

**GRAND-AM**   
ROAD RACING.



**WHERE THE POWER OF PARTNERSHIP  
TAKES CENTERSTAGE EVERYDAY  
COME JOIN THE MICHAEL SHANK RACING TEAM  
RILEY-FORD DAYONA PROTOTYPE**



A COMPANY OF 



**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 2012 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 consists 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





## 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.

## GRAND 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)  
Riley  
500 HP  
Weight 2325



(BMW)  
Riley  
500 HP  
Weight 2325



(Chevrolet)  
Corvette  
500 HP  
Weight 2325



(Chevrolet)  
Coyote  
500 HP  
Weight 2325

- Approved Engines: BMW, Chevrolet, Ford, Porsche flat 6, Porsche V8,





- Nearly 20 million GRAND-AM fans in the U.S.
- For 2011, the GRAND-AM Rolex Sports Car Series has **had 6 million unique viewers**
- **Commanded +12%** more viewers in 2011 on average per race on SPEED (305,000) than in 2010 respectively
- Looking at a long term trend, 2011 Grand-Am Rolex Sports Car Series ratings are up +63% over 2003.
- 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





**January 27 -29, Daytona Int'l  
Speedway** Rolex 24 -- Rolex Series &  
Continental Tire Challenge



**March 30-31, Barber Motorsports Park,**  
Birmingham, AL-- Rolex Series &  
Continental Tire Challenge **(w/ IndyCar)**



**April 27-29, Homestead Miami  
Speedway,** -- Rolex Series & Continental  
Tire Challenge



**May 11-13, New Jersey Motorsports  
Park,** Millville, NJ -- Rolex Series &  
Continental Tire Challenge



**June 1-2, Belle Isle Park,** Detroit, MI--  
Rolex Series **(w/ IndyCar)**

**June 8-9, Mid-Ohio Sports Car Course**  
Lexington, OH – Rolex Series &  
Continental Tire Challenge



**June 22-23, Road America,** Elkhart  
Lake, WI -- Rolex Series & Continental  
Tire Challenge **( w/ Nationwide)**



**June 29- July 1, Watkins Glen Int'l 6hr,**  
Watkins Glen, NY -- Rolex Sports Car  
Series & Continental Tire Challenge



**July 27, Indianapolis Motor Speedway--**  
Rolex Series & Continental Tire Challenge  
**(w/ Nationwide & Sprint Cup)**



**August 10-12, Watkins Glen Int'l,**  
Watkins Glen, NY -- Rolex Sports Car  
Series **(w/ Sprint Cup)**



**August 17-19, Montreal, Quebec,  
Canada--** Rolex Sports Car Series  
(w/ Nationwide)



**September 7-9, Mazda Raceway  
Laguna Seca,** Monterey, CA– Rolex  
Series & Continental Tire Challenge



**September 28, Lime Rock Park,**  
Lakeville, CT-- Rolex Series & Continental  
Tire Challenge



# 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 7 million unique viewers annually and 78.3 million households via live broadcast on SPEED
- Race car presence provides on-car, at-track connection with 383,000+ 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.*





## Example Team Branding



**Garage/ Paddock Tour**



**Pre-Race Fan Walk**



**Fan Walk Pit Demonstration**



**Tire Tech Center Tour**



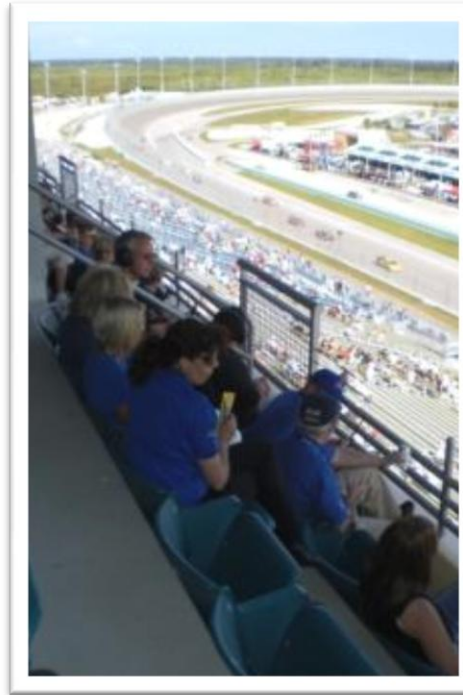
## Victory Lane Celebrations



## Hot Pit Pass



## VIP Suites



## Hospitality





- **Live TV race coverage in the US on SPEED and available in more than 78.3 million homes**
- **Live video vstreaming of qualifying 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 127**
- **International TV - full race, cut-downs and highlight shows via 17 television partners in 191 countries and territories to more than 321.8 million total homes**



