



Restoring American Confidence

The American RAC

Founder & Inventor

William McMurray

The American RAC

Detroit, MI

Presentation By:

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History of The American RAC

- Impacted by the tragic accidental death of a teenager he was mentoring; William McMurray was compelled to find a solution to unintended access to firearms in homes.
- Once William realized this was a Nationwide, if not, a Global issue, he was even more motivated to design a system to eliminate unwanted access to firearms.
- After developing a number of prototypes, William settled in a locking mechanism that is now the foundation of The American RAC system. The uniqueness of the product allowed him to be granted his first utility patent in 2003 and subsequent design and additional utility patents in 2004 and 2004.
- Today The American RAC locking system is used by homeowners, first responders, multiple defense agencies and many responsible firearms owners.

The American RAC Firearms Storage Systems



Advantages of The RAC

- Prohibits unauthorized usage of firearms
- Easily mountable device designed to withstand 4,700 lbs of pressure
- Can be mounted in homes, offices and vehicles
- Able to store up to 3 firearms
- Endorsed by police departments throughout the US



Significant Milestones and Accomplishments

- Multiple patents awarded in 2003, 2004 and 2005.
- The first minority vendor at the SHOT SHOW.
- We have proven our usefulness by being put on GSA schedule.
- Selling to the secret service and department of defense.
- Getting in Cabela's, Gander Mountain, and Meijer's.
- Co-branding with Remington and being asked to go into Walmart stores.
- Celebrity endorsements, product placement and social media is today's Marketing solutions.
- National Rifle Association wants us to be their strategic
- Product line extended to include truck mounts which was the 2nd Best product of SHOT SHOW 2014
- Return to SHOT SHOW and American RAC invited to advisory board of NSSF SHOT SHOW 2019
- United States Patent #9,932764 Flexible Vault April 2018
- United States Patent #10,401,106 Quick RELEASE Storage and locking system RAC Sept. 2019
- Gifting program established January 2022
- Detroit Government officials wants RAC's in homes of Detroit Firearm owners February 2022
- William gets Mayor's approval for RAC and installation program pending April 2022
- RAC aligns with Washington D.C. group for better firearm storage RAC is endorsed by D.C. leadership April 2022
- Establish Social Media program in May 2022
- Approved Government Program to provide the installation for the RAC in every home in Michigan
- Clark County Nevada wants the RAC Gifting program in Las Vegas

The Need for The RAC

- Everyday in the US, roughly 1 gun is stolen every 90 seconds which amounts to approximately 380,000 GUNS PER YEAR. Most of these stolen firearms are used to commit violent crimes*
- 4.6 Million Children Live in Homes where Firearms are Unlocked AND Loaded
- Every year, hundreds of children in the US gain unauthorized access to firearms and unintentionally shoot themselves or someone else.
- **The Risk of Homicide is 3 times greater when there are Firearms in the Home**

“Go to Market” Strategy for The American RAC

- The American RAC storage systems are available through three distinct channels.
 - Retail and Online outlets
 - Through co-branded OEM manufacturers of firearms
 - “Gifting” sponsorships by major corporations for low-income housing districts.

The American RAC - Retail Channel

- Available direct through website and at select retailers
 - *Need List here*



The American RAC - OEM Co-Branding

- Major firearms manufacturers offering The American RAC under their brand and packaging.
 - Remington
 - *Others need to be listed if any*



The American RAC - Gifting and Sponsorships

In partnership with Nonprofits and Community Outreach Groups we will teach firearm owners how to properly store their firearms in their vehicle, home or business. Additionally, we will offer alternative outlets to prevent senseless violence. Our goal is to inform both firearm owners and community members of the impact of firearms and the responsibility each one of us have in keeping our communities safe.

Community Partners



The American RAC - Gifting and Sponsorships

- Program to reduce firearm violence with stronger storage methods provide by our corporate sponsor
- Corporate Sponsors collectively contribute for neighborhood programs to install RAC in homes and living dwellings throughout targeted neighbourhoods.
- Sponsorship provides programs to reduce firearm violence by offering better storage & security methods.
- Protect our children for life will educate firearm owners with children in the home.
- Help keep firearms secure from impulsive behavior.
- Reduce the statistics from rising over children accessing firearms in the home.
- Create marketing materials that will be given to residents of the city.
- Sponsors and partners will get credit for improving the lives of the community.
- The program will require residents to sign a pledge to change the way they store firearms.
- The RAC system is complete when installed in homes, businesses, and vehicles.
- Installation will give accountability and show responsible firearm ownership in each home.
- The program will provide the RAC as the solution for firearm storage & security.
- The program will allow churches, schools, businesses, police, community groups, barbershops and beauty shops and the media to all collectively share the message to store your firearms properly NOW!

PSA Supporting The American RAC

Keep the “safe” in firearm safety

Hiding a gun is not enough! Kids are curious, and studies show they usually know where a family keeps a gun.

Gun safes can lower the risk a curious child will be hurt:



Locked gun
safe for rifles



Gun trigger locks—
inexpensive and effective



Lock box
for ammo



Regulations Supporting The American RAC

Model: California Gun Laws

All firearms purchased in California must have a CA DOJ-approved safety device. This is either a RAC, or some other type of lock that makes the firearm unusable when the device is engaged. The requirement states that every firearm purchased has to have a safety device. This is how we practice safe storage.



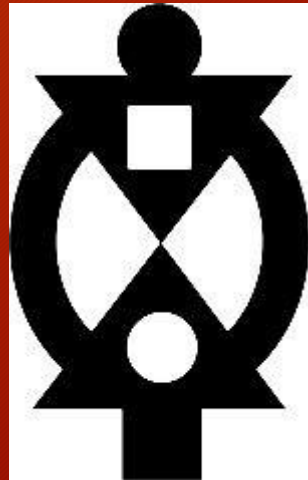
We are ALL One. We are All One World

We all have the same desire and agenda to make this world a better place, for all of us.

We invite everyone to participate on projects that will make us a stronger group of people.

Be inspired to live a legacy

“Help me and let me help you”



Q&A

