



NORRIS RACING TEAM

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Backgrounder:

KENNETH T. NORRIS, JR.

Kenneth T. Norris, Jr., Chairman of the Board and Chief Executive Officer of Norris Industries, feels strongly that his company's continuing sponsorship of the Jack McCormack Talon entries in the Formula 5000 pro-series presents "one of the most stimulating challenges we have faced in six years of competitive racing.

"We see the Talon as essentially embodying Norris Industries' own basic principles of engineering--a product soundly designed, carefully developed, and then thoroughly tested before its introduction to the public," Mr. Norris points out.

An uncompromising commitment to technical excellence and dedicated professionalism has characterized Norris Industries' role in racing since Ken Norris decided in 1970 that auto racing represented a technically allied medium with access to a huge and influential consumer audience through which the story of Norris Industries and its products and capabilities could be told with special relevance.

Perhaps the goals for the racing program are best expressed in a credo formulated for Norris Industries several years ago: "Many things change over

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the span of time, but the fundamental things which have made us successful have never changed, nor will they change. These are dedication to sound business principles and ethics, imagination, creativity and a never-ending desire to be the best at whatever we do."

It is the philosophy of a "never-ending desire to be the best" that at once goes to the root of motor racing competition and is shared by Norris personnel at all levels of the diversified manufacturing firm.

Racing is another form of competition and Ken Norris is a highly competitive person. He was captain and two-year letterman on the USC Trojan Crew. He was graduated from the University of Southern California with a B.S. degree in Industrial Management in 1953 and immediately entered the business. With time out for military service in 1954-56 where he served as a Fighter Interceptor Controller with the Air Force in Germany, he moved up through managerial and executive positions to his stewardship of the company.

Ken was born four months after his father, Kenneth T. Norris, Sr., launched the company as the Norris Stamping & Manufacturing Co. It was 1930 with the bottom of the depression still ahead, but the infant company recorded a modest profit in its first year and has prospered ever since.

In addition to his business interests, Ken Norris is widely active in the community. He is a Reserve Deputy Sheriff for the Los Angeles County Sheriff's Department and serves as a special consultant to the Department's Executive Planning Council; a Trustee of the Norris Foundation; a member of the Board

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of Councilors, University of Southern California School of Business Administration; a Director of the Estelle Doheny Eye Foundation; a member of the Directors' Table of Beta Gamma Sigma (national honorary business administration fraternity); and holds memberships in the American Defense Preparedness Assn., National Security Industrial Assn., Town Hall of Southern California, and University of Southern California Associates.

Ken and his wife, Harlyne, and three children reside in Rolling Hills, California.

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