



## KRISPY KREME CRUISER

### *Frequently Asked Questions*

#### WHY IS KRISPY KREME DOING THIS?

- This year is Krispy Kreme's 75<sup>th</sup> Birthday, and this is one of several ways in which we will be inviting our fans from across the country and the world to join the celebrations.
- Reminiscent of the early years when Krispy Kreme would mobilize its small fleet of delivery trucks to bring its signature doughnuts to fans of all ages, The Krispy Kreme Cruiser is a newly restored and bowtie branded 1960 Flxible Starliner helmed by Krispy Kreme brand ambassadors who will guide the sweet ride across the country inviting fans to join in the 75<sup>th</sup> birthday celebration of the world's most famous doughnut.
- Because our purpose is to "touch and enhance lives through the joy that is Krispy Kreme" we felt that it was important to get out of our shops and take the party on the road.

#### WHY DID YOU CHOOSE THIS VEHICLE?

- We knew that the vehicle itself would say a lot about the Krispy Kreme brand, and that it had to be just the right balance of nostalgia, retro and cool.
- Early on, we contacted our friend Richard Childress for help. He volunteered Danny Lawrence, one of his head engine guys and car buff, to help us find the right ride.
- We searched the entire country, and there were a lot of possibilities. But our search always seemed to come back to the Flxible.
- The first Flxible Clipper rolled off the line in 1939. It is also about to celebrate its 75<sup>th</sup> birthday.

#### WHAT IS THE CRUISER GOING TO DO, WHERE WILL IT GO?

- We have already booked about 500 stops in 175 days in 37 states over the next 12 months.
- It will be hitting everything from local festivals and state fairs; little leagues to the big leagues; college sports and pro sports; and local race tracks to professional racing event. It will also be at a celebration our 75<sup>th</sup> in our hometown of Winston-Salem, NC.
- Along the way, it will stop by the nearly 250 Krispy Kreme Doughnuts shops around the country.

#### WHAT IS YOUR CONNECTION WITH RICHARD CHILDRESS RACING (RCR)?

- RCR and RCR promotions are handling all of the logistics and driving for us.
- They have been a huge help in finding the Krispy Kreme Cruiser and planning our travel.



### WHAT IS YOUR CONNECTION WITH VICTORY JUNCTION?

- Founded in October 2000 by NASCAR legend Kyle Petty and his wife Pattie in honor of their son Adam, Victory Junction is a uniquely designed and operated camping facility that provides camping experiences for children with chronic medical conditions and serious illnesses from throughout the country. [www.victoryjunction.org](http://www.victoryjunction.org)
- Over the last five years, Krispy Kreme has supported Victory Junction through employee volunteers and a n in-stores Drive For 45 fundraising campaign that has helped to raise over \$800k for camper scholarships.

### HOW WILL PEOPLE KNOW WHERE IT WILL BE AND WHEN?

- By going to [KrispyKremeCruiser.com](http://KrispyKremeCruiser.com) or [GlazeTheNationTour.com](http://GlazeTheNationTour.com).
- The Cruiser is outfitted with a GeoNavigator that will send a signal to the microsite letting people know exactly where they can find it in real-time. We will be updating the site with the schedule, events, pictures and videos as it makes its way across the country.

### ARE YOU SERVING HOT ORIGINAL GLAZED® DOUGHNUTS FROM THE CRUISER?

- While the Krispy Kreme Cruiser is not equipped to make doughnuts, we will be loading up Hot doughnuts every time we stop at a Krispy Kreme, so we can share them along the way.

### WHAT KIND OF RESTORATION DID YOU HAVE TO DO?

- We shipped it from California directly to Outcast Kustoms in Mooresville, NC. They are experts in customizing large vehicles and making them unique.
- Working with Kelvin and April Locklear, Outcast Kustoms' owners, we developed a plan for restoration.
- Because the Cruiser was going to travel up to 50,000 miles each year, we decided that the best thing to do was take it all the way down to the bare metal and restore it from scratch.
- It has all new mechanicals, a new Cummins 5.9 Turbo Diesel Engine, new automatic transmission, new wiring, new plumbing, new interior, new tanks; they had to completely restore the body and media blast the entire bus; it has all new gauges, steering, HVAC, generator and more.
- We had some terrific people working on the restoration including NASCAR drivers Ron Hornaday and Ted Musgrave.

### WHAT WAS THE COST TO RESTORE THE BUS?

- Let's just say that we spent what it cost.

