

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



**INDY**  
**PRO 2000**  
PRESENTED BY COOPER  
TIRES

# PROVEN FORMULA



**250 DRIVERS**

have participated in the Road To Indy since its inception



**26 CHAMPIONS**

have been crowned

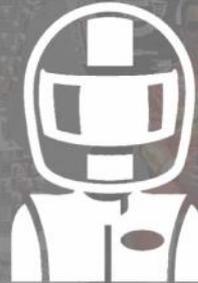


**9 SEASONS**



**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

COOPER TIRES Mazda ROAD TO INDY INDY LIGHTS

**Patricio O'Ward, Champion**

One million dollars\* \$1,000,000

Mazda Scholarship Package Indy Lights

COOPER TIRES Mazda ROAD TO INDY PRO MAZDA

**Rinus VeeKay, Champion**

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

2018 Mazda Scholarship Package Pro Mazda

COOPER TIRES Mazda ROAD TO INDY COOPER TIRES

**Kyle Kirkwood, Champion**

Three hundred twenty five thousand dollars \$325,000

2018 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 Lights
- Advanced media training and opportunities

### SAFETY

- Tatuus PM-18 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

# INDY PRO 2000



- Champion receives a scholarship to advance to Indy Lights in 2019
- Per race prize money (in addition to scholarship) that can contribute towards a driver's program
- Total event and year-end prize money and awards of over \$760,000
- A vital step on the career path of many of today's top drivers including newly crowned Indy Lights champion Patricio O'Ward

*"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 Indy Pro 2000 include (L to R) Marco Andretti, Graham Rahal, James Hinchcliffe, Kyle Kaiser and Spencer Pigot.

# INDY PRO 2000

- 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 Indy Pro 2000 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 PM-18

The Tatuus PM-18 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: 165+ mph  
Weight: 1146 lbs/520 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

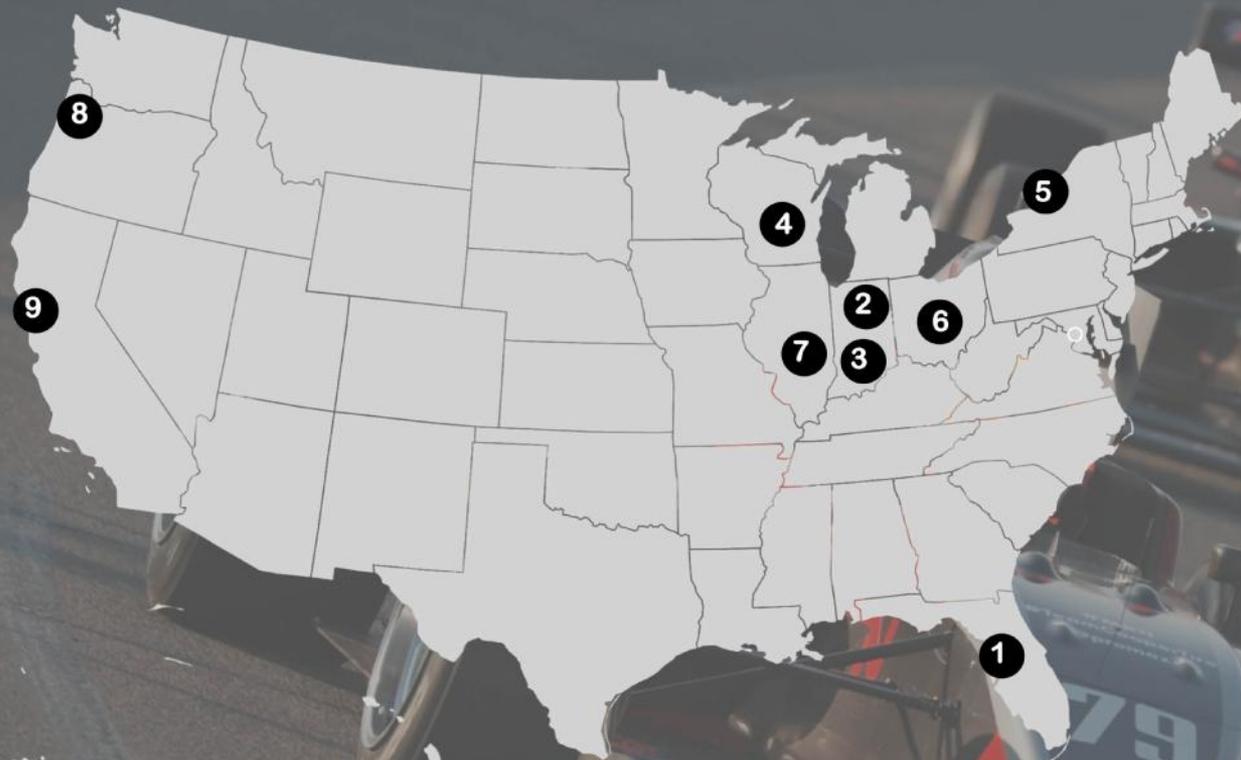
Engine: 2.0-liter Mazda developed MZR-PM18A (275HP) powerplant prepared by Elite Engines with a Maximum torque of 190 ft. lbs., utilizing a fly-by-wire throttle system and Cosworth SQ6 engine management system

