transition in the school, the Beal Racing program was put on the shelf for a few years, until it was reborn in 2006. The new class worked with Stewart to build the backup #42 Late Model, a car driven by Steve Book in the inaugural APC 300 that placed in the top half of the field. Now in 2007, the new class has built the #2 Late Model, first driven by racer Adam Quarrie on June 15th. Of course now with two cars having come out of the Beal shop, there's a friendly rivalry

the Throne Kings of the Hill spectator races at Delaware Speedway.

The Beal Racing program has been, and hopefully will continue to be, a great outlet for the technically talented to get involved in a school project. Often, the athletic and the academic are offered many programs to develop their interests while the technically gifted are left with very little activities to pursue. This program has brought those students to the great community at the speedway, where they continue to learn about safety, respect, and responsibility. Says Stewart, "They've definitely learned about deadlines...You've gotta be ready for race night."