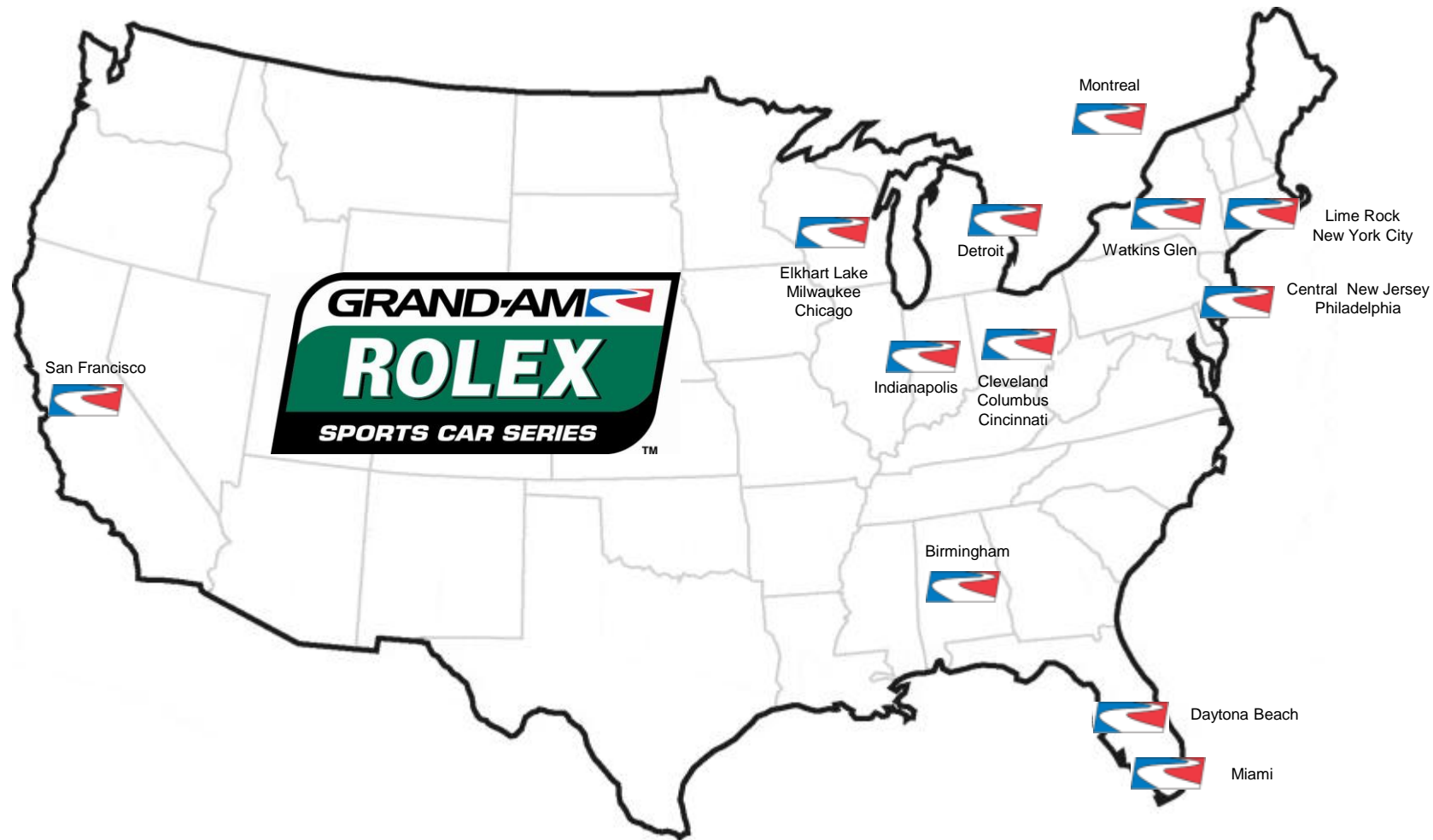


3.1 million unique viewers tuned in to part of the Grand-Am Rolex Series Rolex 24 at Daytona on SPEED in 2011

For the 2011 season GRAND-AM Rolex Sports Car Series delivered:

- An average of 305,000 viewers tuned in to each event on SPEED.
- For 2011, the GRAND-AM Rolex Sports Car Series has **had 5.9 million unique viewers**
  - +31% more than the IndyCar Series on Versus (4.6 million), +100% more than Formula One on SPEED (3.0 million) and +153% more than the American Le Mans Series on ESPN2 (2.4 million), year-to-date in 2011.
- The GRAND-AM Rolex Sports Car series had 76 total broadcast hours on television including original race events and re-airs
  - 34 hours of those 76 hours broadcast were LIVE

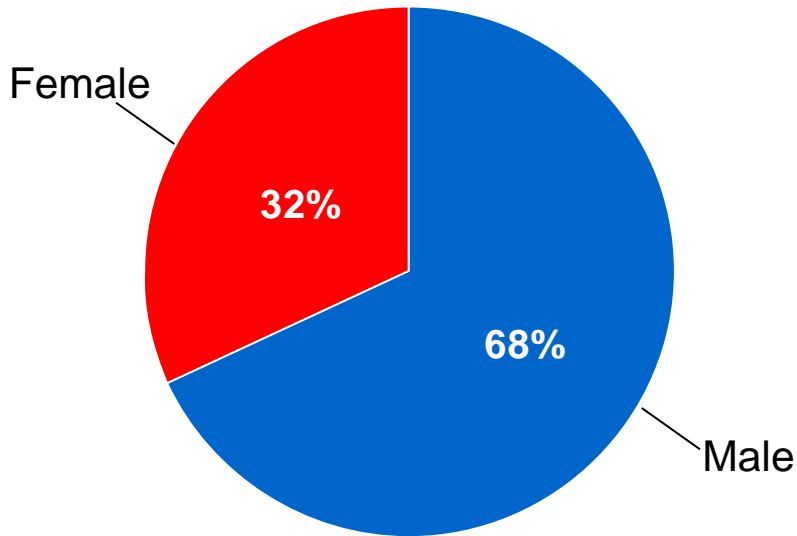




GRAND-AM fans are more likely than the U.S. population to be male

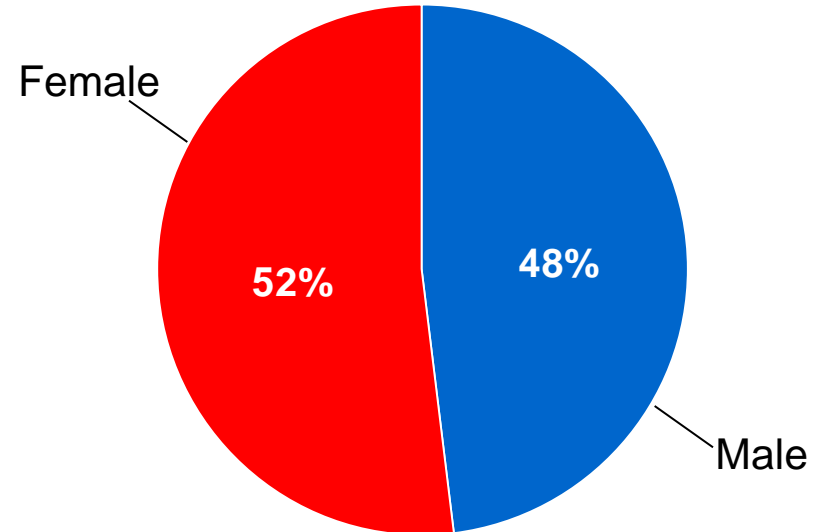


GRAND-AM Fans



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

General Population

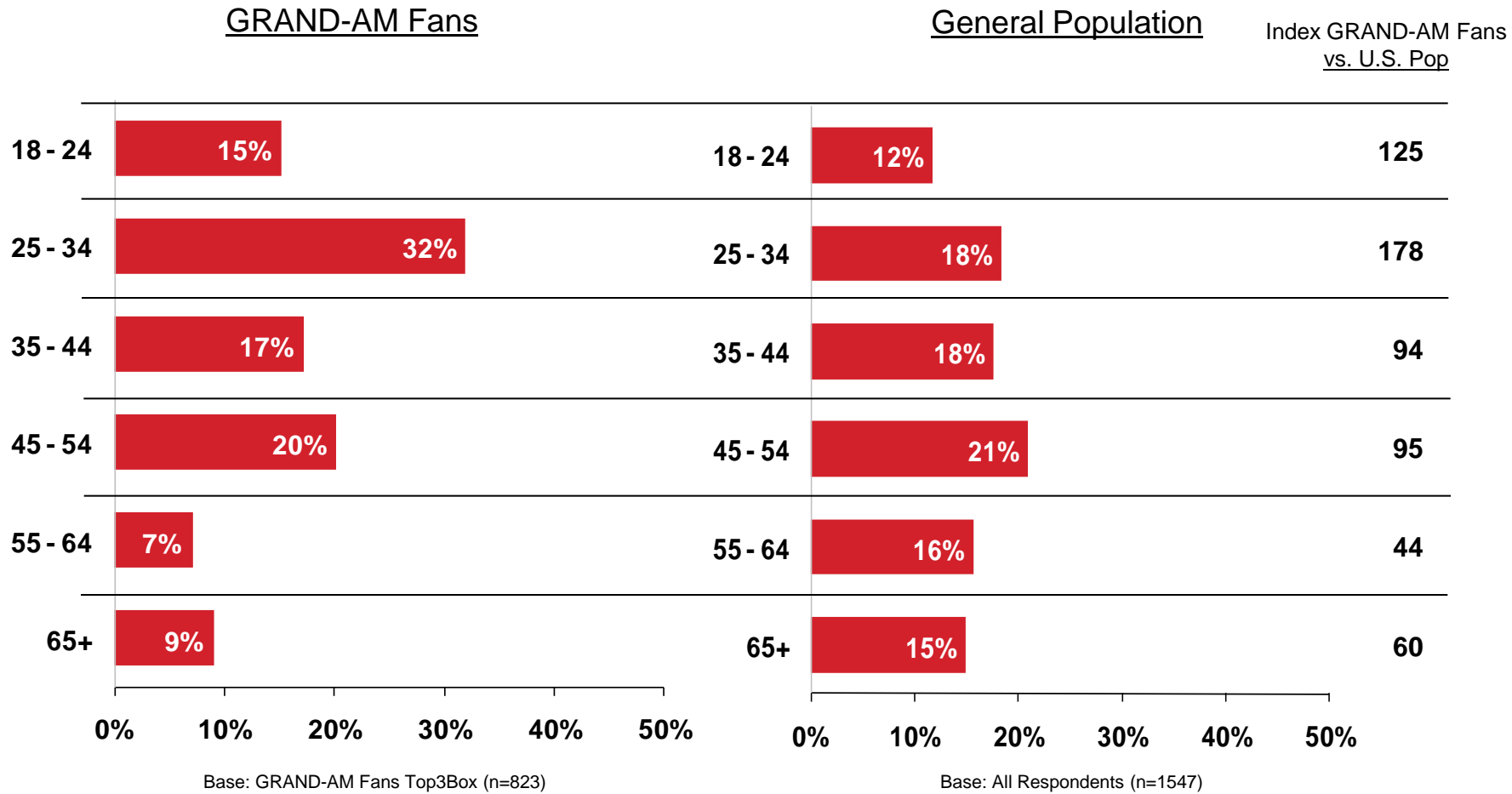


Base: All Respondents (n=1547)

