

The greatest discoveries have come from people who have looked at a standard situation and seen it differently.

- Ira Erwin



“Never underestimate a vegan hippie chick with a race car” – Leilani Münter

Who is Leilani?

Biology Graduate – University of CA, San Diego

Professional Race Car Driver

Environmental Leader and Activist

Featured in 2015 Emmy-nominated documentary “Racing Extinction” by the Academy Award winning filmmakers from “The Cove”

Delivered 100+ keynote speeches. Spoke at the United Nations in Geneva in 2015.

Board of 3 non-profit orgs: Oceanic Preservation Society, EarthX Film and Empowered By Light

Published writer on: The Guardian, Fast Company, and Huffington Post

Founder of VegNation clothing line




“A Woman We Love” – Esquire Magazine

A biology graduate,
who became a race car driver,
who became an environmental leader...

Leilani believes it is essential for humans to **adapt and evolve the way we are living to a sustainable way** that does not destroy the world around us. She is a strong advocate for renewable energy, solar power, electric cars, plant based diet and animals. Leilani wants our future to be a cleaner and kinder world.



“Leilani has landed a starring role.” – USA Today




As a unique and authentic voice in both the racing and environmental world, Leilani reaches a large number of communities:

1. Race fans
2. Environmental and ocean organizations
3. Renewable energy sector
4. Women and girls
5. Entertainment and film
6. Political figures
7. Plant-based diet and health
8. Animal rights advocates
9. Business executives

Leilani was named the #1 Eco Athlete in the World by Discovery's Planet Green



RACING



Leilani set the record for the highest finish for a female stock car driver in the history of Texas Motor Speedway when she finished fourth in 2006.

That same year, Leilani became the first woman in history to qualify in the 45 year history of the Bettenhausen Classic in Indiana.

Leilani has 9 top fives, 21 top tens, and 36 top 15 finishes in 57 starts.

“Leilani was fast and consistent at Daytona.” – Autoweek

“Leilani has the potential to become one of the top drivers in the next generation of racing stars. She’s not intimidated. She’s not a good ‘woman’ driver – she’s just a good driver.”

– NASCAR driver and team owner Andy Hillenburg



“One of the top ten female race car drivers in the world.” – Sports Illustrated



Leilani is the fourth woman in history to race in the Indy Pro Series. She made headlines when she qualified 5th for her open wheel debut in 2007.

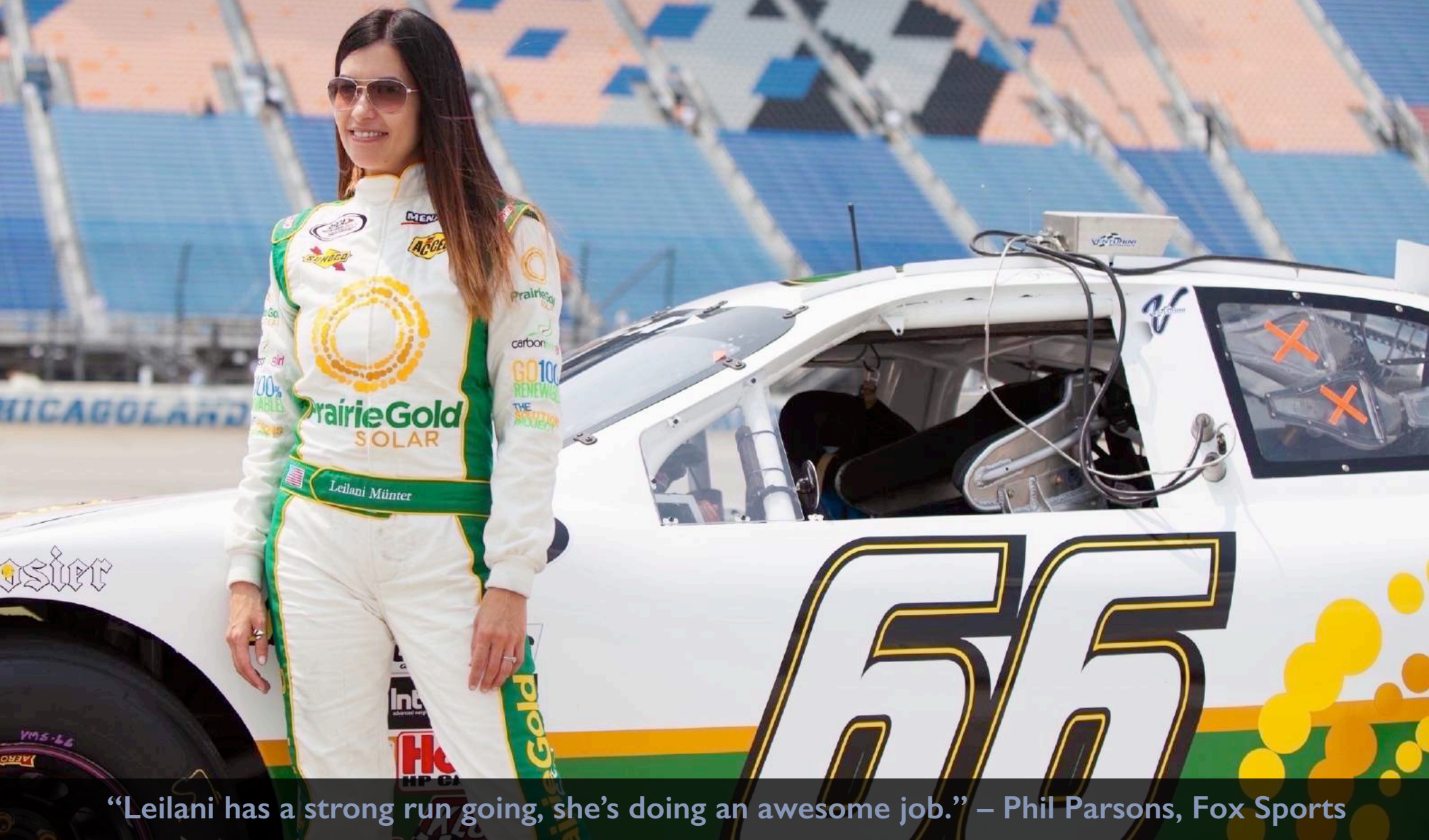
Four time Indy 500 Champion Rick Mears praised Leilani after watching her debut, “Leilani did a great job. I’m looking forward to seeing her race some more.”

