



Ty and Austin Dillon have more to talk about than just being Richard Childress' grandsons: they can really drive. Just entering the sport, Austin was heating up the short-track Late Model Dirt circuit while Ty was blowing away the field in Legends. We worked with the team to develop:

- The DMR racing logo
- Team apparel
- Promotional driver's cards
- Strategies and architecture for a comprehensive website highlighting both boys, their different cars and support teams, and keep up with the massive PR around a couple of rising stars in the sport



**MEDIAFIT**  
Strategic Marketing & Advertising

6285 Shallowford Road, Suite 180 • Lewisville, NC 27023 • Ph: 336.945.0206  
Toll Free: 1.888.756.3342 • F: 336.945.0287 • www.MediaFit.net