

Pirelli Porsche Racing Team Announces Selection of David Wiener Ventures

Sloan Urry Racing Taps DWV as Its Image, Brand, and Marketing Firm

SALT LAKE CITY, UTAH, US, March 21, 2016 /EINPresswire.com/ -- Salt Lake City, Utah – March 21, 2016 – [Sloan Urry Racing](#) has selected [David Wiener Ventures](#) (DWV) to provide image, brand, and marketing services to their top-tier Porsche racing team. In the fast-paced world of auto racing—speed, skill, and differentiation from the pack make or break the race. “In motorsports marketing, you need to stand out from



the crowd—the image and style of the car, the driver’s suits, and the entire racing team package,” says David Wiener. “When Sloan takes the podium, we want his image and style to reflect his championship talent—the same way his driving skills do.” No stranger to world of racing, CEO David Wiener has designed, created, and participated in this sport—including racing cars, building engines for the famed NART Ferrari team and shooting photographs of these events in the 70s as one of the youngest photographers in America.

Team driver, Sloan Urry stated, “We didn’t want the typical look that so many teams have. David’s unique branding and image ideas impressed us—along with his knowledge and passion for racing. DWV understands the impact of proper marketing and image management and has helped us create a stand-out brand within the Pirelli World Challenge. Most importantly, our sponsors; Security National Mortgage, Avasis software and the rest are thrilled with the direction DWV is taking the team.”

About Sloan Urry Racing

At 23, Sloan Urry is determined to win the 2016 Pirelli World Challenge GT Cup Series, and his commitment to the season is evident in his preparation and planning. Beginning with three wins and a second place finish in the first two rounds of the 2016 season, Sloan is pushing the competition, forcing them to try to keep up.

For 2016, Sloan will race for TruSpeed Autosports in the Security National - Avasis Porsche GT3 Cup car with TruSpeed Motorsports preparing the car and managing race prep to ensure success as the season goes on.

www.sloanurryracing.com

About David Wiener Ventures

David Wiener Ventures is an internationally acclaimed design and innovation studio that creates

exclusive and iconic products, vehicles, fashion and brands. It is a think tank for highly innovative business opportunities, developing complete programs to bring these opportunities to fruition through carefully integrated design, engineering, production, marketing, sales, product positioning and corporate identity development.

In addition to developing its own products and businesses, DWV's advisory services have been sought after by some of the world's best-known companies, such as Ferrari, Porsche, Nike, Ben & Jerry's, Columbia Sportswear, Old Navy, the U.S. Ski Team, Formula One and Indy Car teams.

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