



***The Ultimate Drive***  
***(formerly Drive for the Cure)***

**Concept**

Field two 16-car demo caravans to visit dealerships for test drive events

Donate \$1 per test drive mile to support a women's health cause

**Hurdle**

Finding reliable manpower to transport cars from event to event

**Solution**

Tap into an underutilized asset, a "club" of husbands of breast cancer survivors to move the fleet and generate \$1.5 million annually