

CHECKERS DRIVE IN RESTAURANTS INC /DE

Form 8-K

July 09, 2003

FORM 8-K

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Current Report Pursuant
to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported)
July 8, 2003

CHECKERS DRIVE-IN RESTAURANTS, INC.
(Exact name of registrant as specified in charter)

DELAWARE 0-19649
58-1654960
(State or other (Commission (IRS
Employer
jurisdiction of File Number)
Identification No.)

4300 WEST CYPRESS STREET, SUITE 600, TAMPA FLORIDA
33607
(Address of principal executive offices) (Zip
Code)

Registrant's telephone number, including area code
(813) 283-7000

Former name or former address (if changed since
last report)
NOT APPLICABLE

Item 9. REGULATION FD DISCLOSURE.

On July 8, 2003, the Registrant issued a news
release entitled
"Checkers(R) /Rallys(R) Launches National Speed to Succeed Incentive Program
Company and Franchise Managers Compete for Cars, Computers and
Consumer Electronics," and a copy
is being
filed herewith as Exhibit 99.1.

SIGNATURES

Pursuant to the requirements of the Securities
Exchange Act of 1934, the
Registrant has duly caused this report to be
signed on its behalf by the
undersigned hereunto duly authorized.

CHECKERS DRIVE-IN RESTAURANTS, INC.

By: /s/David Koehler

Edgar Filing: CHECKERS DRIVE IN RESTAURANTS INC /DE - Form 8-K

Name: David Koehler
Title: Vice President and Chief Financial Officer
Dated: July 8, 2003

EXHIBIT INDEX

Exhibit Number Description

99.1 Press Release, dated July 8, 2003

Exhibit 99.1

CHECKERS DRIVE-IN RESTAURANTS, INC.

4300 West Cypress Street, Suite 600* Tampa, FL 33607*
(813) 283-7000 * (813) 283-7001

CONTACT: Kim Francis
MARC Public Relations
412-562-1186

Checkers(R) /Rallys(R) Launches National Speed to Succeed Incentive Program
Company and Franchise Managers Compete for Cars, Computers and
Consumer Electronics

TAMPA, FL July 8, 2003 Checkers Drive-In Restaurants, Inc. (NASDAQ: CHKR),
the nations largest double drive-thru chain, today announced its
Speed to Succeed Incentive Program
that rewards Checkers(R)/Rallys(R) top-performing General Managers with
a variety of prizes, including 2003 Ford(R) Mustangs(R). This new
incentive program runs monthly through April 2004.

Its no secret that in our business the General Manager is the key
individual who ensures that the Checkers and Rallys core business principles
are executed properly every day, said Adam Noyes,
Vice President of Company Operations and Purchasing,
Checkers Drive-In Restaurants, Inc. Our Speed to Succeed incentive
program recognizes our successful General Managers each
and every month. This program plays a key role in our pursuit for
excellence at the restaurant unit level this year and assists us in
our continued effort to further improve manager retention.

Once a month, Checkers/Rallys rewards one top-performing General
Manager with a custom Ford Mustang when the Surprise Patrol makes
a visit to the winning managers restaurant. Additionally,
ten managers throughout the system can win consumer electronic prizes
from Circuit City(R), including home computers, color
televisions, stereo electronics and more. The Speed to Succeed program
also offers assistant managers, shift supervisors
and crewmembers the opportunity to win great prizes, including
Circuit City Gift Cards.

This program resonates throughout our entire system both Company
and franchised stores, added Ron Levondosky, Vice President of Franchise.
There is nothing more exciting than to be
part of the Surprise Patrol when a new car is awarded
to a franchise General Manager.

It makes me proud to be a part of this

Edgar Filing: CHECKERS DRIVE IN RESTAURANTS INC /DE - Form 8-K

winning organization. This is one of the many national programs that excite our franchisees and motivates them to succeed.

Checkers/Rallys tradition of rewarding their employees with out-of-this-world incentives, such as new cars, cruises, vacations and cash, among other great gifts, demonstrates Checkers/Rallys appreciation and recognition of its employees and their hard work.

Checkers Drive-In Restaurants, Inc.
Checkers Drive-In Restaurants, Inc. (www.checkers.com) is the largest double drive-thru restaurant chain in the United States. The Company develops, produces, owns, operates and franchises quick service double drive- thru restaurants.
Except for historical information, this announcement contains forward-looking and Safe Harbor statements within the meaning of Section 27A of the Securities Act of 1933, as amended, Section 21E of the Securities Exchange Act of 1934, as amended and the Private Securities Litigation Reform Act of 1995.
