

HOW TO SCORE POINTS AND LAND ON THE HOT LIST



Beat the Heat

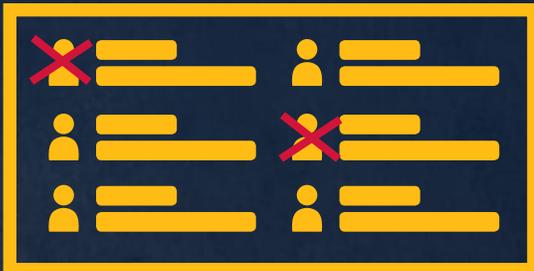
Make the Hot List Top 5 and earn your spot in the 2014 Stock Car Dream Challenge 2 finals!

If you're reading this, then congratulations—you were crafty enough to enter the PEAK Stock Car Dream Challenge 2. If you haven't registered yet, you'll need to do that before you can make it onto our Hot List of drivers leading the points chase.

At the end of the Contest, our Top 5 Hot List points leaders will be invited to battle it out with the rest of the finalists for the coveted title of the PEAK Stock Car Dream Challenge 2 championship—and for the chance to become a PEAK Stock Car Dream Driver. The "hotter" you are, the better your chances of competing for the title. So do what you have to do to earn as many points as you can!

| NAME | AGE | POINTS |
|-----------------|--------------|--------|
| JOHN DOE RACER | 25 YEARS OLD | 1,000 |
| JANE WILSON | 27 YEARS OLD | 950 |
| BILLY BEE C. | 18 YEARS OLD | 900 |
| MUNDO D. | 28 YEARS OLD | 850 |
| MIKE T. | 45 YEARS OLD | 800 |
| MIKE MARIO | 30 YEARS OLD | 750 |
| TOM WILSON | 21 YEARS OLD | 700 |
| CHRISTOPHER DEW | 42 YEARS OLD | 650 |

The Hot List Is Your Hit List



In order to shake and bake your way onto the Hot List, you need to put these leaders down a lap. And the only way to do this is by racking up even more points than the initial 100 you received for entering. The best way to earn more points is by being more social (as in social networks). Get points by sharing your entry with friends, family, coworkers and classmates. Here are even a few easy ways to do just that.

Holla @ Friends and Family

Some of your friends and family might not be down with the social networks (like your aunt with all the cats for one). No worries, because we've created a unique bit.ly web address for your entry that you can easily share by copying and pasting onto an email message. Consider it your own little fan page (because you mean so much to us). Now all you need is a merchandise trailer and you'll be set.

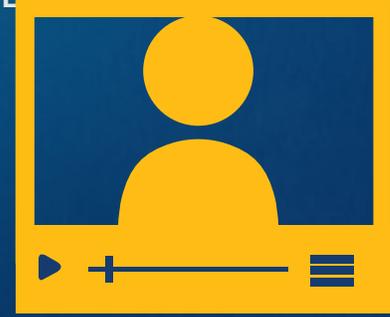
Go Viral With Votes and Views **+5 points per vote**

Your video entry submission already puts you on a path to stardom. You'll score 5 points every time someone votes for you on your page. Tell your friends and family (and anyone else you can think of) to vote either via Facebook, or by simply registering their email address at peakstockcardream.com. Spread the word—and snag as many votes as possible to separate you from your fierce competitors.

Not 500 Miles, 500 Views

+500 points

If you share your entry enough (or if your last name is Waltrip), you should have no problem reaching 500 unique video views, and for that, we'll award you with another 500 points.



Like and Share + 100 points

If you aren't on Facebook, get on Facebook. Your mom is on Facebook, along with a billion other people. All you need to do is 'Like Us' on Facebook (facebook.com/peakauto) and share your entry with your friends in a post by pasting your unique bit.ly web address. Be sure to tag @PEAK Antifreeze & Motor Oil in the post to earn 100 easy points (limited to two separate posts only).

Tweet Tweet + 100 points

If you're on Twitter you can follow us at twitter.com/peakauto and share your entry by tagging @peakauto with your unique bit.ly web address in a tweet. Each tweet will score you another 100 points (limited to two separate tweets only).

Snap and Share **+250 / +1000 / +2000 / +3000**

You can even take your social media game up a notch by completing some simple photo and video tasks. These tasks result in points, and points help you climb the Hot List ranks. Remember, the Top 5 Hot List point-earners go to the 3-day challenge, so every single point counts! Start by doing any of the below and be sure to tag @peakauto and use the #PEAKscd hashtag. Easy, right? Get on it!

- Upload a pic to Instagram of you at any motorsports event you're attending or competing in (250 points)
- Upload a pic to Instagram of you in any auto parts store with your favorite PEAK product (1,000 points)
- Upload a pic to Instagram of you using PEAK product in your ride (2,000 points)
- Upload a video to Instagram of you showing us your skills either on or off the track (juggling, weird talents, your best lap, etc.) (3,000 points)

Photos and videos can only be earned once, so make those points count!

Sounds like a lot of work, huh? Well, competition is as much drive (no pun intended) as it is talent. How bad do you want it? Show us—and show your friends and family—that you're in it to win it by scoring as many points as you can!