“Leilani impressed not only me, but she also impressed a lot of people at the Indy Racing League. She had a phenomenal race going.” – IndyCar driver Jaques Lazier


“Leilani impressed a lot of people here.” – Indianapolis Motor Speedway Network

“She has the ability to drive a stock car. It's encouraging to me to see a female do that because a lot of them can't. There are a lot of peddle pushers, very few of them are race car drivers.”

– NASCAR Legend Donnie Allison



“Leilani has a strong run going, she’s doing an awesome job.” – Phil Parsons, Fox Sports



“The sheet metal of a NASCAR race car is one of the most valuable properties in US marketing.” – Nielsen Media Research

Fortune 500 companies sponsor NASCAR more than any other sport.

The three largest sporting events in the the USA are auto races – the Indy 500, the Daytona 500, and the Talladega race.

Of all sports enthusiasts, race fans show the highest level of brand loyalty and brand awareness.

“Leilani is a multi-talented rising star.” – Indianapolis 500 program



NASCAR has 75 million fans that purchase over \$3 BILLION in annual licensed product sales. Auto racing is a \$43 billion industry with 25% of every marketing dollar spent on motorsports. Nearly one third of Americans consider themselves fans. Auto racing is the number two sport on television, second only to NFL. More people tune in to watch NASCAR than baseball, basketball, and hockey combined. NASCAR races are broadcast in over 150 countries. **Women make up nearly half of the auto racing audience** both on television and trackside. 31% of NASCAR fans are under age 34 and 38% of NASCAR fans have families with kids under age 18.

“If anyone ever doubts your ability to drive a race car, have them call my cell phone.” – Terry Barden



Leilani's goal is to bring environmental awareness to the largest crowd possible in her sport through the NASCAR Cup Series. There, she will get a shot at history to become the first woman to make it to victory lane at the Daytona 500.

