



2010 BRAND OVERVIEW



Overview

The Road to Indy (RTI) is a three-step ladder program developed by the Indy Racing League and is designed to advance career-minded drivers to the IZOD IndyCar Series and Indianapolis 500. It functions to solve the following:

- Streamline competition rules and regulations so that drivers competing in each series are familiar with industry standards.
- Develop and advance drivers, mechanics, teams and sponsors to the next level.
- Removes confusion in the marketplace. A driver knows he or she will need to race USF2000 prior to Star Mazda and so on...
- Provide public relations and marketing support through unique programs such as the RTI Summit in May.





Structure



Cooper Tires Presents the USF2000 National Championship powered by Mazda is the initial step on the Road to Indy. The series prepares drivers to make the jump to the Star Mazda Championship, with its races contested on a mixture of road/street and oval courses with cars capable of reaching speeds of 150 mph.



The Star Mazda Championship presented by Goodyear is in its 20th year of competition. Building on skills developed in USF2000, participants pilot vehicles traveling at speeds up to 160 mph at more diverse and challenging venues.



Firestone Indy Lights is the final step in the Road to Indy ladder prior to the IZOD IndyCar Series. The series prepares drivers by subjecting them to speeds reaching 190 mph, a strong offering of oval events and participation at the Indianapolis Motor Speedway.



Series Overview

Many top drivers in the IZOD IndyCar Series and endurance sports car racing honed their skills in F2000, and the Cooper Tires presents the USF2000 National Championship powered by Mazda is an important training ground for rising stars. Debuting in 2010, it is the revival of the very popular USF2000 series of 1990 through 2006.

- One of only two series that are part of both the IRL's Road to Indy ladder system and the prestigious MAZDASPEED Motorsports driver development program.
- Seven weekend, 12 event schedule, competing mostly on major race weekends with Indy Racing League and American LeMans Series.
- Graduates of the popular USF2000 series include some of open-wheel racing's best talent; Dan Wheldon, Sam Hornish Jr. and Buddy Rice.





Series Overview

The Star Mazda Championship features standing starts, wheel-to-wheel racing at 160 mph and budgets a fraction of other top open-wheel ladder series. For 2010, the Star Mazda Championship presented by Goodyear will feature:

- An 11-weekend, 13-race schedule, most on major race weekends with American Le Mans and the Indy Racing League.
- Rising stars from around the world will be watched by more than a million fans at race events as well as live broadcasts on HDNet and tape-delayed syndicated shows throughout North America, South America and Europe.
- Drivers 16 and older compete for prizes valued at \$1.5 million, including a Mazda-sponsored, full-season drive on the next level of the MAZDASPEED Motorsports Driver Development Ladder.





Series Overview

Run in conjunction with the IZOD IndyCar Series, the Firestone Indy Lights allows drivers to compete for almost \$4 million in prize money and prepares them for ascension to the top ranks of North American open-wheel racing.

- 13-race schedule features eight races on road courses/street circuits and five races on ovals, including the famous Indianapolis Motor Speedway.
- Combination of :30 second features in IZOD IndyCar Series broadcast, live streaming for all events and HD broadcast of the Firestone Freedom 100 on VERSUS.
- In 2010, start times will be placed closer to IZOD IndyCar Series events to maximize attendance.
- Eight different winners and six different pole sitters during the 2009 season.





Testimonials

“The Road to Indy ladders system is a great idea and I am a big supporter...it’s very important to strengthen the feeder system for the IZOD IndyCar Series and make sure there is a well-defined path to the top.”

- **Michael Andretti**, Owner Andretti Autosport and racing legend

“In creating the Road to Indy we are trying to bridge the gap between the premier open-wheel racing series and the entry level open-wheel divisions by creating a clear career path for aspiring racing drivers.”

- **Brian Barnhart**, President of Competition and Racing Operations, Indy Racing League

“Now, not only is there a clearly defined path, but the Road to Indy has all the best series that lead so well into one another. All the cars are great learning tools to develop for the next step and now you’ll see drivers arriving at each level a lot more prepared.”

- **James Hinchcliffe**, Firestone Indy Lights driver

“As a Firestone Indy Lights team, we will be closely watching the Star Mazda and USF2000 series for our future drivers, and I’m sure our competitors will be doing the same.”

- **Bryan Herta**, Co-Owner, Bryan Herta Autosport





Benefits

The Road to Indy offers a number of benefits to prospective organizations including:

- **Grassroots Marketing.** Opportunity to market to future racing stars and fans in a direct and personal manner.
- **Cost-Effective.** Options afforded to organizations are tailored to provide maximum benefit and ROI while enabling those organizations to become involved with North American open-wheel racing.
- **Series Promotion.** The Road to Indy, its participating series and partners will be promoted through a number of media and marketing initiatives. All three support series receive advertising through a number of motorsport publications, websites and participation in key industry trade events. For 2010, a proposed highlight features of the participating series that will be shown in the IZOD IndyCar Series broadcast is being evaluated.





Opportunities

The Road to Indy offers numerous benefits for organizations that are looking to target the highly desirable and brand loyal open-wheel fan. Key opportunities available include:

- **Official Status.** Official status provides full use of series and Road to Indy marks for promotional purposes. This status can also include category exclusivity.
- **Branding.** Branding opportunities exist with each series through placement on series transporters, website, promotional materials, race vehicles, and many other league assets.
- **Direct Marketing.** An e-newsletter will be distributed each month to drivers, sponsors, teams and supporters, allowing companies to provide messaging directed to this captive audience.
- **Road to Indy Summit.** Direct involvement and exposure is available during a summit held at Indianapolis Motor Speedway in May, where drivers, teams and sponsors benefit through personal and business networking, media introductions and developing relationships with series personnel.
- **Entertainment Assets.** At select events, two-seater rides, hot laps, hospitality and event ticketing can be included in comprehensive packages aimed at providing a unique and unrivaled trackside experience.





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