

I am Jack Roush. And so are we.

The spirit of accomplishment is *alive* here. It's reflected in our higher set of standards. Mirrored in everything we do.

Celebrated daily in our workmanship and our work ethic...in our performance products and our racing teams. There is a fearsome, untold amount of *ability* at Roush. The *best* collection of the *best* minds are assembled here, from designers and engineers to tech writers and assembly technicians, along with the best technology and all the machinery to allow their ideas to be brought to *full realization*. This legacy of performance, technical excellence and care and concern for a job done right, permeates this company. We're Roush—if it's got wheels...there's nothing we can't do.

A *competitive* spirit—it is a force to behold.  
It is an innate urge that pushes you to go faster than the other guy,  
be smarter than the other guy, do better than the other guy.

It can't be suppressed. It is not something you can turn off.  
A competitive spirit makes it *impossible* to ignore a challenge; if you shaved  
a tenth of a second off the last lap, you *have* to come back tomorrow  
and go even faster; if you're happy with the car you just built, you *have* to  
come up with something even better next time.

This competitive spirit—this *obsession* to take on and excel at  
new challenges—runs deep in Jack Roush's blood. And it runs deep throughout  
his company. That's why you'll find only the most determined minds here,  
always looking for better ways to make better performance cars  
and better parts. It's why you'll find entire factories stocked with the very best  
technology and the very latest manufacturing equipment.

Our competitive spirit drives us to be more focused, more creative,  
more energetic and more successful than any other company in our industry.  
Roush is always ready, willing, and *compelled* to take on anything  
that comes our way. If you need it, we'll build it. If you want it, we'll design it.  
If you dream it, we'll create it. There really isn't a choice—we *have to*.

The urge to be the best is what makes a racer drive at 180 mph  
six inches from a cement wall. And it's what makes our company such a force  
in the performance car market.

To be sure, the unquenchable competitive spirit at Roush compels us to  
take on any worthy challenge with a worthy effort. We can't help it.  
It's what we do. It's what we are.

**Roush**  
**Competitive to the core.**

*You're in charge of producing the new prototype for the car show. For a moment, you let your mind wander, thinking how great it would be if the engineering team's views blended perfectly with the designers' visions, if you had every sort of manufacturing technology in the world at your fingertips, if there was perfectly efficient coordination between concepting, building, testing and refining this car, and even, if need be, you could make an eleventh-hour tweak to, say, the front fascia without missing the deadline. Then, you come back to earth.*

*"Yeah, right," you think to yourself.*

*"Dream on . . ."*

Some people just give up too easily—figure they're hoping for too much.

That's a condition Jack Roush never really suffered from.

His optimistic outlook and drive to succeed is what led him to go from building cars to racing them to creating an entire company of performance car experts. These experienced and enthusiastic people have been provided with every technological means at their hands to do everything from A to Z . . . churning out race car teams, performance packages, performance parts, and even complete concept cars.

What it all means is that a new product guy at Honda *truly can* 'dream on' about how well he wants his project to go, a younger tuner *truly can* 'dream on' about all the attention he'll get with that cool ride he's going to build himself, a retail marketing manager *truly can* 'dream on' about a championship NASCAR team wearing his logo.

So, think you can't really achieve what you want to achieve?

That your expectations are too unrealistic? Hey, don't ever let *anybody* tell you it can't be done—especially yourself. You're working with *Roush*, after all. So go ahead—hope, long for, hanker, aspire, expect . . . *dream on*.

Roush has everything it takes to make your lofty goal a reality.

**Roush**  
**Dream on.**

There are moments in life where it 'all comes together'.

Where all the skills you've learned, the experiences you've gained, all the time and effort and material you've put towards an endeavor converge at a pivotal point. Take racing. All those hours spent under the hood, all the meticulous machining of parts so they fit absolutely true, all the practice runs around the track, the adjustments to the suspension, the tweaks to the engine . . . and now, the green flag is about to drop—this is it. *This is the moment where it all comes together.* As a former racer and present owner of racing teams, Jack Roush has had plenty of experience with defining moments like this—moments where it all comes together. And he built a company where it all comes together.

A spirited factory filled with passionate and skilled performance car people of every discipline, as well as the very latest in designing, engineering, manufacturing and testing equipment. This all-inclusive force strives to help others achieve those defining moments, those moments where it all comes together: a faster start off the line, a successful unveiling of a new car, an envious look from a fellow enthusiast at a car rally.

Whether it's assembling a top-notch racing team, a stage three Mustang, or a new concept car from start-to-finish, Roush has everything to do it with—the people, the skills, the technology, the experience, the drive—to assure success is reached in that critical moment where it all comes together.

**Roush**  
**Where it all comes together.**

Design.  
Styling.  
Engineering.  
Testing.  
Blood.  
Sweat.  
Tears.

**ROUSH  
ENTERPRISES**

Where it all comes together.

Vehicles.  
Body kits.  
Suspension kits.  
Exhaust kits.  
Engines.  
Experience.  
Heritage.

**ROUSH  
PERFORMANCE**

Where it all comes together.

Skilled drivers.  
Seasoned mechanics.  
Top-notch crews.  
Proven ponies.  
Excellence.  
Tradition.  
Teamwork.

**ROUSH  
RACING**

Where it all comes together.

# ROUSH. | CREATIVE STRATEGY HONDA AUDIENCE

The vision.

The desire.

The deadline.

The clay model.

The digitized version.

The metal fabrication.

The injection molds.

The custom circuit board.

The adjustment to a design that meant a new injection mold.

The guys at the top asking, "when will it be ready?"

The special lighting package.

The special trim seats.

The big day.

The rumors. The speculation.

The last little wipe with a hankerchief . . .

And this is it.

The moment where it all comes together...



**ROUSH.** | **CREATIVE STRATEGY**  
**RACING TEAM AUDIENCE**

The months spent building the car.

The checking and rechecking of tolerances.

The careful machining of a needed part.

The practice runs through hot days.

The readjustments to the engine.

The long nights and early mornings.

The endless tinkering and tweaking.

The last-second fine tuning.

The final piece of advice from the pit crew . . .

And this is it. The moment where it all comes together...



**ROUSH.** | **CREATIVE STRATEGY**  
**CONSUMER-TUNER AUDIENCE**

The bloody knuckles and greasy pants.

The late nights in an unheated garage.

Foregoing the Xbox so you could buy the manifold.

Missing the football game to install the clutch.

Taking a toothbrush to all the wheels . . .

And this is it. The moment where it all comes together...