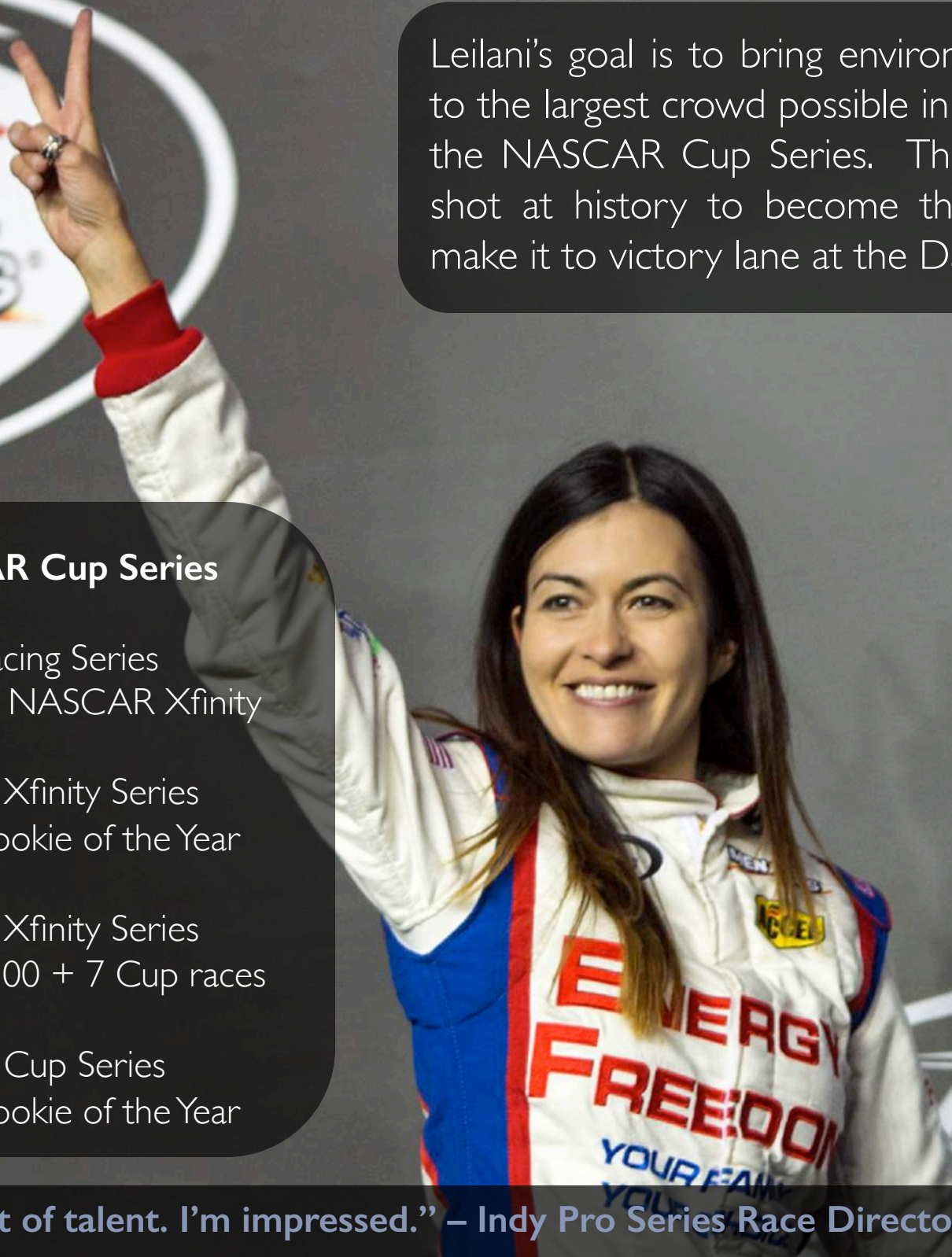
Road to NASCAR Cup Series

2019 – ARCA Racing Series
7 Races in NASCAR Xfinity


2020 – NASCAR Xfinity Series
Run for Rookie of the Year

2021 – NASCAR Xfinity Series
Daytona 500 + 7 Cup races

2022 – NASCAR Cup Series
Run for Rookie of the Year



“She has a lot of talent. I’m impressed.” – Indy Pro Series Race Director Butch Meyer



The NASCAR Xfinity Series is the second highest level of NASCAR and the second most watched racing series in the USA. All races air on NBC Sports. The ARCA Racing Series is the second-longest running championship racing series in the country and is the #1 established route to the highest levels of NASCAR. In 2018, ten speedway races will be televised live on Fox Sports 1 and 2 in over 84 million homes in North America.

“Leilani Münter is our new favorite NASCAR driver.” – Esquire Magazine

92% of ARCA race fans purchase name brand products that sponsor racing. At Kansas Speedway in 2010, Leilani's sponsor Operation Free, a group of veterans fighting for clean energy, had **over 30,000 race fans visited Leilani's display** during race weekend to talk about clean energy with the veterans.

Family Income

- 11% - over \$100k
- 12% - \$75k to 100k
- 28% - \$50k to 75k
- 17% - \$40k to 50k
- 13% - \$30k to 40k
- 12% - \$20k to 30k
- 7% - less than \$20k

