



CORPORATE OVERVIEW

Callaway Cars Incorporated creates commercial value by providing driving enthusiasts with maximum satisfaction.

The company produces specialty vehicles, engineering services, and performance products that showcase technological sophistication, artistry in design, and beauty in craftsmanship.

Core Business Units

- Callaway Cars – Designs, develops, and manufactures high performance specialty vehicles and aftermarket performance products, marketed and distributed under the Callaway brand.
- Callaway Carbon – Designs, tools and manufactures structural carbon components for military, medical, aerospace and automotive clients.
- Callaway Engineering – Delivers a full range of contract engineering and manufacturing services, with special focus on development of high performance vehicles, systems, and components.
- Callaway Competition – Designs and constructs Corvette C7 GT3-R race cars for FIA GT and ADAC GT Masters racing series. Designs and fabricates complex components for automotive applications, specializing in advanced composite technology.

Callaway Management

- E. Reeves Callaway III – Company Founder and President
- Michael A. Zoner – Managing Director
- Peter Callaway – General Manager, Callaway Cars West
- Scott Rawling – Engineering Group Manager
- Chris Chessnoe – Callaway Dealer Program Manager

Callaway Genesis

In the beginning, there were underpowered sports cars. The energy crises of the early 1970's, consequent lower compression ratios, and crude first-generation emission controls had combined to emasculate performance cars to the extent that enthusiasts were in despair.

Enter Reeves Callaway. In 1973, Reeves was a young man who found himself unable to continue his racing career, even after winning the National Championship in SCCA's Formula Vee. He simply didn't have the money. It was a difficult time for the young man just voted one of the best of the new crop of SCCA racing drivers that year. Reeves was considered to have had the best pair of hands in Formula Car racing of any of the young American drivers. Contemporaries were notables such as Rick Mears and Emerson Fittipaldi.

Given his options, Reeves did what many race car drivers do; he went to work as a driving instructor. Working for Bob Bondurant, he became quite familiar with the intricacies and deficiencies of the 3-Series BMW. As the demo tour for BMW wound down, Reeves asked for and got one of the BMW 320i school cars with the intention of tuning for more power. Reeves had acquired a great many skills in his pursuit of becoming a professional race car driver. Among them were engine building, chassis tuning and component fabrication. Plus, he had the advantage of a great education, having received a BFA degree from Amherst College in 1970. Reeves knew that he could help the BMW in the horsepower department and took the 320i home to the garage behind his house in Old Lyme, Connecticut.

In the solitude that only inventor/craftsman types know, Reeves constructed and installed his first prototype turbocharger system. Don Sherman of Car and Driver found out about the car and arranged for a drive. He wrote a one-page article describing how exciting the car was with the newfound power. Don inadvertently made it appear as though Callaway was set to deliver turbocharger kits to the BMW community. The truth was that Reeves didn't even have a drill press, much less any of the real means to produce the components. It wasn't very long before BMW turbocharger system orders began to pour in and Reeves' racer resourcefulness was again valuable. Soon, Reeves and his friends were working at the house, in the garage, machining and assembling beautifully fabricated components, keeping up with the demand.

That was the genesis of a corporate philosophy that still applies today. There in stoic, rural New England, was born the Callaway tradition of development of the superior technical solution, with uncompromised engineering refinement, attention to aesthetics, and sophistication of end product. In 1976, Reeves founded Callaway Turbo Systems.

Callaway "C" Projects

For a number of years, Callaway designated each of its major projects with a "C" prefix. Here are C1 through C20:

- C1 – Turbo Systems 1977-1981
- C2 – HH Indy Car Engine 1979-1984
- C3 – Alfa Romeo Twin Turbo 1983-1986
- C4 – Twin Turbo Corvette 1987-1991
- C5 – Aston Martin Virage/AMR-1 1988-1989
- C6 – SuperNatural Corvette 1992-1996
- C7 – Callaway C7 1993-1996
- C8 – SuperNatural Camaro 1993-2002
- C9 – Callaway SS 1994-1996
- C10 – Corvette Ski Boat 1996-1997
- C11 – Land Rover 4.6 HSE Callaway Edition 1998-1999
- C12 – Callaway C12 1997-2001
- C13 – Holden Special Vehicles 1998-2003
- C14 – Mazdaspeed Protegé 2001-2003
- C15 – Z06.R GT3 Racing, Callaway Competition 2005-2015
- C16 – Callaway C16 2005-2013
- C17 – Callaway Corvette 2005-2013
- C18 – Callaway Camaro 2009-Present
- C19 – Callaway SportTruck 2011-Present
- C20 – Callaway Corvette 2014-Present
- C21 – Callaway AeroWagen 2016-Present
- C22 – C7 GT3-R Racing, Callaway Competition 2014-Present

Other projects included:

- Kohler Turbocharged Generator Sets 1985
- Iso Rivolta Grifo 90 1990-1991
- Speiss Twin Turbo V8 1991-1992
- Ruger Stutz DV32 Turbo 1993-2001
- Callaway Cyclone V16 2004-Present

Callaway Differentiators

- Forty years of automotive engineering project management, and over thirty years as an OEM supplier
- Systems-engineering approach and adherence to stringent development techniques, completing all engineering processes prior to commencing production
- Excellent brand reputation as accomplished manufacturer of high quality products and vehicles
- Streamlined organizational structure with stable, experienced management team for quick, certain response
- Extensive emissions system experience simplifies product development, facilitates regulatory compliance
- Exceptional in-house fabrication and manufacturing talent supports all prototype and production requirements
- Advanced carbon component manufacturing techniques and leading-edge materials provide unmatched fit and finish
- Multiple facility locations (California, Connecticut and Germany) facilitate Callaway-Customer relationships, allow multiple vehicle assembly points

