

PRO MAZDA

PRESENTED BY COOPER
TIRES



Pro Mazda Championship
Presented by Cooper Tires





About Andersen Promotions

Andersen Promotions has long enjoyed success in junior formula car racing.

The company currently operates the USF2000 and Pro Mazda championships, representing the first two steps in INDYCAR's official driver development system - the Mazda Road to Indy. In addition, Andersen Promotions recently announced that it has acquired the Indy Lights series, and will now manage all three levels of the ladder system to the IndyCar Series and Indianapolis 500.

Dan Andersen, Owner and CEO, has also been involved in team ownership at the Indy Lights, Pro Mazda and karting levels, providing the necessary foundation to operate and grow INDYCAR's development system.



andersen
P R O M O T I O N S





Series Goals

Andersen Promotions has outlined specific goals to stimulate further growth of the Pro Mazda series and increased value:

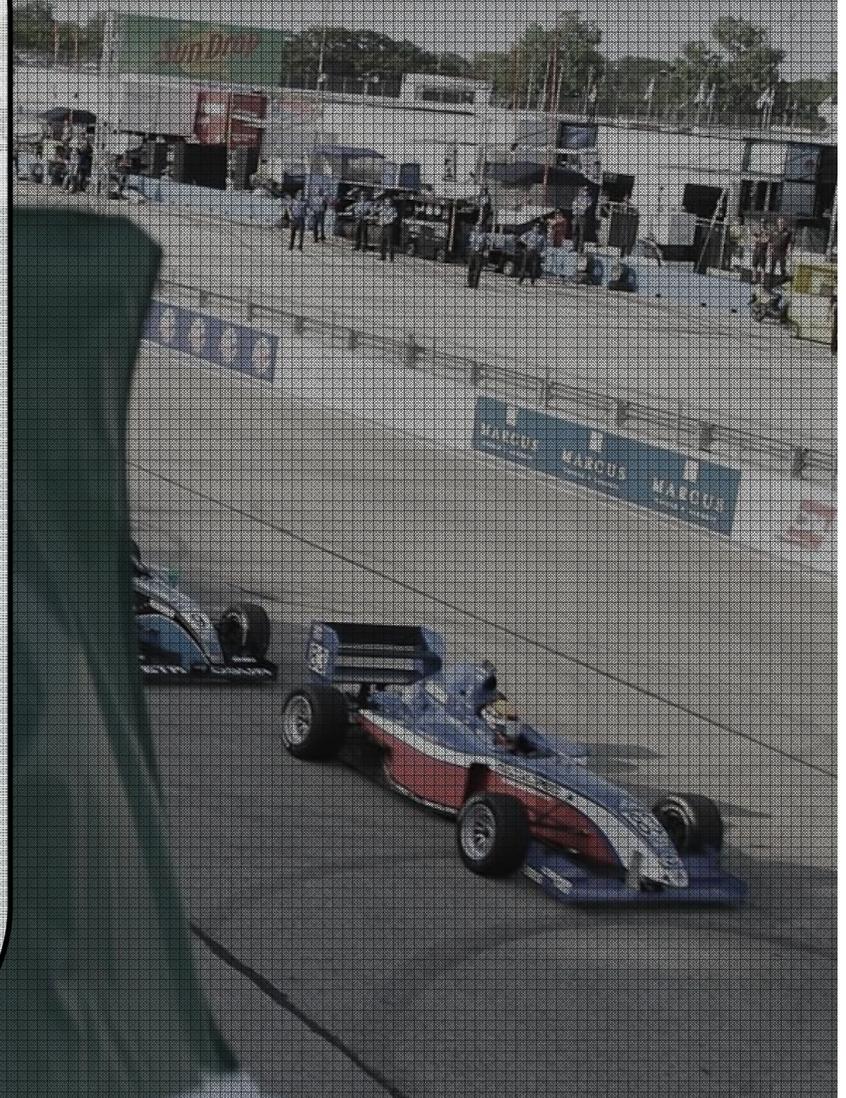
1. Continued use of proven, high-tech, carbon fiber chassis with award winning Mazda Renesis rotary engine
2. A cost-effective platform for teams, drivers and partners
3. Unparalleled on-track and off-track training for drivers to prepare them to advance in professional motorsports
4. Events in major markets and on INDYCAR weekends, including double-header race weekends, ensuring the maximum amount of value and seat time for competitors



Why Pro Mazda?

Pro Mazda represents the second step in the Mazda Road to Indy driver development system

- Series champion receives a scholarship to graduate to the Indy Lights Series
- Drivers and teams compete for cash and prizes totaling nearly \$1 million
- Events at the same tracks and on the same weekends as the IndyCar Series
- 14-race, 8-event schedule format offers vast amounts of seat time and incredible value
- Series-supported race weekend events such as autograph sessions, on-stage fan Q&A sessions, driver parades, etc.
- Unparalleled access to IndyCar Series owners, teams and drivers





About the Mazda Road to Indy

The Mazda Road to Indy is the official driver development program of INDYCAR and features a clear, defined path for drivers, teams and sponsors to advance to the IndyCar Series and Indianapolis 500.

