



TheNINETY Partners with World's Fastest Agency to Offer America's First 24-Hour Agency Test Drive

TheNINETY Gets Accelerated by WFA

New York, NY ([PRWEB](#)) February 10, 2016 -- TheNINETY, a new, motor-centric creative agency born out of the world famous Classic Car Club, is taking over the World's Fastest Agency (WFA), the revolutionary operation founded by Creative Director, Floyd Hayes. WFA earned fame for addressing all client creative needs in 24-hours over Twitter. Through the takeover, TheNINETY and WFA will offer automotive and motorcycle clients an industry first: a free 24-hour agency test drive for two weeks, starting Wednesday, February 10 and ending February 19.

Automotive, motorcycle, motorsport and other moto-centric brand owners are invited to submit either formal RFPs or plaguing creative quandaries with the collaborative agency team via a PM to WFA's Twitter account, @FastestAgency. For the digitally challenged and unfun queries can be sent to, [heyyou\(at\)theninety.nyc](mailto:heyyou@theninety.nyc). TheNINETY and WFA will respond with a best-in-class creative response within 24-hours.

2016 marks the 20th anniversary of Classic Car Club's founding in London and 10th year in New York. Since then, the acclaimed club has pioneered the shared experience model, owned more than 600 superb automobiles and brought a raft of once-in-a-lifetime motoring experiences to its members. The decades of buying, selling, racing, rallying, crashing, modifying and loving cars and motorcycles has shaped the Classic Car Club team into the world's foremost arbiters of automobile culture. To this end, TheNINETY was formed to assist automotive, motorcycle and motorsport-related brands in understanding how to properly communicate to customers in a smart, unexpected and modern way.

TheNINETY cofounder Michael Prichinello comments, "TheNINETY is inspired to be partnering with WFA on the 24-hour agency test drive project. Not only is WFA the fastest in the business, their creative skills are sharper than La Source. With WFA's speed and TheNINETY's deep moto-centric knowledge, we make one hell of a team."

WFA founder and creative director Floyd Hayes said, "I'm thrilled to collaborate with theNINETY to pair car culture supremacy and fast, effective creative. Motor-centric brands are in for a seat-of-the-pants, exciting ride with our 24-Hour Test Drive. Buckle up."

For those that prefer to work outside of the typical boardroom, TheNINETY is happy to provide a high-octane audio pitch while lapping a local track in the agency's 991 Porsche GT3.

About TheNINETY

TheNINETY is a new creative agency staffed by drivers, racers, brand builders and the originators of the world famous Classic Car Club. It was set up shop to give two and four-wheeled brands a creative vantage point that does not exist anywhere else. We are authentic motorists, scene starters and a connection between great brands and even greater customers. theNINETY's services include creative marketing execution, content creation, brand development, non-traditional advertising performance driving lessons and general hoonery. Learn more at www.theninety.nyc.

About World's Fastest Agency (WFA)



WFA is the world's first mobile-based, 24-hour creative agency and Entrepreneur magazine's Top 100 Brilliant Businesses in America.



Contact Information

Michael Prichinello

TheNINETY

<http://www.theninety.nyc>

+1 646369-4044

JL Lavina

TheNINETY

<http://www.theninety.nyc>

917 386-4231

Online Web 2.0 Version

You can read the online version of this press release [here](#).