

**GRAND-AM** ROAD RACING.



WHERE THE POWER OF PARTNERSHIP  
TAKES CENTERSTAGE EVERYDAY



A COMPANY OF  NASCAR



**There's a revolution taking place in North American road racing and it's called GRAND-AM Road Racing. It is a revolution driven by the pure spirit and raw enthusiasm of American motorsport fans searching for real, hands-on-and-hearts-in-it, sports car racing experiences.**

**Come join the revolution by partnering with Michael Shank Racing for the 2011 race season!**





- The Grand American Road Racing Association or GRAND-AM was established in 1999 and is located in Daytona Beach, FL
- GRAND-AM was acquired by NASCAR Holdings in September, 2008 with the primary goal of merging communications, research and marketing resources to maximize GRAND-AM's future growth
- GRAND-AM is NASCAR's series dedicated to organized sports car road racing and consist of two series, the Rolex Sports Car Series and the Continental Tire Sports Car Challenge
- GRAND-AM also is the sanctioning body behind the Ferrari Challenge



# World Headquarters - Daytona Beach, FL





## DAYTONA PROTOTYPE CLASS - DP

- Daytona Prototypes are mid-engine race cars purpose-built for competition
- Capable of speeds in excess of 190 mph
- Latest in safety technology, including carbon fiber side-impact panels and a multi-point roll cage. P
- Each chassis is designed and manufactured independently by one of five sanctioned chassis constructors with strict GRAND-AM rules to keep the competition very close.
- Engines are production-based and include power plants from Ford, Chevrolet, BMW and Porsche.
- Engines produce about 500 horsepower and have five- or six-speed sequential gearboxes.
- Daytona Prototypes also have a minimum weight of 2,275 pounds.

## GRANT TOURING CLASS - GT

- The GT division is home to production-based race cars that are similar in appearance to the latest high-performance sports cars, but have carbon fiber bodies and similar technology found in the Daytona Prototypes
- The rules for GT employ several methods of equalization, including weight, tire size and engine rev limits, to provide an even playing field for a variety of international and American-made cars
- GT engines produce between 400 and 450 horsepower
- Minimum weights range from 2,240 to 2,800 pounds.
- The top speed for GT cars is 180 mph.



## Daytona Prototype (DP) Class



(Ford)  
Lola  
500 HP  
Weight 2325



(BMW)  
Riley  
500 HP  
Weight 2325

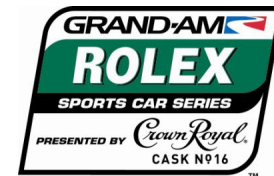


(Chevrolet)  
Dallara  
500 HP  
Weight 2325



(Chevrolet)  
Coyote  
500 HP  
Weight 2325

- Approved Engines: BMW, Chevrolet, Ford, Honda V6, Infinity V8, Lexus V8, Porsche flat 6, Porsche V8.



## Grand Touring (GT) Class



Porsche  
GT3  
445 HP  
Weight 2600



BMW  
M6  
440 HP  
Weight 2756



Chevrolet  
Camaro  
435 HP  
Weight 2730



Mazda  
RX8  
420 HP  
Weight 2385

- Factors such as chassis dynamics, torque, weight distribution, and aero sophistication all impact competitive balance



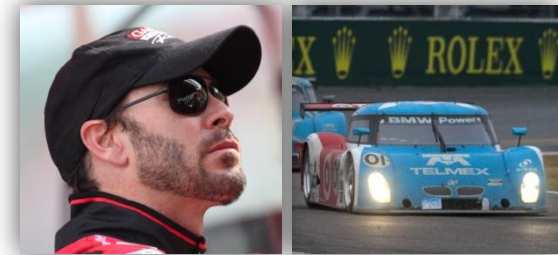
- Nearly 20 million GRAND-AM fans in the U.S. (8% of U.S. adult population)
- For 2010, the GRAND-AM Rolex Sports Car Series has **more unique viewers** tuned in on SPEED than **any other road racing series**
- **Commanded +29%** more viewers on average per race on SPEED (273,000) than the ALMS (213,000) year-to-date in 2010
- Looking at a long term trend, 2010 Grand-Am Rolex Sports Car Series ratings are up +58% over 2003.
- More LIVE racings hours, 46.5, than any other road racing series in 2010.
- GRAND-AM fans are racing enthusiasts who live a car culture lifestyle
  - Read auto magazines and go online for auto racing updates
  - Love cars, car shows, and working on their cars
  - Enjoy multiple types of auto racing