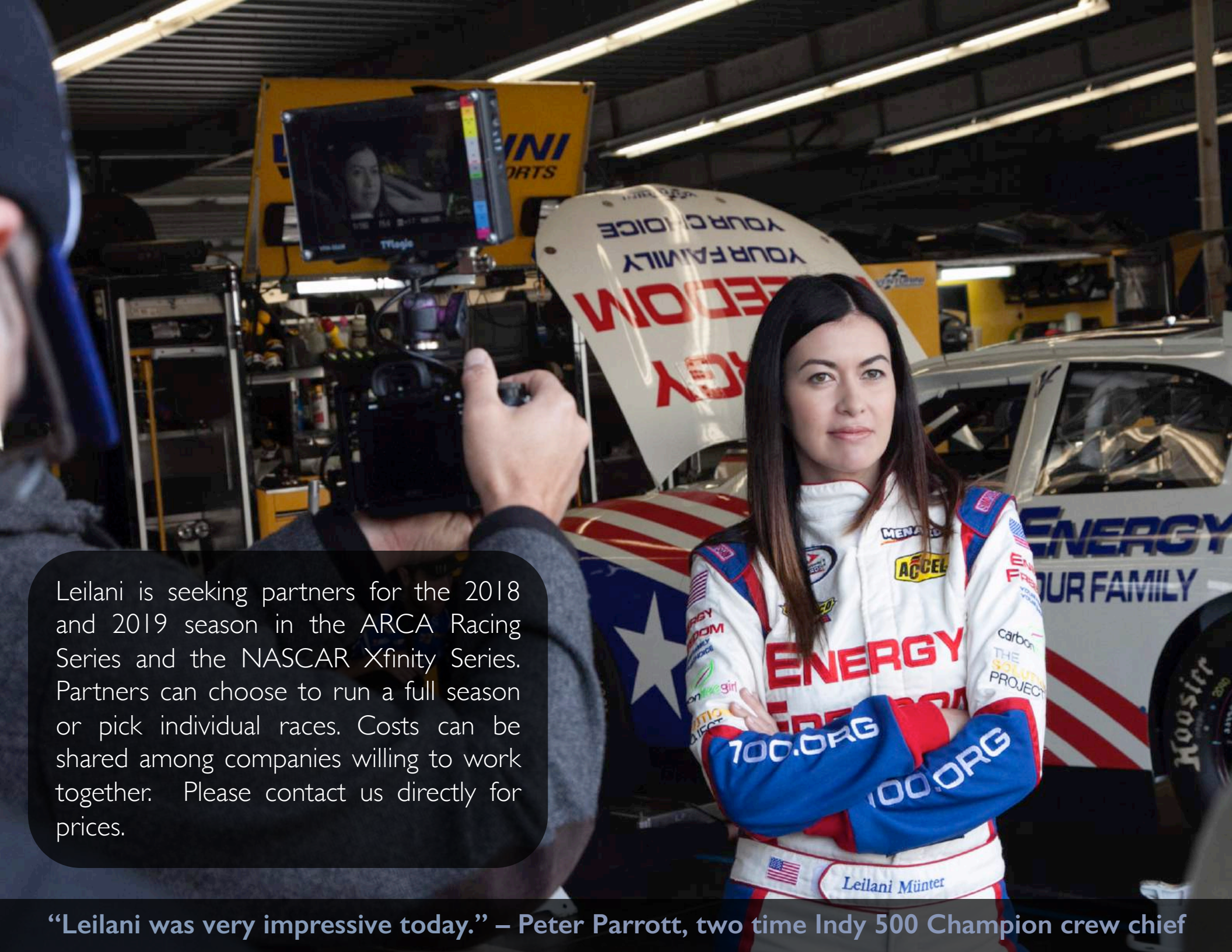
“Leilani Münter is The Face of Activism.” – Vegan Lifestyle Magazine

2018 ARCA Racing Series Televised Race Schedule

Date	Track	Television	Other Series Racing
Feb 10	Daytona (FL)	FS1 Fox Sports 1	NASCAR Monster Energy Cup
April 27	Talladega (AL)	FS1 Fox Sports 1	NASCAR Monster Energy Cup
May 24	Charlotte (NC)	FS1 Fox Sports 1	NASCAR Monster Energy Cup
June 1	Pocono (PA)	FS2 Fox Sports 2	NASCAR Monster Energy Cup
June 8	Michigan (MI)	MAVTV	NASCAR Monster Energy Cup
June 28	Chicago (IL)	FS1 Fox Sports 1	NASCAR Monster Energy Cup
July 27	Pocono (PA)	FS1 Fox Sports 1	NASCAR Monster Energy Cup
Oct 19	Kansas Speedway (KS)	FS1 Fox Sports 1	NASCAR Monster Energy Cup



“Racing gives Münter a megaphone she wouldn’t have without the sport.” – PV Solar Report



