



Bridgeway to Success™

May 2009

**EXCRUCIATING
ATTENTION TO
DETAIL BUILDS
TRUST.**

The Ultimate Supplier

Imagine you're in an ultracompetitive industry and being so good that you've captured half the market. That's Brick Kiln Racing Group, supplier to half the auto racing teams in Formula 1— the world's biggest televised sport.

Brick Kiln paints race cars. Simple enough, you might think. So how do they stand apart? *Commitment* and *attention to detail*. A dedicated three-person unit is assigned to the cars of each race team. In the frantic lead-up to a new season when countless design variations are being tested (and often damaged) on the race track, each team member will routinely log 120 hours of *overtime* a month. How important is detail? Each coat of paint must be no more than 60 microns thick (paint carries weight and weight slows the car). Every detectable line and bump must be expertly polished out by hand. Dust must be meticulously controlled. Dust particles can impede a car's aerodynamic performance by two-thousandths of a second per lap. *Two-thousandths!* Insignificant? A hundred such variables – and there are many, many more that affect the performance of an F1 car – translate into two-tenths of a second per lap. Two-tenths can mean the difference between qualifying first or fifth.

Each three-person unit is not allowed to see the cars of other F1 teams. Since each team's cars have hundreds of distinct features, each of which can make the difference between success and failure, confidentiality is absolutely critical.

Intense commitment and excruciating attention to detail equals trust. Brick Kiln's clients count on it. Can your clients count on you?

Michael Canic