# ROLEX AT DAYTONA 24

## • North America's Premiere Sports Car Race

- Champions from all motorsports disciplines compete for glory in the twice around the clock classic
- Past participants have included champions from open wheel, NASCAR, Indy 500, IRL and Formula One
- Season launches with television partner SPEED at the World Center of Racing
- Press coverage from over 50 countries and broadcast in South America, Europe, Central America and Australia



**SPEED** **January 29 & 30, Daytona Int'l Speedway** Rolex 24 -- Rolex Series & Continental Tire Challenge

**SPEED** **March 4-5, Homestead/Miami Int'l Speedway** -- Rolex Series & Continental Tire Challenge

**SPEED** **April 8-9, Barber Motorsports Park,** Birmingham, AL -- Rolex Series & Continental Tire Challenge (IRL Race)

**SPEED** **May 13-14, Virginia Int'l Raceway,** Danville, VA -- Rolex Series & Continental Tire Challenge

**SPEED** **May 28 & 30, Lime Rock Park,** Lakeville, Ct -- Rolex Series and Continental Tire Challenge

**SPEED** **June 3-4, Watkins Glen Int'l,** Six Hours at the Glen -- Rolex Series and Continental Tire Challenge

**SPEED** **June 24-25, Road America,** Elkhart Lake, WI -- Rolex Series & Continental Tire Challenge (Nationwide Race)

**SPEED** **July 8-9, Mazda Laguna Seca,** Monterrey, CA -- Rolex Series & Continental Tire Challenge

**SPEED** **July 23-24, New Jersey Motorsports Park,** Millville, NJ -- Rolex Series & Continental Tire Challenge

**SPEED** **August 12-13, Watkins Glen Int'l,** Watkins Glen, NY -- Rolex Sports Car Series (Sprint Cup Race)

**SPEED** **August 19-20, Montreal, Quebec, Canada---** Rolex Sports Car Series (Nationwide Race)

**SPEED** **September 16-17, Mid-Ohio Sports Car Course,** Lexington, OH -- Rolex Series & Continental Tire Challenge

**NOTE: Exact weekend race day(s) still tentative**

# Team Sponsorship

- Put your brand right into the sport itself with sponsorship of a GRAND-AM team:
  - Brand exposure on the team's race car, uniforms and transporters
  - Run trade and consumer advertising, promotions and public relations campaigns featuring the drivers and race car
  - Use driver and team personalities for special events
  - Create trade and consumer awareness with a show car program.
  - Work with GRAND-AM to maximize the media and promotional exposure of your team, drivers and brand





## Primary Sponsor Branding

- Season long placement of your companies brand can provide hours of TV exposure with numerous mentions reaching 5.5 million unique viewers annually and 74 million households via live broadcast on SPEED
- Race car presence provides on-car, at-track connection with 300,000+ fans annually at race events
- Your presence on car puts your brand center stage
  - ➔ *Enhances connection with your VIP guest in the garage/paddock, during fan walk, race tours and pit action as well as on-track during the race.*





- **Live TV race coverage in the US on SPEED and available in more than 73.4 million homes**
- **Live streaming qualifying via TV production type show on [www.speed.com](http://www.speed.com) and [www.grand-am.com](http://www.grand-am.com)**
- **Live terrestrial radio coverage in the US on a growing affiliate lineup from NASCAR's Motor Racing Network (MRN) of nearly 700 radio stations**
- **Satellite radio coverage in the US on Sirius XM Satellite Radio, NASCAR channel 128**
- **International TV - full race, cut-downs and highlight shows via 17 television partners in 193 countries and territories to more than 298.3 million total homes**



For the 2010 season GRAND-AM Rolex Sports Car Series delivered:

- An average of 224,000 households and 273,000 viewers tuned in to each event on SPEED.
- For 2010, the GRAND-AM Rolex Sports Car Series has **more unique viewers** tuned in on SPEED than **any other road racing series**
  - 5.5 million unique viewers tuned in on SPEED which was +53% more than the American Le Mans Series at 3.6 million unique viewers
  - +75% more than F1 on SPEED at 3.1 million
- **Commanded +29%** more viewers on average per race on SPEED (273,000) than the ALMS (213,000) year-to-date in 2010
- The 2010 Rolex 24 at Daytona was the most viewed event of the season with an average of 333,000 households and 426,000 viewers tuned in to SPEED.
- The 2010 VIR event had the largest percent increase in viewership year-over-year with 198,000 viewers tuned in (+22%).
- Looking at a long term trend, 2010 Grand-Am Rolex Sports Car Series ratings are up +58% over 2003.
- More live racing hours on television (43.5 hours), than any other road racing series in 2010 year-to-date





- The Rolex Sport Car Series will be the only road racing series **broadcast in the US in 2010** with all races live, and will have more live and total racings hours, 46.5 and 59, respectfully as well.

**GRAND-AM, F1 AND ALMS - 2010 TV PROGRAMMING COMPARISON**

	<u>GRAND AM- Rolex</u>	<u>ALMS</u>	<u>F 1</u>
Races	12	9	19
Races Broadcast on TV	12	9	19
LIVE Races Broadcast on TV	12 <sup>(1)</sup>	7 <sup>(2)</sup>	15
Live Hours (race telecast window)	46.5 HRS	32 HRS <sup>(3)</sup>	37.5
TAPED Delayed Races on TV	0	2 (CBS) <sup>(4)</sup>	4 (FOX)
Event hours (actual race duration)	59 HRS	43.5 HRS	38
Network:	SPEED: 12 races	SPEED: 7 races	SPEED: 15 races
		CBS: 2 races	FOX: 4 races

**Note: Race telecast window includes networks pre and post time**

Source: The Nielsen Company

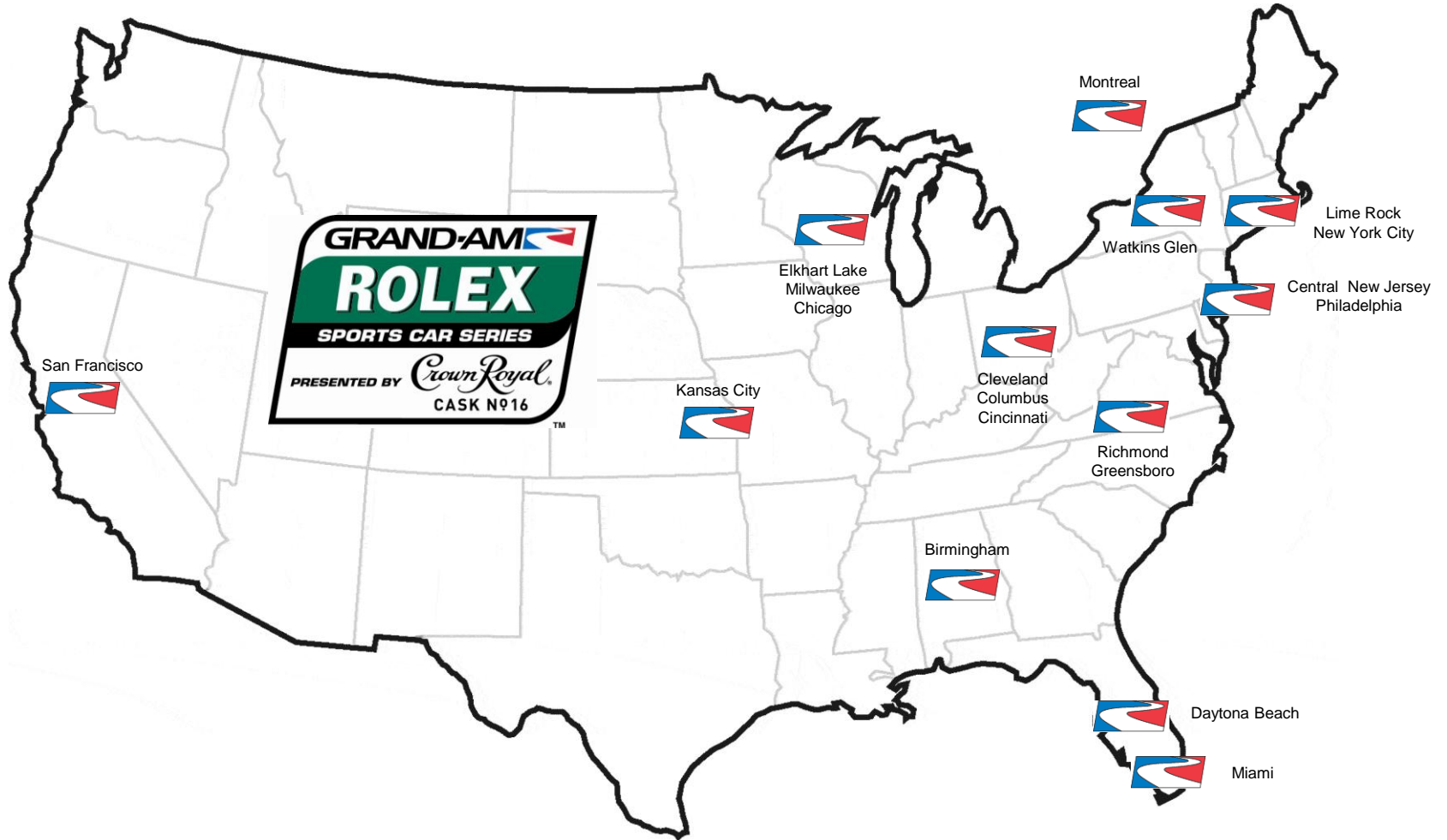
<sup>(1)</sup> Rolex: Daytona (7/3/10) on TIVO/SDD (2hr shift)

