

# THINK FAST

**THE RACER'S WHY-TO  
GUIDE TO WINNING  
BY NEIL ROBERTS**

FOR IMMEDIATE RELEASE

## **Announcing the Debut of THINK FAST – Neil Roberts' Breakthrough Race Car Engineering Book**

*San Marcos, CA, USA – May 10, 2010* – Being successful in racing is completely reliant on understanding and mastering the basics. Until one learns the practical approach to building, tuning, and racing, racers will simply spend money with average results. Neil's practical and proven approaches to success in race car driving, tuning, and designing makes him uniquely qualified to pen this 'Why-To' guide to winning. Neil shares his techniques and more importantly, his *reasons* for why to approach things a certain way. Rarely does a technical book in the motorsports field cover the topic from this angle. THINK FAST is that rare text that not only educates, but also provides understanding.

Neil Roberts has had an extensive and successful motorsports career, spanning autocross, club racing, Indy car development, and he has a lengthy race car design portfolio at Swift Engineering. Discussing his motivation for writing THINK FAST, Roberts said "Carroll Smith's books are an excellent foundation to help the racer tackle the challenges that race cars present. THINK FAST builds on the foundation he created and covers a lot of new ground, detailing the approaches to the racer's challenge that I have developed into a proven winning philosophy."

Neil's book will help the reader grasp why 'everything depends on everything else', but more importantly will help the reader understand to what degree all those interactions matter. Neil divides the book into two sections. 'FAST FUNDAMENTALS' lays the groundwork on crucial topics such as reliability, driver development, setups, etc. 'FAST PHYSICS' is the technical section where Neil really delves into the nuts and bolts of getting the reader to grasp *why* these things matter. He covers tire behavior, suspension stiffness, damper tuning, geometry goals, alignment and more without using complicated mathematical formulas. With the knowledge of *why* to do things a certain way, every racer will strengthen their foundation for success. This book provides that knowledge.

Signed copies of THINK FAST with custom inscriptions are available for delivery to addresses in America through [thinkfastbook.com](http://thinkfastbook.com) for \$30.00 US. THINK FAST is also available direct from [createspace.com](http://createspace.com), Amazon's Canada, France, Germany, Japan, United Kingdom, and United States web sites, as well as other retailers. The ISBN number is 1451558759. THINK FAST is available exclusively in paperback book form. Contact the author for dealer inquiries.

Author contact:

Neil Roberts  
(760) 310-8460 cell  
[thinkfastbook@gmail.com](mailto:thinkfastbook@gmail.com)  
[thinkfastbook.com](http://thinkfastbook.com)

#####