

FORMULA CAR CHALLENGE

presented by: **GOODYEAR**

Formula Car Challenge presented by Goodyear (FCC) Demographics v05.31.10

Series Brief

The Formula Car Challenge presented by Goodyear is a stepping stone series for up-and-coming racers, as well as a race series for serious hobbyists. The Formula Car Challenge presented by Goodyear is a regional series that features a NASA National Championship. The FCC is an officially sanctioned NASA Pro Racing series. Race events have been held at a variety of events in addition to NASA events including SCCA Club, SCCA Vintage, IndyCar, and American LeMans Series weekends.

Attendance

Most FCC events take place on club level weekends that are not promoted to the general public. A normal weekend will see a couple of thousand participants. While the total number is small, the group is a very focused collection of affluent educated people who have enough expendable income to participate in this high dollar sport. At times the series will attend the higher level spectator race weekends, and these events draw upwards of 100,000 people and can include some TV coverage as well.

The Audience*

Demographic research has indicated that fans of road course racing are more affluent, and better educated than fans of golf and tennis as well as other forms of motorsports.

- Average income for respondents is \$70,000, 23% have incomes exceeding \$100,000.
- 58% are married. Average household size is 2.6.
- The median age is 36.5 years with 64% falling between the ages 24 and 44.
- 60% are college graduates. Of those 13% hold post graduate degrees.
- The male to female ratio among spectators is typically 70% male 30% female.
- The fan base for road racing events does not significantly duplicate that of NASCAR.

Internet Marketing

The series recognizes the power of the web, and generates press releases before and after each event. The series utilizes a company that tracks these emails, and the links that are coded inside of them. Over the past year over 13,000 emails were sent. The average click-through rate for a Sports and Recreation web based email is 3.7%. The FCC click-through rate is currently at 22.7% ** Series press releases are picked up and redistributed by racing news outlets like Motorsport.com, Eformulacarnews.com, ESPN, AutoChannel, and SpeedTV.com.

Average web traffic for the Formula Car Challenge website is 7200 unique visitors per month. According to the latest data the site is generating well over 250,000 page views per year.***

Series promotional advertisements are featured on eFormulaCarNews, and ApexSpeed. The ApexSpeed ads generate approximately 80,000 impressions and hundreds of click throughs per month according to the most recent reports.

Print Ads

The series buys 12 print ads that features our series partners, and participants. Each ad had a prominent place in The Wheel magazine. In 2010 there were 10 completely unique advertisements generated to keep the content fresh and of interest to the readers. The Wheel is the official publication of the San Francisco Region SCCA, and is sent out to approximately 5000 subscribers a month.

*Based on Goodyear, ALMS, and SCCA reports for road racing events

**According to ConstantContact Resource Center data 12.14.09

***According to Webalizer Usage Statistics for FormulaCarChallenge.com 05.31.10



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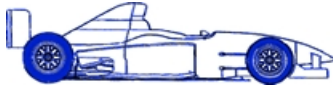
About the Formula Car Challenge presented by Goodyear

The Formula Car Challenge presented by Goodyear is a multiple-region series with an annual NASA sanctioned national championship. The series features a multi-class format; Formula Mazda (FM), Pro Formula Mazda (PFM), and the FormulaSPEED2.0 (FS2.0). All classes are powered by Mazda, and equipped with Goodyear Racing tires.

For 2010 there are four Formula Car Challenge regions; The West Coast Region promoted by World Speed Inc, the South West Region promoted by Texas Autosports, the East Coast Region promoted by The Speed Connection, and the Mid West Region promoted by Lake Effect Motorsports.

More Information: <http://www.FormulaCarChallenge.com>

CAR CLASSIFICATIONS DETAILS FOR THE FORMULA CAR CHALLENGE PRESENTED BY GOODYEAR

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|-----------------|--|---|--|
| | FORMULA MAZDA (FM) | FormulaSPEED2.0 (FS2.0) | Pro Formula Mazda (PFM) |
| Engine | Mazda RX7 Rotary | Mazda MZR 2.0 | Mazda RX8 Renesis Rotary |
| Horsepower | 180 | 200 | 240 |
| Gearbox | Hewland 5 speed h-pattern with reverse | Hewland 6 speed sequential with reverse | Hewland 6 speed sequential with reverse |
| Weight | 1200 | 1100 | 1090 |
| Data system | Optional – open | AiM Sports spec EVO4 with steering wheel display | Optional – open |
| Tires | Goodyear | Goodyear | Goodyear |
| Chassis | Square tube space frame | Round tube space frame with Kevlar protection panels | Carbon fiber monocoque |
| Suspension | Outboard Koni double adjustable shocks | Pushrod actuated inboard double adjustable dampers | Pushrod actuated inboard double adjustable Ohlins dampers |
| Available since | 1984 | 2010 | 2004 |
| Manufacturer | Moses Smith Racing www.MSRparts.com | World Speed Inc. www.FormulaSpeed.us | Star Race Cars www.StarMazda.com |