<sup>(2)</sup> ALMS: Long Beach (4/17/10) on TIVO/SDD (1hr shift)

<sup>(3)</sup> ALMS: TV coverage for Le Petit Le Mans is TBD. Estimated 7 hrs of LIVE coverage.

<sup>(4)</sup> ALMS on CBS are one (1) week tape delays







- GRAND-AM conducts in-market pre-race promotions with local TV and radio stations, sponsor partners, third parties, tracks, etc.
- Activities typically take place the two weekends prior to race event, Friday and Saturday, at select venues
- Extensive GRAND-AM initiated in-market signage campaign promoting event and ticket pricing



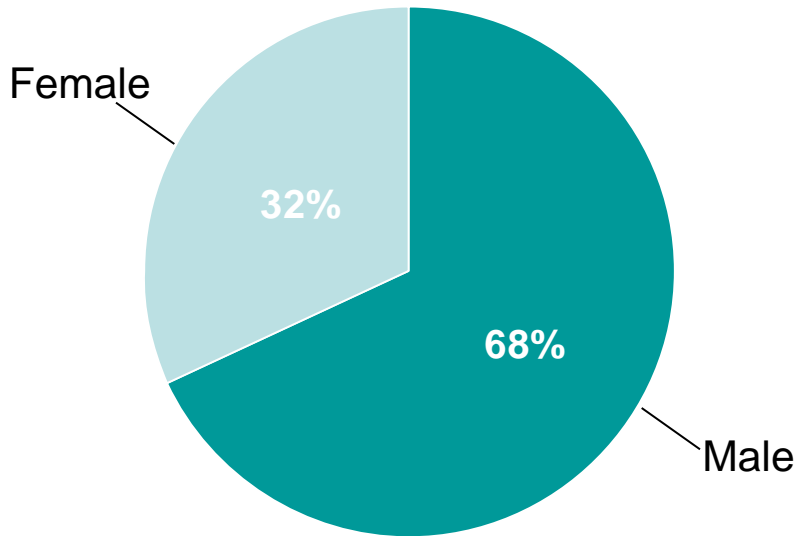
- Two or Three day events
- Affordable ticket prices, \$20 - \$40 per person, children under 12 FREE
- Exciting on-track fan pre-race grid walk
- Typically open paddock/garage area, or a \$10 up charge
- Autograph sessions with the drivers
- Series tech talks and product displays in the GRAND-AM Fan Zone
- Racing simulators in the GRAND-AM Fan Zone
- Fan photos opportunities with GRAND-AM race show cars
- Car Club Corrals