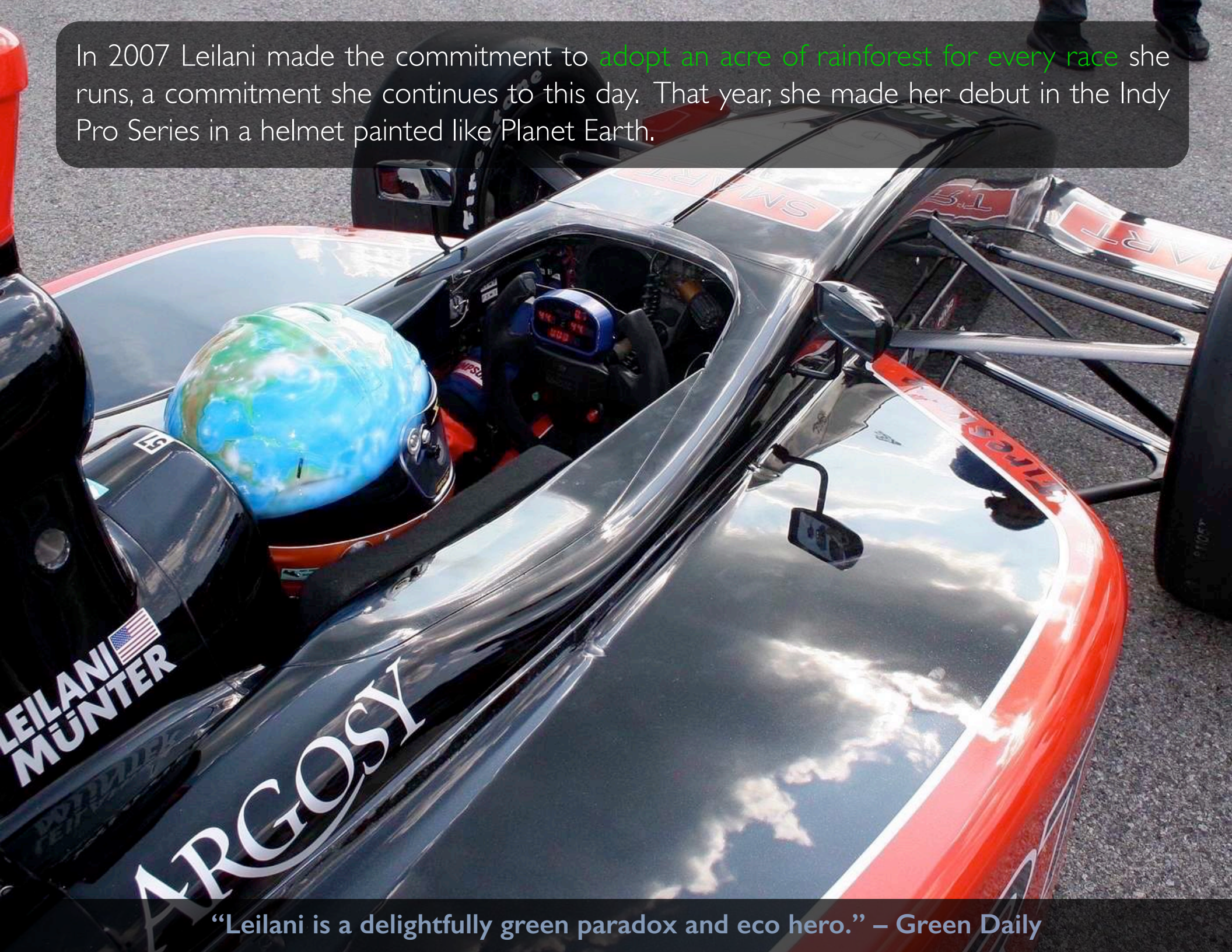
Leilani is seeking partners for the 2018 and 2019 season in the ARCA Racing Series and the NASCAR Xfinity Series. Partners can choose to run a full season or pick individual races. Costs can be shared among companies willing to work together. Please contact us directly for prices.

“Leilani was very impressive today.” – Peter Parrott, two time Indy 500 Champion crew chief



ENVIRONMENT

In 2007 Leilani made the commitment to **adopt an acre of rainforest for every race** she runs, a commitment she continues to this day. That year, she made her debut in the Indy Pro Series in a helmet painted like Planet Earth.



“Leilani is a delightfully green paradox and eco hero.” – Green Daily



Leilani's position as a woman in a male dominated sport does turn heads. However, it is the **unique messages she sends on her race car** about the environment and animal rights issues that really set her apart from the rest of the racing world. Her race cars have carried messages about solar power, wind turbines, recycled products, LED lighting, veterans for renewable energy, and the documentaries *Blackfish* and *The Cove*.

“A mega-greenie, Leilani doesn't let her sport off the hook.” – Newsweek

In July 2014 Leilani made history when she became the **first race driver to travel to a race oil free** by driving her Tesla Model S over 2600 miles round trip from her home to the race track. Her race team also became the **first team in history to power their pit box off of 100% solar power**. Leilani finished 12th on the lead lap in her first race on a 1.5 mile in over four years. A feature story on Leilani's electric road trip to the racetrack and her solar race car aired on Univision and appeared on the ABC News homepage.



“An Eco Hero” – Glamour Magazine



“We like this story, because it pushes the envelope in terms of marketing and outreach. And in a larger sense, it’s a parable about green leadership in the mainstream, and [the power of a unique and authentic message.](#)”

– AltaTerra Research Network

“Leilani is the world’s first green race car driver.” – Discovery Channel

“To achieve the marvelous, it is precisely the unthinkable which must be thought.”