Tires: Cooper Tires

Wheels: Motegi Racing forged Technomesh mono-block alloy wheels, 13" x 10" front and 13" x 12" 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 Gateway Motorsports Park**

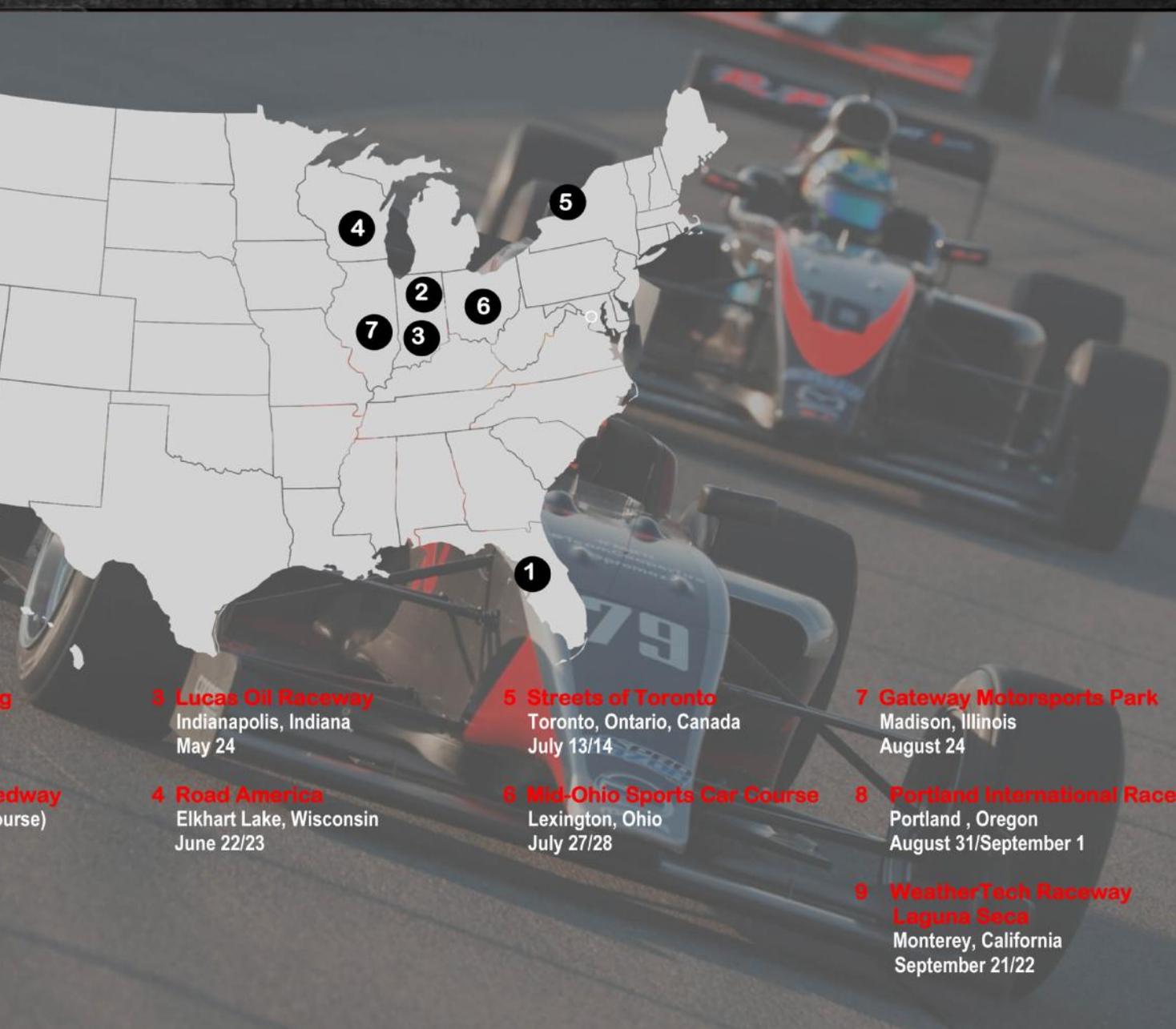
Madison, Illinois  
August 24

**8 Portland International Raceway**

Portland, Oregon  
August 31/September 1

**9 WeatherTech Raceway**

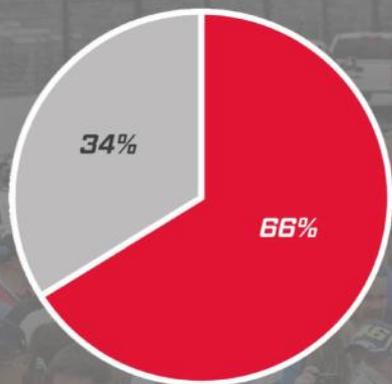