GRAND-AM fans are more likely than the U.S. population to be male

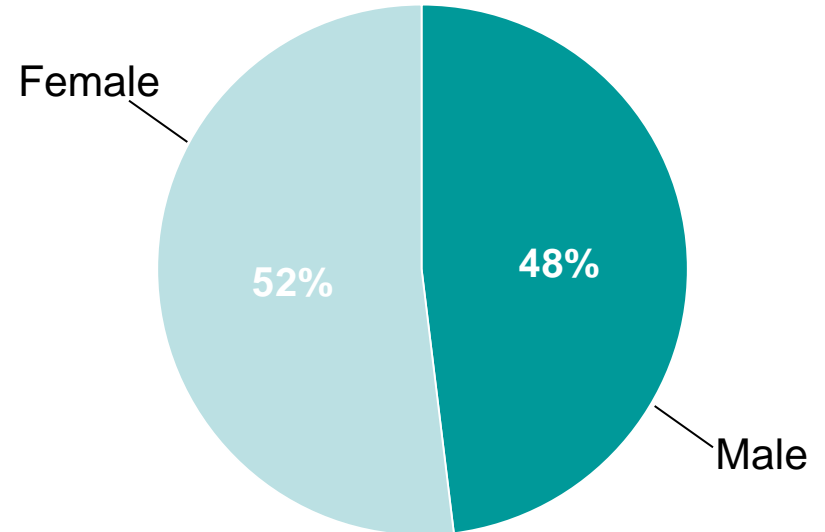


GRAND-AM Fans



Base: GRAND-AM Fans Top3Box (n=823)