Q. Please indicate your gender.



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

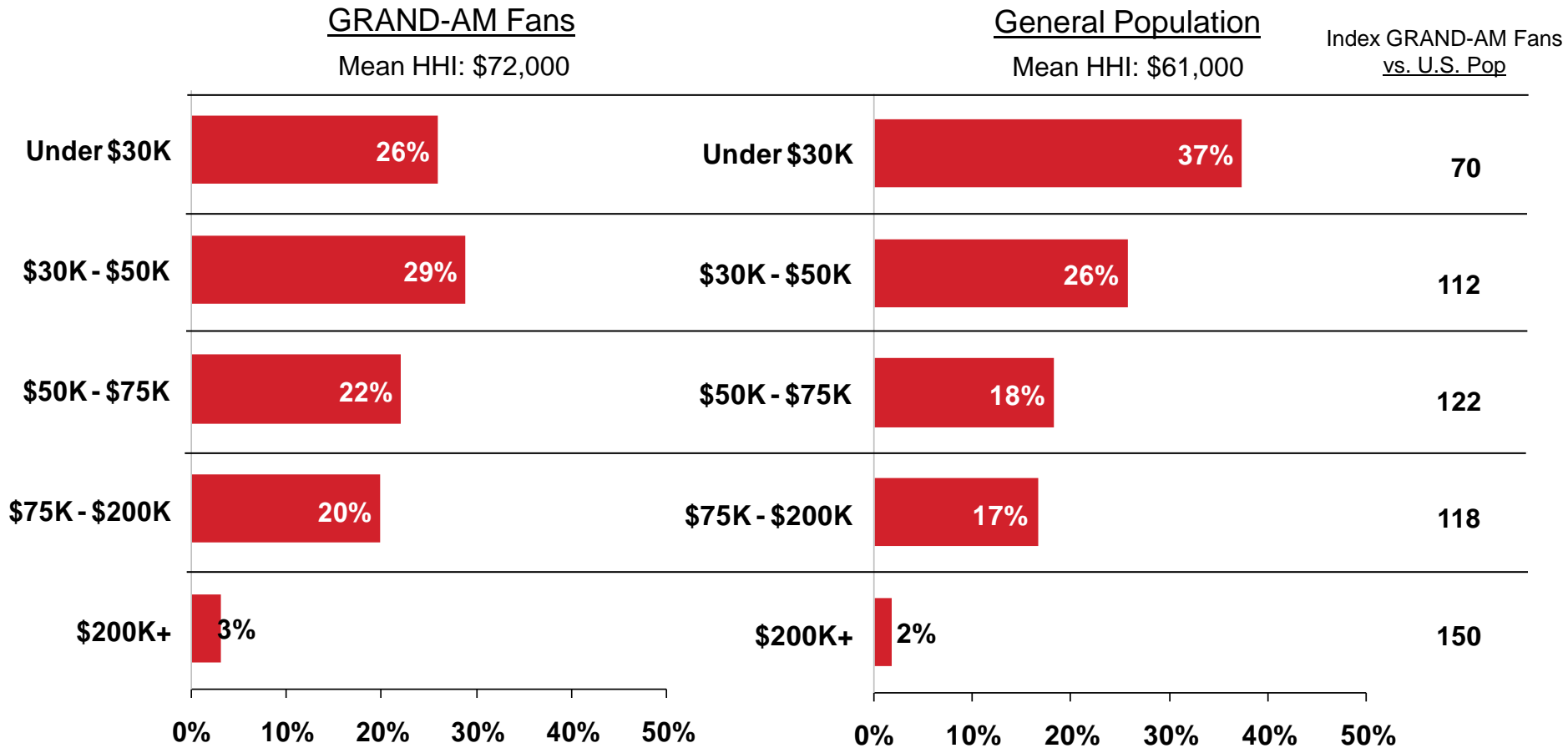


Q. In what year were you born?





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?



