



Capaldi Racing



**Grand American Road Racing Association
Continental Tire Sports Car Challenge Series**

Team Partnership Discussion Document





- **Introduction to Grand Am and the Continental Tire Sports Car Challenge (CTSCC) Series**
- **Introduction to Capaldi Racing**
- **Discussion on Potential Partnership Scenarios**
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- The Grand American Road Racing Association or GRAND-AM was established in 1999 and is located in Daytona Beach, FL
- GRAND-AM was acquired by NASCAR Holdings in September, 2008 with the primary goal of merging communications, research and marketing resources to maximize GRAND-AM's future growth
- GRAND-AM is NASCAR's series dedicated to organized sports car road racing and consist of two series, the Continental Tire Sports Car Challenge and the Rolex Sports Car Series
- GRAND-AM also is the sanctioning body behind the Ferrari Challenge





The GRAND-AM Continental Tire Sports Car Challenge (CTSCC) features sports cars from manufacturers worldwide, straight from the showroom floor, and raced side by side with only minor modifications. The Continental Tire Challenge races two classes on the track simultaneously; Grand Sport (GS) and Street Tuner (ST).

GRAND SPORT (GS)

- Engines are tuned to produce between 350 and 405 horsepower
- Speeds in excess of 160 mph
- Competition equalized by a variety of fuel-tank capacities
- GS class includes BMW M3, Porsche 997, Chevy Camaro, **Ford Mustang Boss 302** and Dodge Challenger machines

STREET TUNER (ST)

- Engines tuned to produce between 170 and 240 horsepower
- Top speed for ST cars is around 135 mph.
- Minimum weights ranging from 2,200 to 3,125 pounds
- Only major modifications allowed in ST are in the area of safety
- ST class includes Mazda RX-8, Chevy Cobalt, Mini Cooper, Volkswagen GTI, Kia Forte Koup
 - Unlike the GS class where V-8s are allowed, ST is limited to four- and six-cylinder engines and rotaries only



Grand Sport (GS) Class



Chevrolet
Camaro
435 HP
Weight 3200

BMW
M3
405 HP
Weight 3300



Ford
Mustang
405 HP
Weight 3300

Audi
A4
380 HP
Weight 3100



Grass roots fan support, youth demographic

- Strong TV ratings and ratings growth in 2010
- Saturday double-header lineup with Rolex event in most markets
- Car corrals with strong participation and growth





January 28, Daytona Int'l Speedway
Fresh From Florida 200 -- Continental Tire Challenge & Rolex Series



March 5, Homestead/Miami Int'l Speedway -- Continental Tire Challenge & Rolex Series



April 9, Barber Motorsports Park, Birmingham, AL -- Continental Tire Challenge & Rolex Series (IRL Race)



May 14, Virginia Int'l Raceway, Bosch Engineering 200 -- Continental Tire Challenge & Rolex Series

May 28, Lime Rock Park, Lakeville, CT -- Continental Tire Challenge & Rolex Series



June 4, Watkins Glen Int'l, Continental Tire 150 -- Continental Tire Challenge & Rolex Series



June 24, Road America, Elkhart Lake, WI -- Continental Tire Challenge & Rolex Series (Nationwide Race)



July 8 or 9, Mazda Raceway Laguna Seca, Monterey, CA -- Continental Tire Challenge & Rolex Series



July 23, New Jersey Motorsports Park, Millville, NJ -- Continental Tire Challenge & Rolex Series



September 17, Mid-Ohio Sports Car Course, EMCO Gears Classic -- Continental Tire Challenge & Rolex Series

- **Capaldi Racing**

- **Car** – *Grand Sport (GS), Ford Mustang Boss 302*

- **Drivers**

- Tony Buffomante

- 14 National and World Championships in Karts, Formula cars and Sports Cars
- 6-Time Ford Racing Mustang Challenge Race Winner
- Top 5 Finisher in Continental Tire Series - GS Class

- Craig Capaldi

- 2007 & 2008 NASA Spec Focus National Champion
- American Iron Race Wins / Track Records
- 2010 Mustang Challenge “Rookie of the Race” Winner

- **Team**

- 30 years of professional racing experience
- Long history with Ford Racing as chassis / engine builder and performance parts dealer



**Tony
Buffomante**



**Craig
Capaldi**



Team Sponsorship

- Put your brand right into the sport itself with sponsorship of Capaldi Racing:
 - Brand exposure on the team's race car, uniforms and transporters
 - Run trade and consumer advertising, promotions and public relations campaigns featuring the drivers and race car
 - Use driver and team personalities for special events
 - Create trade and consumer awareness with a show car program.
 - Work with GRAND-AM to maximize the media and promotional exposure of your team, drivers and brand





Primary Sponsor Branding

- Season long placement of your companies brand can provide hours of TV exposure with numerous mentions reaching 1.5 million unique viewers annually on SPEED
- Race car presence provides on-car, at track potential connection with 163,000+ fans annually during Continental Tire Sports Car Challenge race events
- Your presence on car puts your brand center stage
 - ➔ *Enhances connection with your VIP guest in the garage/paddock, during fan walk, race tours and pit action as well as on-track during the race.*