General Population

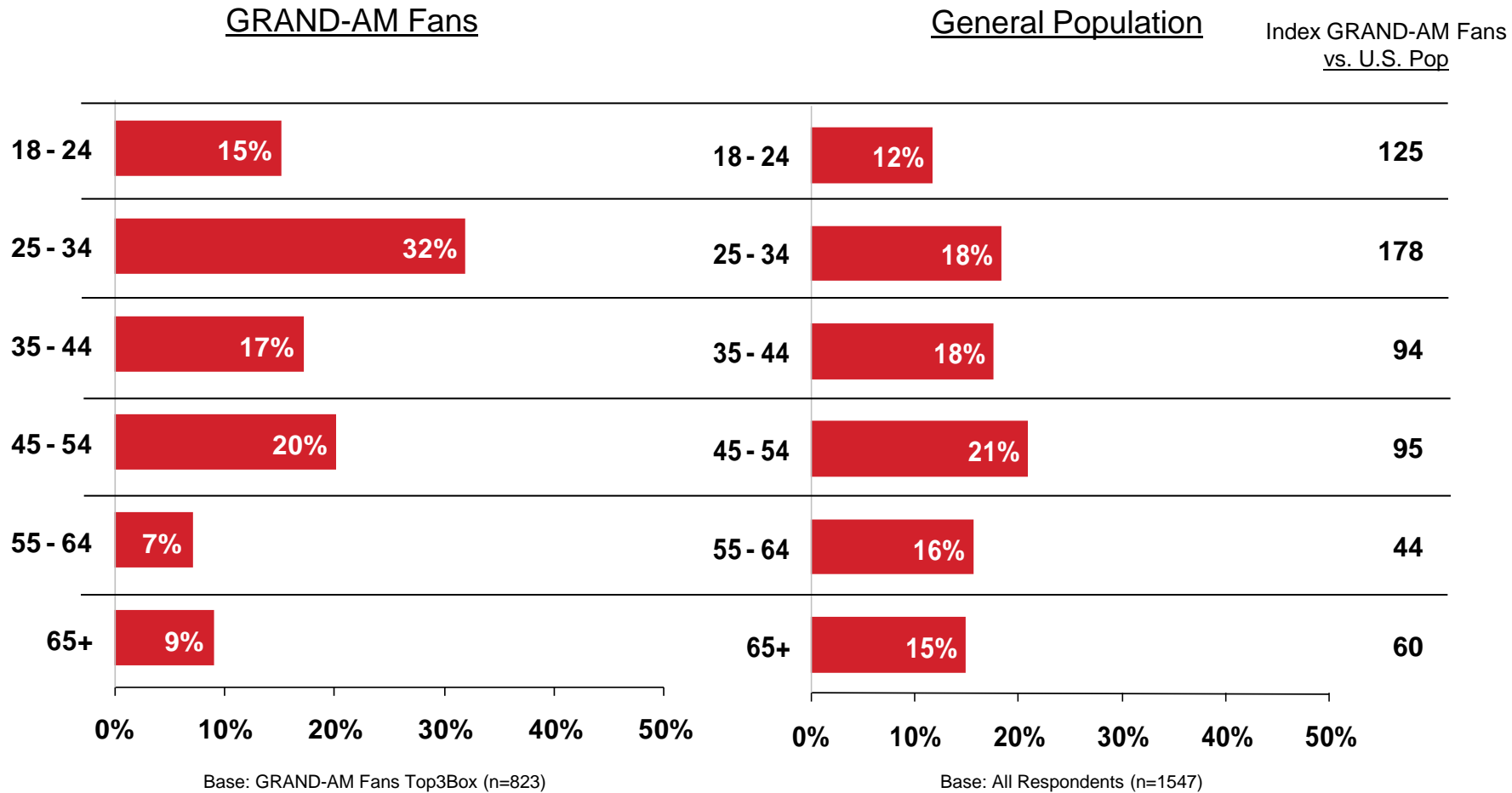


Base: All Respondents (n=1547)