Callaway Racing Milestones

- **1994 BPR Global Endurance Series.** Three podium finishes and GT2 category victories
- **1995 24 Hours of Le Mans.** Second and Third in GT2 (ninth and eleventh overall)
- **1996 Rolex 24 at Daytona.** Podium finish in GTS-1 with the Agusta Racing Callaway LM
- **1996 SCCA World Challenge.** S2 Drivers' Championship with the Agusta Racing Callaway LM
- **1996 SCCA World Challenge.** Rookie of the Year honors in T1 with the Callaway Camaro C8
- **1997 Rolex 24 at Daytona.** Successful introduction of the Callaway C7R
- **2001 24 Hours of Le Mans.** A LM-GT qualifier pole (by a wide margin) with the Callaway C12R. Plus, multiple GT-class poles in the 24 Hours of Le Mans in subsequent years
- **2007 FIA GT3.** Winner, Teams European Championship Callaway Corvette Z06.R
- **2007 FIA GT3.** Second Place, Drivers European Championship Callaway Corvette Z06.R
- **2008 FIA GT3.** Winner, Drivers European Championship Callaway Corvette Z06.R
- **2008 FIA GT3.** Third Place, Teams European Championship Callaway Corvette Z06.R
- **2009 ADAC GT Masters.** Winner, Teams' Championship, Callaway Corvette Z06.R
- **2009 ADAC GT Masters.** Second Place, Drivers' Championship, Callaway Corvette Z06.R
- **2010 FIA GT3.** Winner, Drivers European Championship Callaway Corvette Z06.R
- **2010 FIA GT3.** Second Place, Teams European Championship Callaway Corvette Z06.R
- **2012 ADAC GT Masters.** Second Place, Teams' Championship, Callaway Corvette Z06.R
- **2012 ADAC GT Masters.** Second Place, Drivers' Championship, Callaway Corvette Z06.R
- **2013 ADAC GT Masters.** Winner, Drivers' Championship, Callaway Corvette Z06.R
- **2013 ADAC GT Masters.** Second Place, Teams' Championship, Callaway Corvette Z06.R
- **2014 ADAC GT Masters.** Third Place, Drivers' Championship, Callaway Corvette Z06.R
- **2014 ADAC GT Masters.** Second Place, Teams' Championship, Callaway Corvette Z06.R
- **2015 ADAC GT Masters.** Seventh Place, Teams' Championship, Callaway Corvette Z06.R
- **2015 ADAC GT Masters.** Seventh Place, Drivers' Championship, Callaway Corvette Z06.R
- **2015 ADAC GT Masters.** Second Place, Gentlemen Championship, Callaway Corvette Z06.R

Callaway Racing Milestones (cont.)

- **2016 ADAC GT Masters.** Second Place, Teams' Championship, Callaway Corvette Z06.R
- **2016 ADAC GT Masters.** Third Place, Drivers' Championship, Callaway Corvette Z06.R
- **2016 ADAC GT Masters.** First Place, Gentlemen Championship, Callaway Corvette Z06.R
- **2016 ADAC GT Masters.** Second Place, Junior Championship, Callaway Corvette Z06.R
- **2016 STT (Spezial Tourenwagen Trophy) H&R Cup.** First Place, Drivers' Championship, Callaway Corvette Z06.R
- **2016 STT (Spezial Tourenwagen Trophy) National.** First Place, Drivers' Championship, Callaway Corvette Z06.R
- **2016 Norwegian GT Championship for Drivers.** First Place, Callaway Corvette Z06.R

Callaway Vehicles, 2017

- Callaway Corvette – Callaway installs system-engineered performance packages that convert Corvettes to Callaway Corvettes, with two versions: 627 hp Stingray (SC627) and 757 hp Z06 (SC757). Standard equipment includes a Callaway-designed, patented GenThree™ supercharger system with TripleCooled™ intercooling, supercharger surround hood trim, high-flow intake systems, carbon mid-engine covers, laser engraved door sill panels, embroidered floor mats, specific interior and exterior badging, authenticity documentation and a 3 year/36,000 mile warranty. Options include Callaway Sport exhaust system, short throw shifter, wheel and tire packages, an extended 5 year/60,000 mile powertrain service contract, a Callaway-embroidered car cover, and Callaway Factory Delivery. National Corvette Museum Delivery is also available.
- Callaway Camaro – With a product approach similar to that of the Callaway Corvette, 630 horsepower SS-based Callaway Camaros and 750* horsepower ZL1-based Callaway Camaros are equipped with performance packages engineered to enhance power and aesthetics. Optional equipment includes Nine-Spoke FlowForged wheels, a Callaway-embroidered car cover, an extended 5 year/60,000 mile powertrain service contract, and Callaway Factory Delivery.
- Callaway SportTruck – As with Corvette and Camaro, Silverados, Tahoes and Suburbans, are also available with Callaway performance packages. In 2WD or 4WD, 480, 490 and 560 hp Callaway SportTrucks provide the utility and convenience that only pickups and SUV's can deliver.

* "Camaro SC750" model designation and horsepower rating shall be finalized following Callaway powertrain validation.