- Tom Robbins



“Leilani Münter is one of the hottest names in racing these days.” – San Diego Union Tribune

In 2010 Leilani began volunteering for Ric O'Barry's Dolphin Project documenting the dolphin hunt in Taiji, Japan exposed in the Academy Award winning documentary *The Cove*. In 2012 she organized an Empire State Building lighting event for the dolphins and crowd funded a *The Cove* themed race car she raced at Daytona International Speedway. Leilani's *The Cove* car was the first ocean awareness race car to exist. Leilani is now an Ambassador for Ric O'Barry's Dolphin Project.



“She’s very genuine. She knows her stuff. She’s very tough.” – Blue Planet Almanac

In May 2014 Leilani raised awareness for the documentary film *Blackfish* when she made her debut at Talladega Superspeedway. She ran as high as 4th, and stayed in the top 8 spots for the entire race up until the last restart when, with 13 laps to go, she was bumped from behind and was shuffled back to finish her first race at Talladega in 14th place. Leilani ran the *Blackfish* race car with the help of Sam Simon, co-creator of the tv show *The Simpsons*.



Leilani has talent – she has raw speed.” – NASCAR team owner Billy Venturini

Another historic race car: Shortly after receiving the [Vegan Athlete of the Year Award](#) at the Animal Rights National Conference in Los Angeles, Leilani announced her partnership with the non-profit [A Well-Fed World](#) to drive the first ever vegan-themed race car in the world at Daytona International Speedway in the ARCA Racing Series season opener on February 18, 2017. Leilani drove her No. 15 Vegan Powered racecar all the way to fourth place with just 25 laps to go. She was running in sixth place when she was hit from behind by another car, taking away her chance to become the first woman in history to win an ARCA race. She received extensive coverage for her driving and her cause on Fox Sports 1 and was praised by tv commentators and fellow race car drivers on her strong performance.



Leilani returned to Daytona in 2018 behind the wheel of the No. 20 **Vegan Strong** race car, she qualified 5th and was running 5th when the field started to make the first pit stops of the race. A mistake on pit road caused Leilani to have to pit a second time, she re-entered the track in 31st place but raced her way all the way back to an **impressive 8th place finish**.



In 2015 Leilani joined the board of Oceanic Preservation Society, a non-profit organization that creates film, photography and media, inspiring people to save the oceans. Founded in 2005, their first film *The Cove* became the most award winning documentary in history, including winning the [Academy Award for Best Documentary](#) in 2009. On August 1st, 2015 as part of their new documentary *Racing Extinction*, OPS projected images of endangered species on the [Empire State Building](#), an event that made headlines around the world and generated over one billion impressions.



Leilani Münter tops our list as the #1 badass green.” – Grist

For four years Leilani worked on the 2015 documentary *Racing Extinction* with the Oceanic Preservation Society. Leilani has a special role in the new film, driving a very special James Bond like version of a Tesla Model S in the film. *Racing Extinction* was seen by 36 million viewers on [Discovery Channel](#) on December 2, 2015 in 220 countries and territories around the world. See more at [RacingExtinction.com](#)



Leilani was a recipient of ELLE Magazine's 2012 Genius Award

Leilani and Elon Musk attend the January 2015 premiere of *Racing Extinction* at the Sundance Film Festival arriving in the modified “Bond” Tesla Leilani drives in the film. Leilani brought Elon on board with the film, which received a standing ovation from the audience. Reviews called it “the most important film of our time,” “feels like a James Bond movie,” “exquisite,” “captivating,” “alarming,” “a prophetic call for action,” and “[devastatingly effective.](#)”



“Leilani is a powerhouse.” – Academy Award winning director Louie Psihoyos

Leilani walks the walk – Leilani’s personal car is a 100% electric Tesla Model S. Solar panels were installed on her home in February 2014 so she has been **driving on sunshine** ever since. Leilani has a 540 gallon rainwater collection tank, a vegetable garden, and she composts all her food scraps. Her home is also meat free, Leilani has been vegetarian almost her entire life and vegan since 2011 – more greenhouse gas emissions come from the meat and dairy industry than the entire transportation sector combined.



“Leilani has one of the most defined and unique brands in racing.” – pressdog



REACH

Leilani has delivered 100+ keynote speeches including events for both headquarters and the factory of Tesla Motors, Aspen Ideas Festival, Farm Sanctuary, Rainforest Action Network's REVEL, as well as many universities including UCLA, UNC, and SDSU. She has hosted events at SpaceX headquarters and the California Academy of Sciences. Leilani has spoken at the United Nations in Geneva, Switzerland in April 2015. Leilani has spoken at events alongside Apple's Steve Wozniak, President Jimmy Carter, and Elon Musk who gave her a standing ovation at Teslive in 2013.



“Leilani’s talk was incredible. That was incredible – really moving.” – Elon Musk

Leilani has been a guest at [The White House](#) four times. This is Leilani in August 2014 meeting with Vice President Joe Biden in the West Wing to talk about renewable energy with her colleagues from The Solutions Project.