Q. Please indicate your gender.



GRAND-AM fans are more likely than the U.S. population to be younger

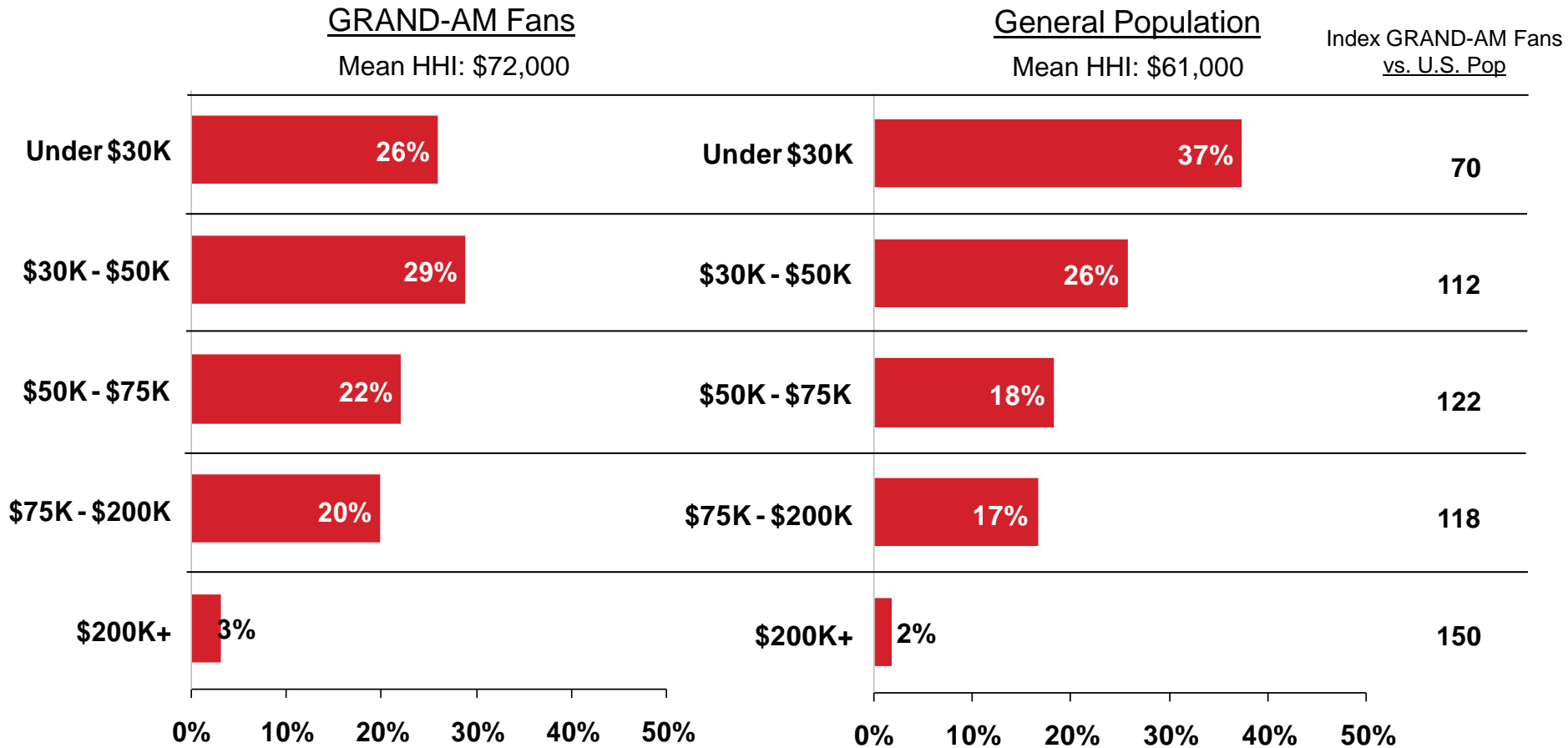


Q. In what year were you born?





GRAND-AM fans are more likely than the U.S. population to be more affluent



Base: GRAND-AM Fans Top3Box (n=823)

Base: All Respondents (n=1547)

Q. Which of the following categories best describes your annual household income?



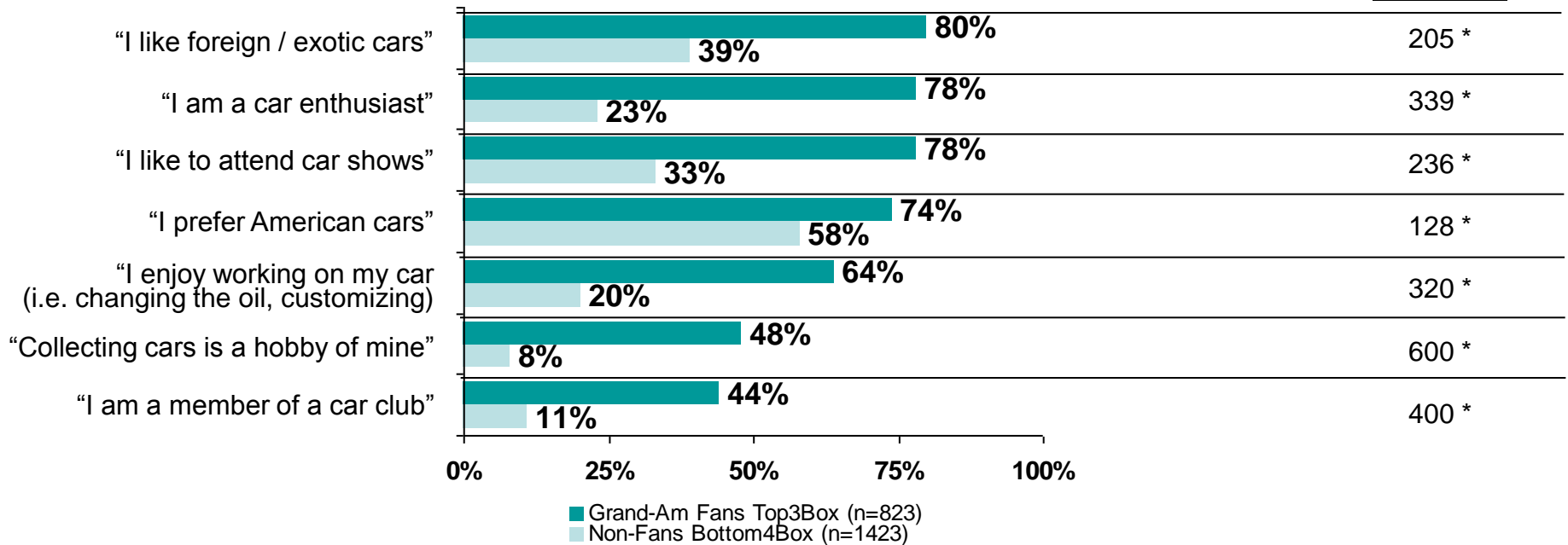


Most GRAND-AM fans are self-described car enthusiasts, and they are much more likely than non-fans to engage in multiple aspects of car culture

Proportion of GRAND-AM Fans and Non-Fans who  
with the Following Statements (Top2Box out of 4)

Agree

Index GRAND-AM Fans  
vs. Non-Fans



Q. [SUMMARY - TOP2BOX (STRONGLY AGREE/ MODERATELY AGREE)]

Please indicate whether you agree or disagree, moderately or strongly, with the following statements:



The asterisk (\*) indicates statistical significance at the 95% confidence level.

