

**road
TO INDY**
PRESENTED BY COOPER
TIRES



 **COOPER TIRES**
USF2000
CHAMPIONSHIP

PROVEN FORMULA



250 DRIVERS

have participated in the Road To Indy since its inception



26 CHAMPIONS

have been crowned



9 SEASONS



20+ GRADUATES

of the Road to Indy have secured IndyCar Series rides



35 ROAD TO INDY DRIVERS

have made IndyCar career starts since the formation of the Road to Indy in 2010



25 OF THE 33 INDY 500 STARTERS IN 2018

were Indy Lights graduates, including its past five champions. In total, 11 Road to Indy champions were on the grid.

ROAD TO INDY



THE MOST EFFECTIVE DRIVER DEVELOPMENT SYSTEM IN THE WORLD

Patricio O'Ward, Champion

One million dollars* \$1,000,000

2014 Mazda Scholarship Package *Indy Lights*

Rinus VeeKay, Champion

Seven hundred ninety thousand three hundred dollars \$790,300

2014 Mazda Scholarship Package *Pro Mazda*

Kyle Kirkwood, Champion

Three hundred twenty five thousand dollars \$325,000

2014 Mazda Scholarship Package *USF2000*

EXPOSURE

- Premier venues with all events in support of IndyCar race weekends
- Worldwide streaming and dedicated broadcast channels including RoadToIndy.TV

DEVELOPMENT

- Unique scholarship program to graduate to Indy Pro 2000
- Advanced media training and opportunities

SAFETY

- Tatuus USF-17 chassis meeting current FIA F4 safety standards with enhancements
- Race Control operated by INDYCAR
- AMR Safety Team – highly skilled and trained safety team with unrivaled crew and response time



- Champion receives a scholarship to advance to Indy Pro 2000 in 2019
- Per race prize money (in addition to scholarship) that can contribute towards a driver's program
- A vital step on the career path of many of today's top drivers including Spencer Pigot and Colton Herta

"It really is an education, no one arrives at the top... you have to get there. The Road to Indy helps you get there."

- James Hinchcliffe,
Schmidt Peterson
Motorsports Driver,
2010 Indy Lights
Vice Champion

"The Road to Indy from an IndyCar and, frankly, from an Indianapolis 500 perspective is priceless," said Mark Miles, CEO of Hulman & Company, the parent company of INDYCAR.

"It is THE way for us to develop talent that supports the IndyCar series and the 500-mile race in Indianapolis. And it's working."

Graduates of USF2000 include (L to R) Jay Howard, Zach Veach, Charlie Kimball, Sage Karam and Spencer Pigot.



- Worldwide live streaming on RoadToIndy.TV, the Road to Indy App, indypro2000.com and indycar.com
- Coverage on Road to Indy TV, the Road to Indy TV App and dedicated broadcast channels on demand via Apple TV, Amazon Fire and Roku and the Xbox One Official App
- Dedicated section on indycar.com
- Social media platforms – Twitter, Facebook and Instagram – as well as partner outlets
- Full race shows available on USF2000 YouTube channel
- IndyCar editorial support including unique feature articles and distribution of Road to Indy series news
- Use of the INDYCAR Fan Village on event weekends for driver autograph sessions
- Race market media and fan events

“Being alongside the IndyCar Series, the marketing opportunities for sponsors are far greater than racing in a series where nobody shows up.”

- Barry Pigot,
Father of IndyCar
Driver Spencer Pigot,
Pro Mazda and
Indy Lights champion

COMPETITORS



AVERAGE AGE

Indy Lights	22.2
Indy Pro 2000	19.4
USF2000	18.8

COUNTRIES REPRESENTED



Drivers representing 30 countries and 6 continents on grids the past five years

AVERAGE FIELD SIZE 66
across the three series the past five years

“What I like is that you are always in front of IndyCar – the bosses, the managers, the driver coaches...”

“If you are good they will notice you and that is a very big advantage compared to other series in the world.”

- Marijn Van Kalmthout,
Father of newly crowned
Indy Pro 2000 Champion Rinus VeeKay

STATE-OF-THE-ART EQUIPMENT PACKAGE

TATUUS USF-17

The Tatuus USF-17 is a full carbon composite and aluminum honeycomb monocoque meeting current FIA F4 safety standards, including side impact panels, front and rear impact structures, HANS-compliant IndyCar head restraint, front and rear wheel tethers, upgraded uprights, and upgraded front bulkhead structure for USA-specific oval racing circuits.



Top Speed: 140+ mph
Weight: 1102 lbs/500 kg
Length: 108 inches/2743 mm
Width: 61 inches/1549 mm
Transmission: Six-speed sequential
Additional: PFC brakes; Cosworth CFW277 steering wheel with integrated dash and gear change paddles; Cosworth data logger; Dynamic dampers; Hyperco springs

Engine: 2.0-liter Mazda developed MZR-PM18A (175HP) powerplant prepared by Elite Engines with a maximum torque of 160 ft. lbs., utilizing a fly-by-wire throttle system and Cosworth SQ6 engine management system

Tires: Cooper Tires

Wheels: Motegi Racing forged Technomesh mono-block alloy wheels, 13" x 8" front and 13" x 10" rear.