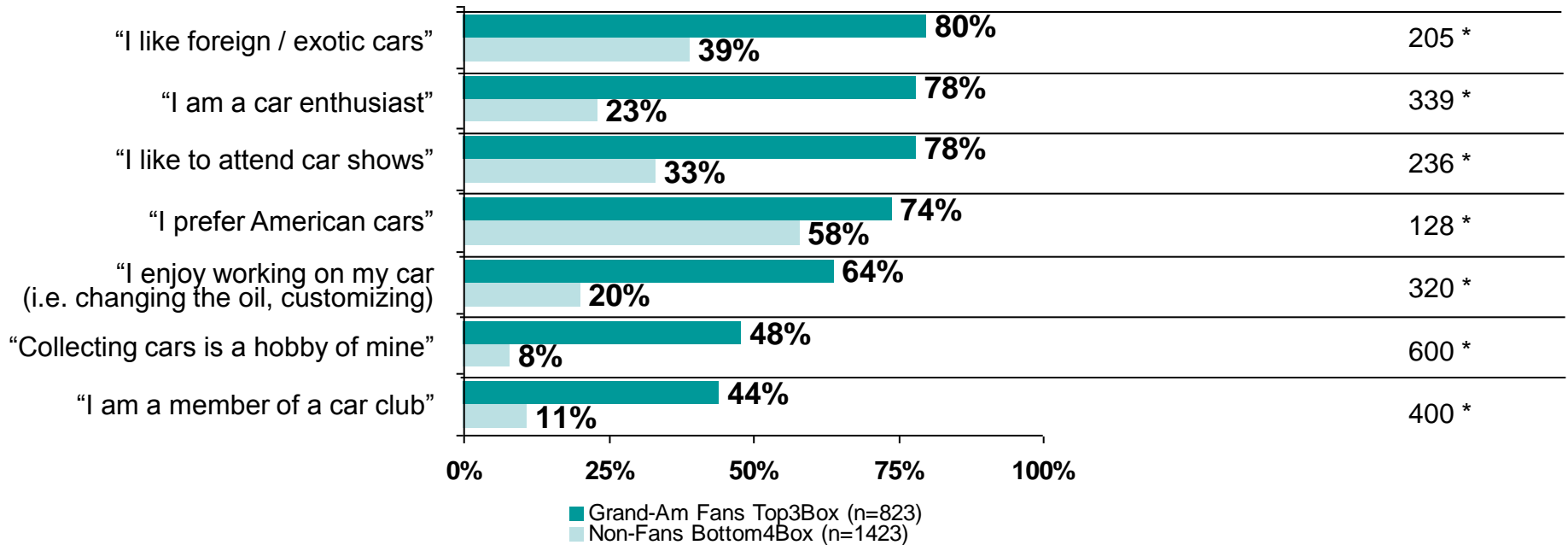


Most GRAND-AM fans are self-described car enthusiasts, and they are much more likely than non-fans to engage in multiple aspects of car culture

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.

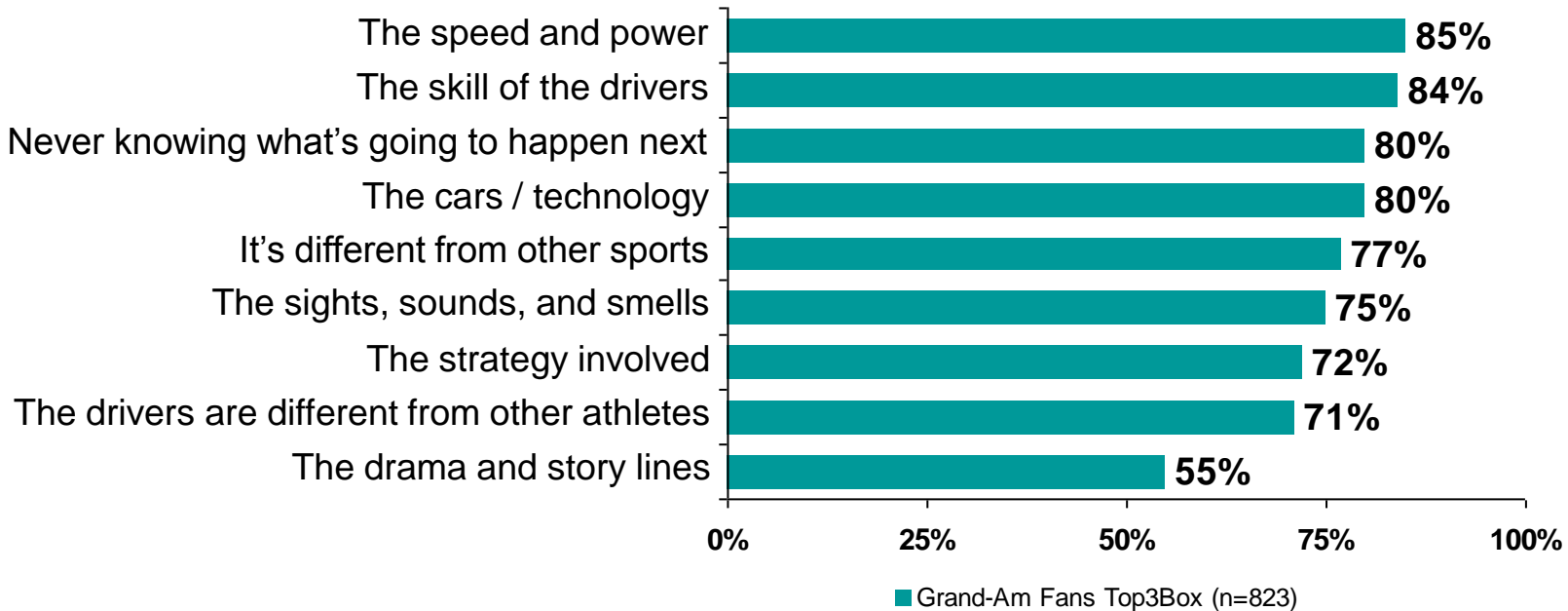
Base: All respondents



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 fans 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



# Official Partners



PORSCHE

