

**road**  
**TO**  
**INDY**  
PRESENTED BY **COOPER**  
TIRES



 **COOPER TIRES**  
**USF2000**<sup>®</sup>  
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



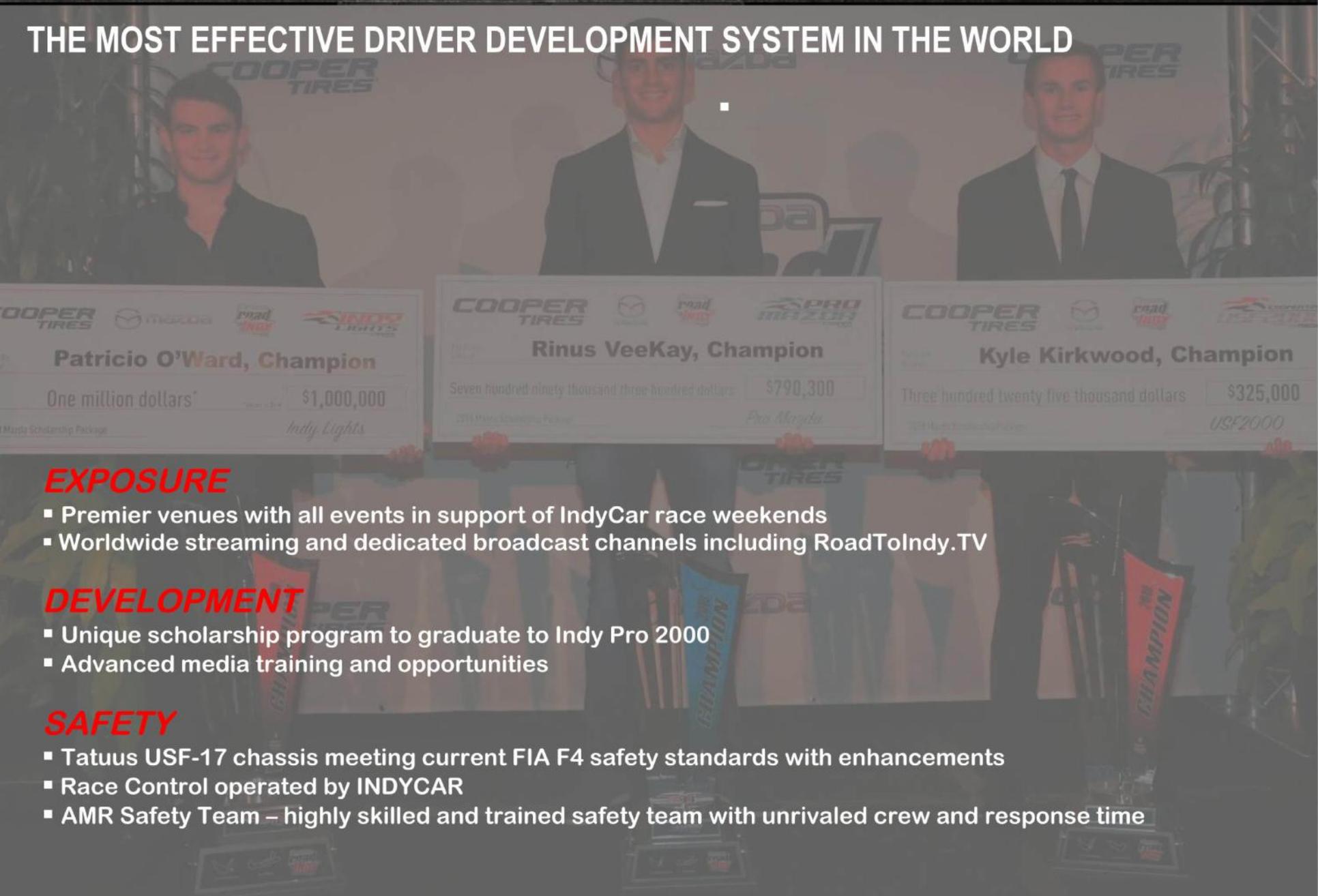
**25 OF THE 33 INDY 500 STARTERS IN 2018**