2019 SCHEDULE



1 Streets of St. Petersburg

St. Petersburg, Florida
March 9/10

2 Indianapolis Motor Speedway

Indianapolis, Indiana (road course)
May 10/11

3 Lucas Oil Raceway

Indianapolis, Indiana
May 24

4 Road America

Elkhart Lake, Wisconsin
June 22/23

5 Streets of Toronto

Toronto, Ontario, Canada
July 13/14

6 Mid-Ohio Sports Car Course

Lexington, Ohio
July 27/28

7 Portland International Raceway

Portland, Oregon
August 31/September 1

8 WeatherTech Raceway

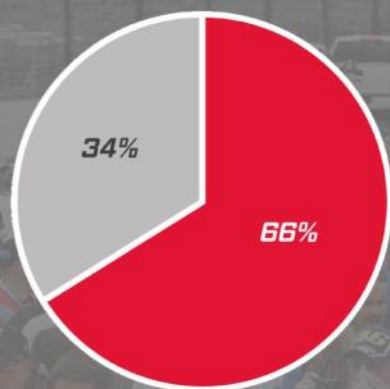
Laguna Seca
Monterey, California
September 21/22

DEMOGRAPHICS



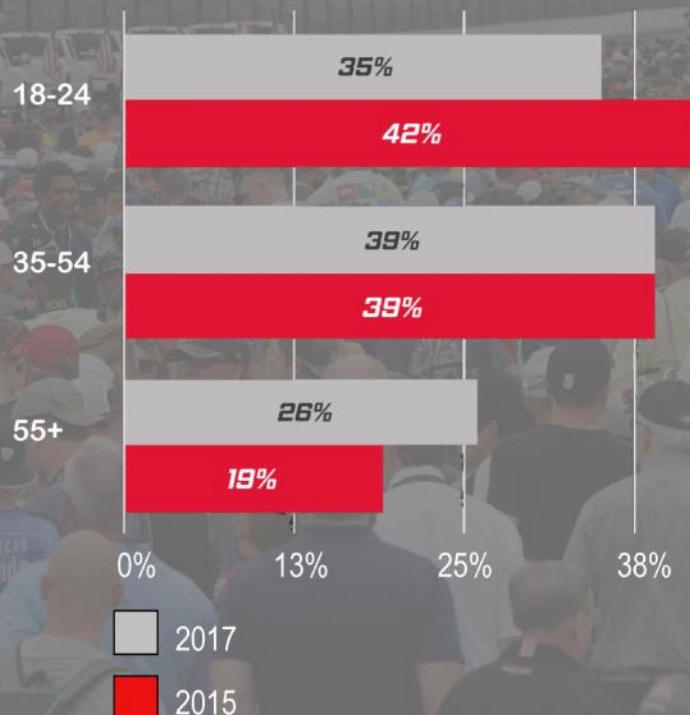
69 Million INDYCAR Fans in US

GENDER



● MALE
● FEMALE

AGE



80%
of INDYCAR fans engaged

80%
more likely to buy
sponsor's product

90%
are very or somewhat loyal
towards a brand

\$88,500+

average HH Income of INDYCAR fans

42%

of INDYCAR fans are Millennials, a higher
share than NASCAR or the Big 4 Sports

Source: Nielsen Sports Sponsorlink



SERIES WEBSITES

from August 2017

TOTAL VISITS **1,816,970**

UNIQUE VISITORS **1,264,214**

TOTAL PAGE VIEWS **4,451,747**



Live streaming
available via:

INDYCAR

ROAD TO INDY TV

ROAD TO INDY TV APP

SERIES WEBSITES



apple tv xbox one
amazon Roku

Provides a behind-the-scenes look of the Road to Indy with customized, worldwide live streaming shows, race highlight shows and initiatives such as the Road to Indy TV App, dedicated broadcast channels, a mobile game and more.

DIGITAL MEDIA SAMPLING

MONTHLY PAGE VIEWS

 3,994,120,234

MONTHLY UNIQUE VISITORS

 313,681,004



ON-SITE 2018 MEDIA ATTENDANCE

St. Petersburg	425 Media Credentialed
Toronto	440 Media Credentialed
Mid-Ohio	225 Media Credentialed



8,116,257

Supplemental Cooper Tires Hashtag Program



5,033,676

The program encourages drivers and teams to utilize the #RoadToIndy and #TeamCooperTire hashtags through their social media messaging on Twitter and Instagram in various challenges.



1.493.481

There have been over 12,000 contributors on Twitter. This year alone (to date), we have reached over 11 million users on Twitter and Instagram combined.



1,368,965

Since 2015, the program has reached over 25 million users on Twitter.



220,135



61,289,000

Among the social handles of Team Cooper Tire, Road To Indy TV and the series handles, we have a network of over 400,000 social media users.

**statistics include the following: Road To Indy driver, team and partner social media channels and event specific social media channels*

TRACKSIDE ENTERTAINING



The Road to Indy offers complete turnkey and affordable hospitality packages to provide your guests with a VIP track experience with trackside hospitality and suite options available at every race for two guests to 200.

Additional amenities available include providing your guests with a unique experience from waving the checkered flag to pace car rides, VIP gift bags and more.

CONTACT



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