“Leilani Münter is a woman on a mission.” – Senator Elizabeth Dole



Leilani sits on the Board of Advisors of [The Solutions Project](#), a non-profit organization that works with diverse leaders and innovators to accelerate the nation's transition to 100% renewable energy. Leilani and The Solutions Project members marched in the Climate March in NYC in Sept 2014, pictured here is Solutions Project board members and founders Marco Krapels, and Oscar-nominated actors Mark Ruffalo and Leonardo DiCaprio. Find out more at [100.org](#)

“A green race car driver with a clean conscience.” – New York Times



WOMEN OF INDEPENDENCE

Architects of Destiny

Officialized
YABhg. Datin
Seri Rosmah

Leilani accepting the Women of Independence Award after her speech in Kuala Lumpur, Malaysia.

“Leilani is America’s best green speed demon.” – Reader’s Digest

MEDIA



LUCKY BRAND

LOS ANGELES



Leilani's print media features include 20 magazine covers. Leilani has her own NASCAR trading card and on February 14th, 2015 her national tv commercial for renewable energy and 100.org will launch during the live broadcast of her Daytona race on Fox Sports 1.



Men's Journal

The New York Times

GLAMOUR

Sports Illustrated

ESPN

VOGUE

Reader's Digest

ELLE

FOX SPORTS

NBC Sports

CBS NEWS

CNN

Esquire

npr

planet green



USA TODAY

MSNBC

Aol.

W

ET

O THE OPRAH MAGAZINE


VANITY FAIR

InStyle

NATIONAL GEOGRAPHIC

The Washington Post

Discovery CHANNEL

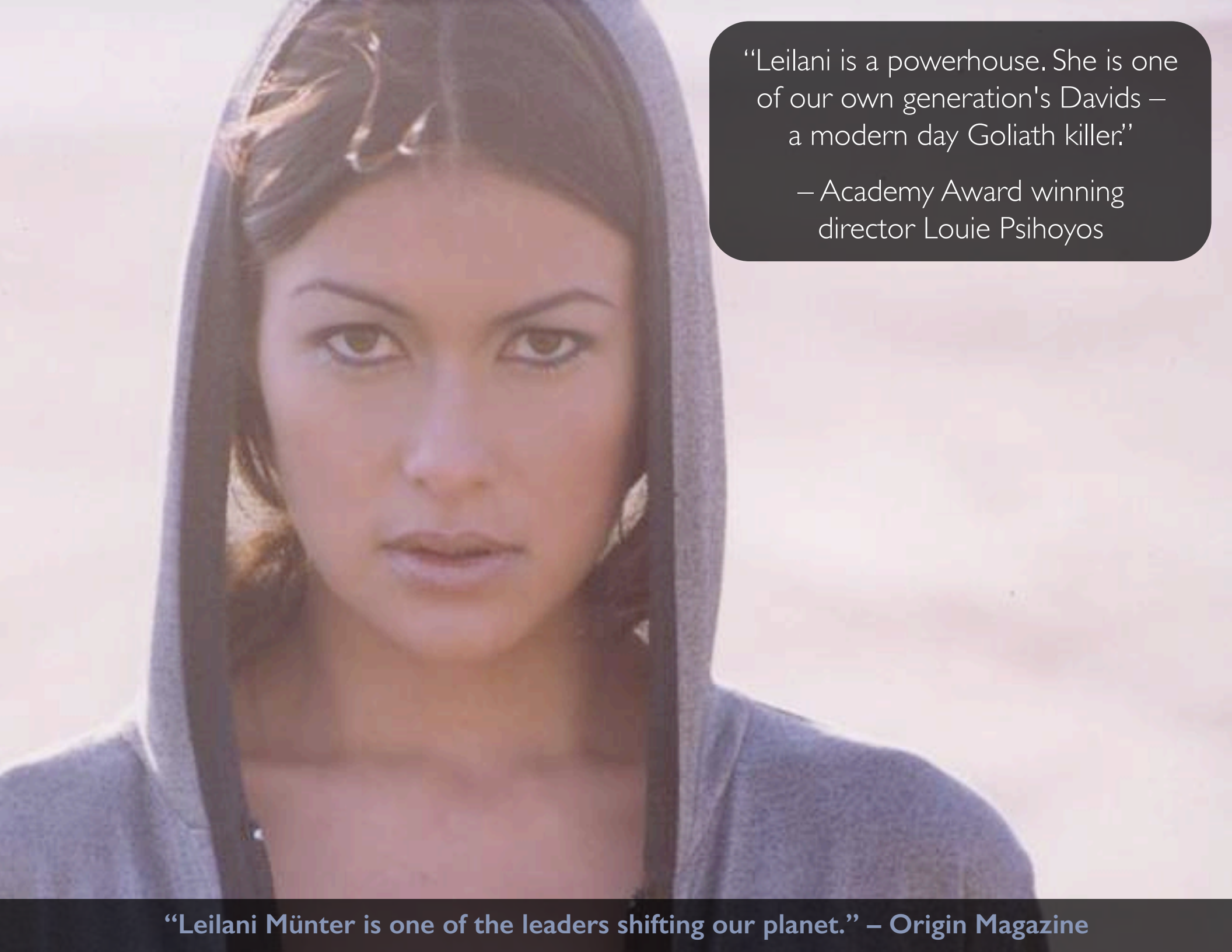
A woman with long dark hair, wearing a white crop top, a black vest, and blue jeans with a large silver buckle, stands by the open door of a classic blue car. The background is a blurred outdoor setting.