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



### 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

# USF2000



- 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."*

# COOPER TIRES



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

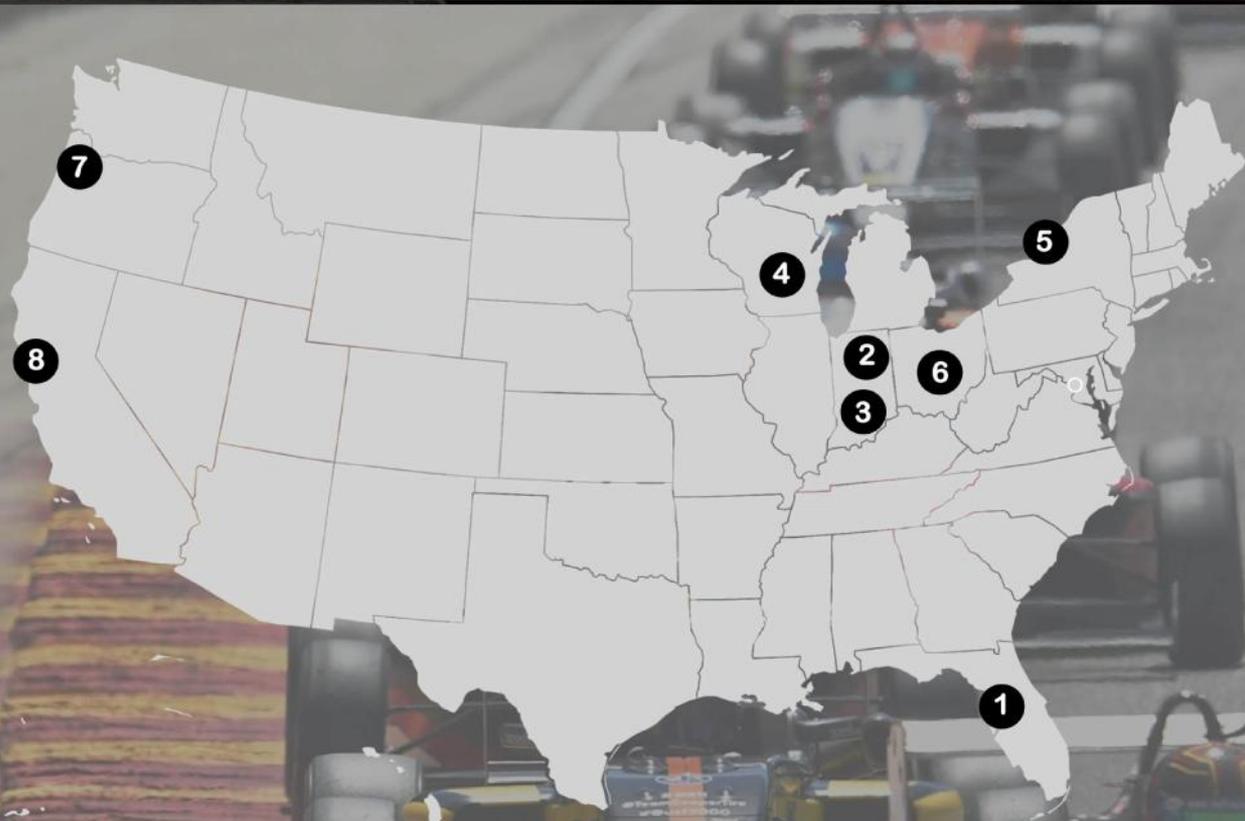
Engine: 2.0-liter Mazda developed MZR-PM18A (175HP) powerplant prepared by Elite Engines with a maximum torque of 160 ft. lbs., utilizing a fly-by-wire throttle system and Cosworth SQ6 engine management system

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

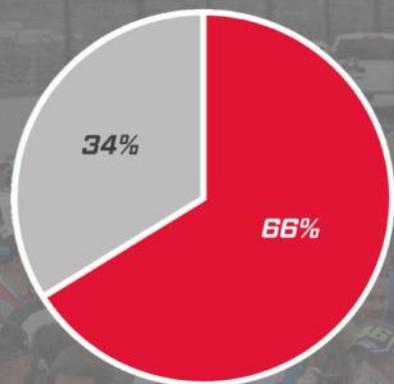


# DEMOGRAPHICS



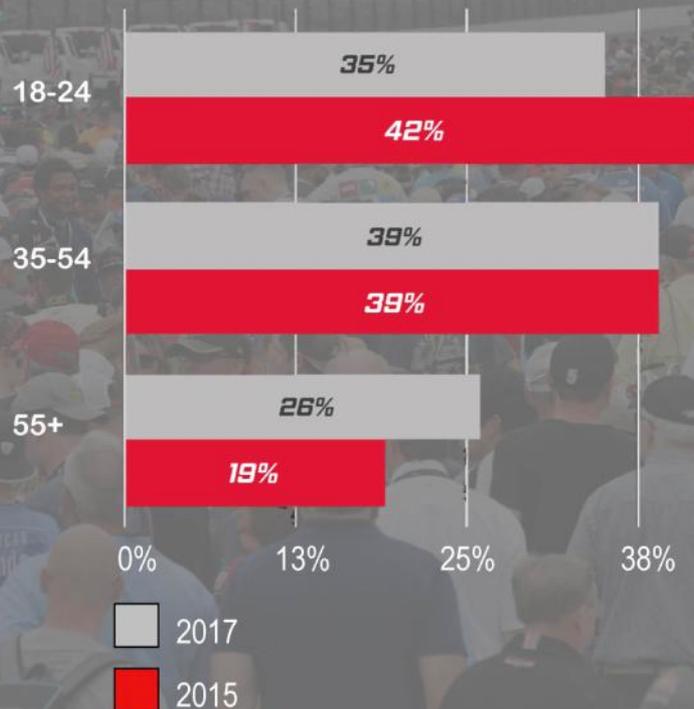
## 69 Million INDYCAR Fans in US

### 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**

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.



**61,289,000**

*\*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



**Jonny Baker**  
**Series Development Director**  
**[jb@roadtoindy.net](mailto:jb@roadtoindy.net)**  
**+1 (317) 650-8311**  
**[usf2000.com](http://usf2000.com)**  
**[roadtoindy.info](http://roadtoindy.info)**  
**[indycar.com](http://indycar.com)**