



# JEG'S

## THE INSIDE STORY OF RACING'S FASTEST FAMILY



**THE STORY** of the Coughlin family is nothing less than an American dream. It's the story of a man and his sons, of a singular shared passion and a relentless drive to succeed. It's the story of an idea with humble beginnings that has reached the pinnacle of not just one field, but two. It's the story of a family that knows how to win, yet has never forgot where they came from, or of those less fortunate. It's the story of a family, their friends, a team of devoted associates and one common bond. This is the story of the Coughlin family and Team JEG'S, Drag Racing's first family.

**THE COUGHLIN'S** story doesn't begin at the top. Before the trophies, the titles and the state-of-the-art distribution center, there was one small store, opened in 1960 in Columbus, Ohio, by Jeg Coughlin, Sr. Jeg loved to race and his dream was simple: find for himself, and sell to others, the hard to find auto parts that gear-heads and speed freaks wanted and needed. Before long, JEG'S Automotive, Inc. became THE place to go for people who were serious about their cars, and what went on it and inside it.



**JEG'S** growing success was just half of the story. Jeg Coughlin loved to race, and he was doing more than just showing up; he was winning. In 1970 he was named NHRA Sportsman of the Year and JEG'S was becoming a household name in racing circles. If you stopped right there, you'd have a hell of a story: one man, his passion and his dreams for a successful business. But for the Coughlin's, it's just the beginning. In 1988 Jeg's four sons, John, Troy, Mike and Jeg Jr., purchased the family business, with the assistance of their father, and dove head first in to the burgeoning mail-order catalog industry. Before long, business was booming and what began as a 4,000 square foot warehouse was being added onto almost annually. And as the family business grew their commitment to championship racing deepened. All four sons have raced in numerous classes throughout the sport of drag racing and have claimed over 100 victories as a family. Jeg Jr., in particular, has

made a name for himself as one of NHRA's most successful and high-profile drivers. The youngest of the four brothers as won three championships. His first was in '92 in Super Gas and has par laid that into two professional championships in Pro Stock, which is considered to be the most competitive professional class in the NHRA POWERade Drag Racing Series.

### RACING & BUSINESS EXCELLENCE



describes the name JEG'S. Their yellow and black colors are familiar throughout racing. The family business has grown to over 330 associates inside a 225,000+ square foot, state-of-the-art complex. And with their success has come the desire to give back. In 2003, the Coughlin's established the JEG'S Foundation, a charity for cancer research. Since its inception, the foundation has donated over 5 million dollars and created awareness using the platform of racing for this very worthy cause. The JEG'S Foundation is extremely proud that 100% of all proceeds go directly to cancer research.

In the end, it all adds up to one irrefutable conclusion: on the track and off, the Coughlin family are winners. This is their story.