**Laguna Seca**  
Monterey, California  
September 21/22





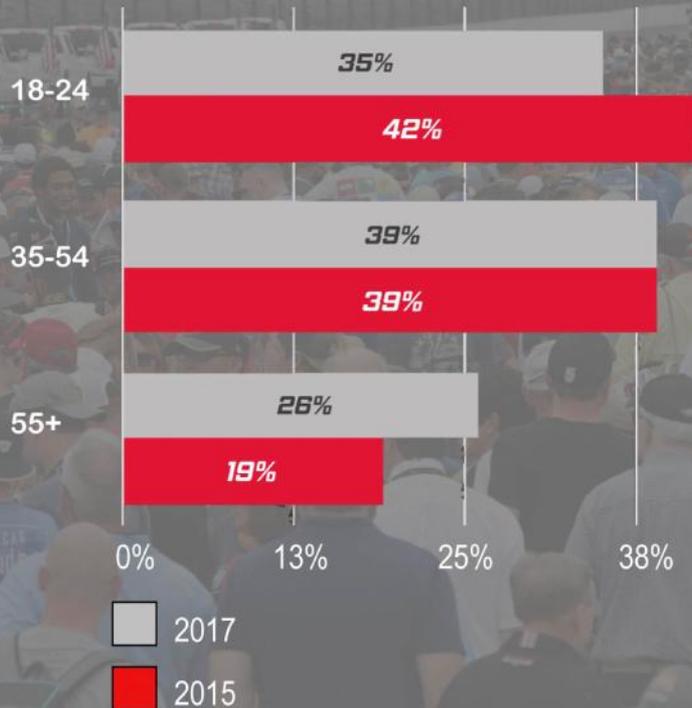
## 69 Million INDYCAR Fans in US

### 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

## 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



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.



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