

Richard Adams

From: Adams Racing [adamsracing@cmout.com]
Sent: 25 January 2009 23:03
To: enquiries@adamsracing.co.uk
Subject: [TEST] Welcome to the 3rd Gecko Tyres Newsletter

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GECKO® NEWSLETTER No. 3 (January 2009)

This is the third newsletter from Adams Racing Limited - the home of Gecko Tyres.

Gecko Tyres at better prices.

Adams Racing Limited are benefitting from good growth in exports as they are attracting new orders from abroad where other currencies have grown significantly in strength versus the GBP (£). Adams Racing Limited can now offer distributors around the world extremely competitive pricing on the Gecko tyres as the GBP (£) has lost around 30% of its value in the last 6 months, this means the prices to distributors around the world have effectively reduced by the same amount in that time as we have aimed to keep our processing costs down.

Please see the Microtech Racing Gecko Tyres page for an example of UK Gecko tyre pricing. Microtech are our exclusive UK retailer.



*Gecko tyres at
better prices.*

http://www.microtechracing.com//product_select.asp?ID=10016&Pcat=&list_type=X&Name=GECKO

If you know any distributor/retailer (outside of the UK, North America, Italy and Sweden) who might be interested to take on the growing Gecko tyre range, please ask them to email their interest to: enquiries@adamsracing.co.uk

Gecko 1/12th development



1/12th Gecko Foam rubber donut...

Having already had top drivers testing Gecko rubber on standard 1/12th wheels with outstanding results, Adams Racing are now planning to introduce a new range of 1/12th glued and trued foam rubber tyres (using our own new best design Gecko wheel) later in 2009.

Ahead of this development, we are now installing new tooling to make 1/12th Gecko rubber 'donuts'. The first donuts should be ready by the end of January. If you would like to find out more about our new 1/12th Gecko foam rubber donuts please contact us at info@geckotyres.com giving details of your interest and what you would like to do with them i.e. test, sell etc...

Would your RC car racing friends like to win their first set of Gecko tyres?

If you have some friends who might be interested in winning their first set of Gecko tyres why not suggest they log onto our web site and register for the 'Gecko Tyres Newsletter' which will then make them eligible to win a set of Gecko tyres every month. please ask them to go to [link](#) and complete the registration form which is the 'contact' page on the web site.

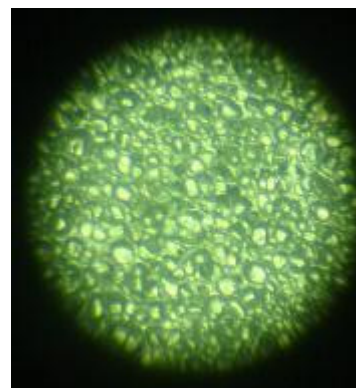


A free set of Gecko tyres to win.

Gecko foam rubber technology - offers new opportunities

For some years now we have been hearing of the decline in the use of foam tyres for Electric touring car (Sedan) around the world. The reason for this, we felt, was due to the age old problems of 'sheet' manufactured foam rubber tyres. This 'Sheet' processing method has for many years used similar compounds coming from a couple of sources in the world and has meant that foam tyres, particularly for Electric indoor racing, have had the same old limitations i.e. poor & irregular wear rates, poor chunk resistance, poor bonding and quite unpredictable drive qualities. Also in many countries these sheet foam tyres are still being used with additive to improve grip/traction. As some of you know we looked at this and thought there is a better way and Electric Gecko tyres are the result.

Gecko tyres have a 100% constant hardness across the tread which ensures a 100% contact patch not possible with the laminated sheet system and all in new unique formulations. In Europe we are proving that the Electric Gecko tyres have far superior grip and significantly better wear rates and the wear rates are also more predictable. Together with good chunk resistance and a good bond all this means the tyres last far longer and perform far better. A key point here perhaps is that we are doing this without the need for additive to get the good traction. Additive is banned in some RC classes in some countries because of the damage it causes carpet, its health problems and it is an extra cost plus it brings a lot of variation in its use and application i.e. different rates of evaporation etc...



Gecko foam rubber

However, additive is still likely to be widely used for some time to come so we are developing our experience with Gecko tyres and additive in order to get the most from our tyres. We are currently making new recommendations for our drivers to deal with 'high additive' conditions where a very low sidewall is preferred, and the results are becoming just as outstanding compared to other major brands as when no additive is used.

Electric Gecko - an Ideal 'SPEC' /'control' tyre for great racing

With our competitive prices and other benefits discussed above maybe now is the time to consider the Electric Gecko tyre as a 'SPEC' tyre. We could supply clubs and major events with a consistent single hardness hard wearing foam rubber 'SPEC' tyre that will grip far more than any rubber tyre and still have an excellent life. Also with clubs that don't want to use it, you don't need additive to still enjoy great racing which means



Try Gecko SPEC tyres for your competition racing.

all the problems with additive can be avoided and the drivers can have a far more exciting, healthier! and cost effective way of racing Touring Cars indoors. In Europe we are now seeing clubs move over to the Electric Gecko tyre from rubber tyres&nb sp;for many of the above reasons. If you would like to try or promote Gecko tyres as a 'Spec'/'control' tyre, please email us at the following: enquiries@adamsracing.co.uk indicating your interest and the properties you would like to see in a TC 'SPEC' tyre.

Gecko Tyres had a great start to 2009 winning both Stock and Sport categories at a major 1/10th Electric TC race event in Florence on Sunday 4th January

1/10th Electric Gecko tyres helped Matteo Berlincioni win the Stock (13.5 motor) category at a major 1/10th Electric TC (Sedan) racing event on carpet in Florence, Italy on the 4th January. The Electric Gecko tyres were even more outstanding in the Sport (10.5 motor) category where Fabrizio Batisti won with Massimo Fabiani (2nd), Andrea Simari (3rd) and Alessio Menicucci (4th and TQ) all using Electric Gecko tyres. 6 of the ten 'A' finalists were on Electric Gecko tyres. Around 80 of the best Electric TC racers in Italy attended the event with the best foam tyre competition all in evidence but struggling to keep up with the standard Electric Gecko tyre product. For more information on Gecko tyres in Italy please see www.speedrc.it or email info@speedrc.it



Fabrizio, Massimo & Andrea make it a 1, 2 & 3 on Gecko tyres in the Sport class.

TMA marketing in North America

Our North American Distributor, Team Marketing America (TMA) are making good progress in

getting the Gecko tyre message across to RC drivers in North America particularly now that they have the new 1/10th Sedan Electric Gecko 'Competition 53' tyre in stock.

- TMA & Gecko tyres will be co-sponsoring the annual 2009 ROAR Carpet Nationals In Cleveland Ohio at 'The Gate' . This is one of a number of significant events Gecko tyres will be sponsoring through 2009 and on.
- TMA have arranged for a series of three ads in the April, May & June editions of RC Driver
- TMA are maintaining a presence with banners on RC Tech and some very informative product pages on their own distributor web site www.teammarketingamerica.com and also their retail web site www.racedayhobbies.com



Adams Racing Limited is planning to visit the Nuremberg Trade fair on the 9th & 10th February, if any of you are planning to make it to the Nuremberg Trade fair this year and would like to talk about Gecko tyres in more detail please email us at enquiries@adamarcing.co.uk to set up a meeting.

If you have a subject that you would like us to discuss in these news letters please let us know.

The 4th Gecko Newsletter will be issued mid February



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