Leilani starred in a national ad campaign for [Lucky Brand Jeans](#). Her ads appeared in Vanity Fair, Vogue, In Style, W Magazine and Lucky Brand stores across the country.


LUCKY BRAND
LOS ANGELES

luckybrandjeans.com/Leilani

“An eco-activist-race-driver winning over NASCAR fans & conservationists alike.” – Oprah Magazine



“Leilani is a powerhouse. She is one of our own generation's Davids – a modern day Goliath killer.”

– Academy Award winning director Louie Psihoyos

“Leilani Münter is one of the leaders shifting our planet.” – Origin Magazine

Leilani's television appearances include Piers Morgan Tonight on CNN, MSNBC Live, ABC News, CBS Morning News, Discovery Channel, National Geographic, Entertainment Tonight, Fox Sports, NBC Sports, CBS Sports, The Weather Channel, Univision, Fashion TV, ESPN and Planet Green.



“One of the most influential women in green.” – Coco Eco Magazine



“What do you get when you cross a race car driver with a vegetarian and animal rights activist? How about putting that hybrid in the body of a supermodel who happens to have a degree in biology? Leilani Münter – the racecar-driving-super-genius-eco-goddess.”

- Coco Eco Magazine

“Leilani typifies the strength and spirit – the goodness – across America.” – Reader’s Digest

Jack Johnson donated use of his song “Never Know” from his platinum album *Brushfire Fairytales* to Leilani for a slideshow on her website carbonfreegirl.com. Both Jack and Leilani were featured in the United Nations book “Champions for Change.”




“ I was completely captivated and on the verge of tears the entire time she was speaking.” – LifePoint

Leilani's brother-in-law Bob Weir is the singer and guitarist for the **Grateful Dead**. A long time activist himself, the Grateful Dead played Madison Square Garden in 1988 and all the proceeds went to protect endangered rainforest.



“In the 11 years we’ve been holding WorldFest, Leilani’s speech is a standout highlight.” – WorldFest



37,000+ Twitter followers
55,000+ Facebook followers
19,000+ Instagram followers

Leilani is also an accomplished writer – her articles have been published by The Guardian, Fast Company, Huffington Post, and Treehugger.

“As far as green advocates go, Münter is exceptional by any measure.” – ABC Green Right Now

“Anyone who is engaged in any broad effort to speak to the public faces this question: Do I talk only to friendly audiences, or do I face the doubters and the hostiles? If we only address those who already agree with us, nothing changes. And if we work only with people who already believe in what we do, who is going to change the minds of those who don’t?”

– Thomas H. Rawls, Vice President of Marketing for NativeEnergy



“Her environmental messaging is edgy and personalized.” – AltaTerra Research



“I had a lot of fun working with her. She’s a quick study for sure. It’s easy for a driver to get to a certain point where they’re getting success, and they shut down the listening process. Leilani never did that – she absolutely floored me with her overall professionalism.”

– IndyCar driver Jaques Lazier

“America’s Sexiest Race Car Driver” – Men’s Journal Magazine

Regarding Sponsorship

I've been working my way up the racing ladder for 17 years and NASCAR has now approved me to race in the second most watched racing series in the USA – the NASCAR Xfinity Series. Since I became an activist in 2006, I have been faced with some tough decisions. Because I have chosen to not work with certain groups – I will not work with fossil fuels, the meat or dairy industry, or any companies that test on animals – I have not been in a racecar as often I could have been. In some cases, I have walked away from millions in sponsorship in order to stick to my morals. I am confident that there are enough companies out there that understand the value in reaching 75 million people with their message that are still ethically in line with my values by making efforts to do their part, as I am, to make the world a better place. I also feel strongly that as a woman in a male dominated sport, I have opportunities to get your brand to the world because of my unique journey as a woman and an environmentalist – in a sport that sees very little of both.

For the earth...



For more information please contact
Craig Davidson 704.728.9454 or
ecoteam@carbonfreegirl.com



Here's to the crazy ones, the misfits, the rebels, the troublemakers, the round pegs in the square holes. The ones who see things differently. They're not fond of rules and they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them but the one thing you cannot do, is ignore them. Because they change things. They push the human race forward and while some may see them as crazy, we see genius – because the people who are crazy enough to think that they can change the world - are the ones who do.

– Apple Think Different Campaign



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