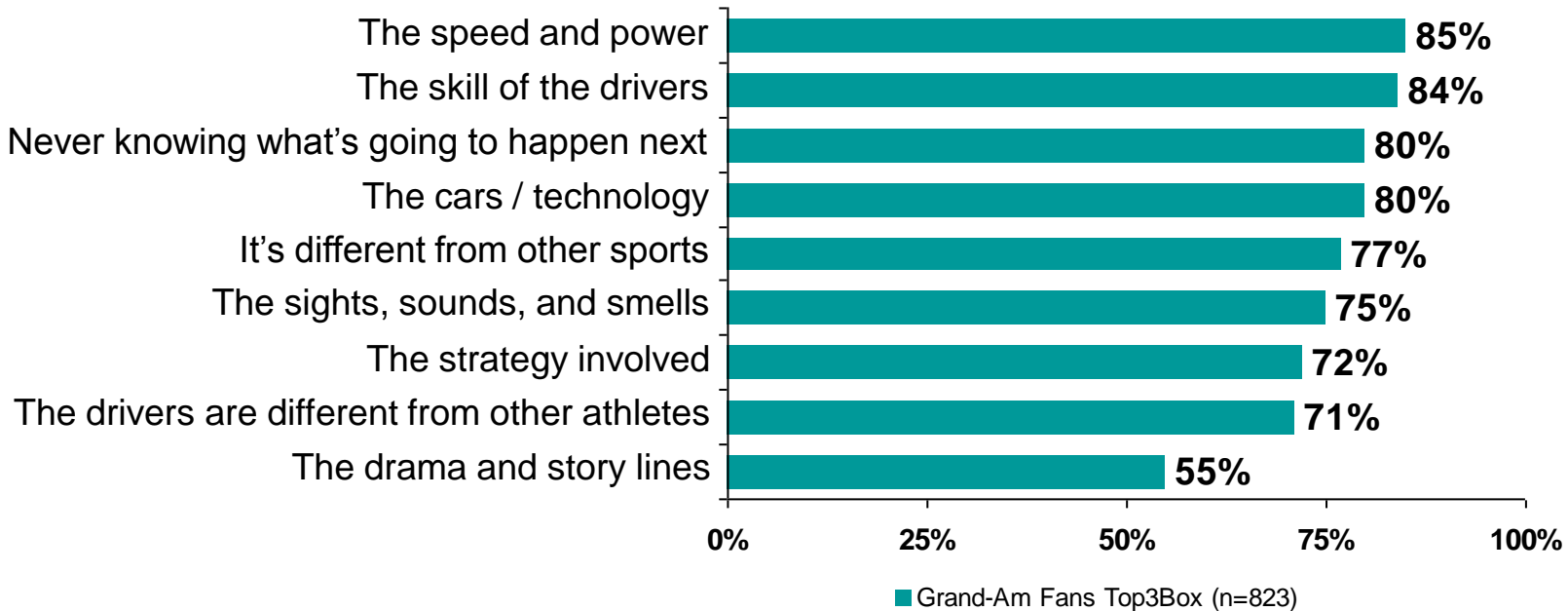
Base: All respondents





Speed and power and driver skill are the leading elements of auto racing that GRAND-AM fans rate as most attractive to them

Proportion of GRAND-AM who Are Attracted to Auto Racing by Each Element (Top2Box out of 7)



Q. [SUMMARY - TOP2BOX (6,7)] We'd like you to think about which qualities might attract you to auto racing. Using a scale from 1 to 7, where 1 means 'Not at all attractive to me,' 4 means 'moderately attractive to me,' and 7 means 'Extremely attractive to me', please tell us how much these factors might attract you to auto racing.

Base: GRAND-AM Fans Top3Box





PORSCHE



HONDA



mazda