- Drivers follow series path of USF2000, Pro Mazda and Indy Lights on way to IndyCar Series
- Scholarships totaling over \$2 million available for series champions to advance throughout the system
- High profile events on the same playing fields contested by today's biggest stars in support of the IndyCar Series
- Drivers take part in comprehensive off-track business training program, the Mazda Road to Indy Summit
- Unmatched access and networking opportunities to owners, teams and drivers in the INDYCAR paddock





Demographics

26%

\$100,000+

Household Income

\$

\$61,000

Average HHI



53.8%

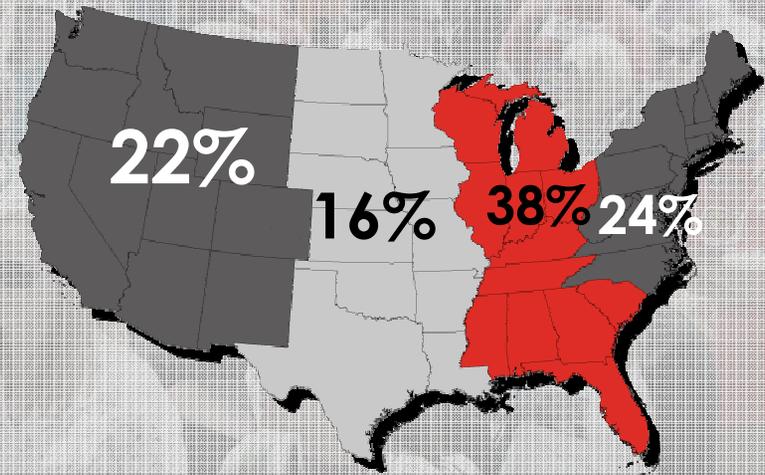
At-Least Some College

Fan Base Overview

Total Fan Base	31.38 Million
Average Age	50.4
Average Household Income	\$60,923
Married	57.1%
Attended At-Least Some College	53.3%
Homeowners	74.7%
Employed (Full or Part-Time)	59.1%
Children	50.2%

Key National TV Markets*

- Chicago
- Atlanta
- Indianapolis
- Miami
- Birmingham
- Columbus

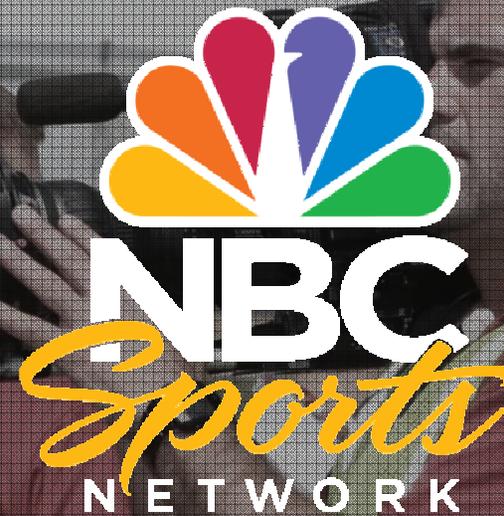




Television

The Pro Mazda series has a television highlight package in place for the 2014 season that is sure to provide competitors with enhanced value and exposure:

- Multiple one-hour highlight shows produced throughout season
- All programs air on NBC Sports Network
- Established broadcast talent
- Extended event coverage, including pre and post-race features and interviews
- Race winner interview during each Indy Lights broadcast





2014 Schedule

The 2014 Pro Mazda Championship Presented by Cooper Tires schedule will consist of eight event weekends and 14 races:

<u>Date</u>	<u>Event</u>	<u>Venue Type</u>
March 29-30	Streets of St. Petersburg	Street Circuit
April 26-27	Barber Motorsports Park	Road Course
May 9-10	Indianapolis Motor Speedway	Road Course
May 24	Night Before the 500 (Lucas Oil Raceway)	Oval
June 28-29	Streets of Houston	Street Circuit
August 2-3	Mid-Ohio Sports Car Course	Road Course
August 16-17	Milwaukee Mile	Oval
August 23-24	Sonoma Raceway	Road Course



ProMazdaChampionship.com

The Pro Mazda website is the place to go to learn about the drivers, teams and latest news on the series

- Exclusive coverage of all Pro Mazda event weekends
- Series news and press releases
- Team/driver news and press releases
- Live timing and scoring
- Photo and video archives
- Official forms and bulletins
- Complete driver profiles
- Additional coverage on indycar.com





Moving Up

In 2013, 26 of the 38 drivers who competed in the IndyCar Series and/or Indianapolis 500 came up through one or more levels of the ladder system.

In addition, 15 drivers have advanced from Pro Mazda up to Indy Lights and IndyCar since the formation of the Mazda Road to Indy in 2010.

Many of today's up and coming open-wheel racing stars have competed in the Pro Mazda. These drivers include:

- Matthew Brabham (Pro Mazda)
- Tristan Vautier (IndyCar)
- Sage Karam (Indy Lights)
- James Hinchcliffe (IndyCar)
- Zach Veach (Indy Lights)



Brabham



Hinchcliffe



Karam



Vautier



Veach