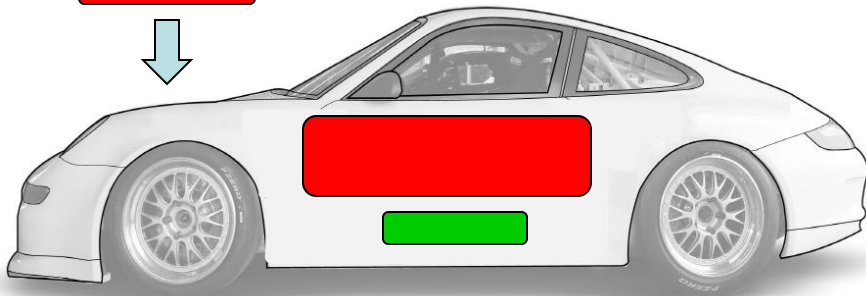


Example Team Branding

Primary Sponsor



Associate Sponsor



Garage/ Paddock Tour



Pre-Race Fan Walk



Victory Lane Celebrations

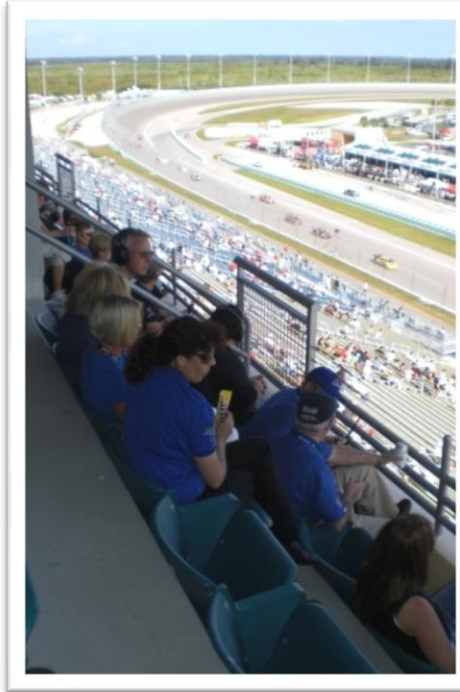


Tire Tech Center Tour





VIP Suites



Hot Pit Pass



Hospitality





Appendix A

CTSCC Media, Marketing, and Promotional Considerations





- Nearly 20 million GRAND-AM fans in the U.S. creating a very relevant fan base for an auto manufacturer (8% of U.S. adult population)
- The GRAND-AM Continental Tire Sports Car Challenge had 1.5 million unique viewers on SPEED in 2010
- In 2010 the GRAND-AM Continental Tire Sports Car Challenge increased tune in average to 145,000 households (+4%) and 177,000 viewers (+4%) per event, up 4% over 2009 respectively
- Since 2008 Continental Tire Sports Car Challenge **racing hours** on television have **increased to +34%**
- GRAND-AM fans are racing enthusiasts who live a car culture lifestyle
 - Enjoy multiple types of auto racing
 - Love cars, car shows, and working on their cars
 - Read auto magazines and go online for auto racing updates





- **TV race coverage in the US on SPEED and available** in more than 73.4 million homes
- The 2010 GRAND-AM Continental Tire Sports Car Challenge tune in average increased to 145,000 households (+4%) and 177,000 viewers (+4%) up 4% over 2009 respectively
- The 2010 Mid-Ohio event (Mid-O will conclude the 2011 Continental season) was the most viewed event of the season with 336,000 viewers tuned in to SPEED up +112% in ratings.
 - Watkins Glen was also a stand-out event increasing +29% in ratings over 2009
- The regions of the country that saw the most viewership growth year-over-year included the West Central region (+119%), Northeast region (+100%) and Southwest region (+92%)





- GRAND-AM conducts in-market pre-race promotions with local TV and radio stations, sponsor partners, third parties, tracks, etc.
- Activities typically take place two to four weeks prior to race event, Friday and Saturday, at select venues
- Extensive GRAND-AM initiated in-market signage campaign promoting event and ticket pricing



- One - Two day events
- **Affordable ticket prices**, \$20 - \$40 per person, **children under 13 FREE**
- **Car Club Corrals**
- Exciting on-track fan pre-race grid walk
- Fan accessible paddock/garage area
- Autograph sessions with the drivers
- Series tech talks and product displays in the GRAND-AM Fan Zone
- Racing simulators in the GRAND-AM Fan Zone
- Fan photos opportunities with Continental Tire Brand Ambassadors







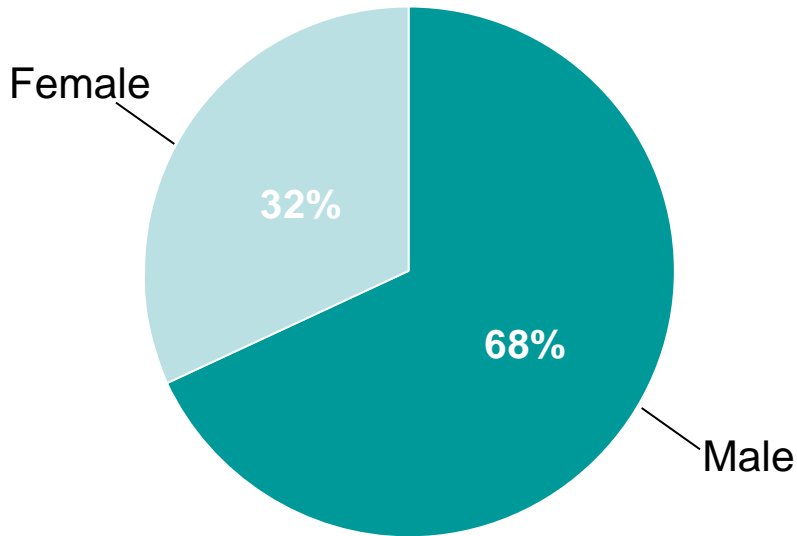
Fan Base Demographics



GRAND-AM fans are more likely than the U.S. population to be male

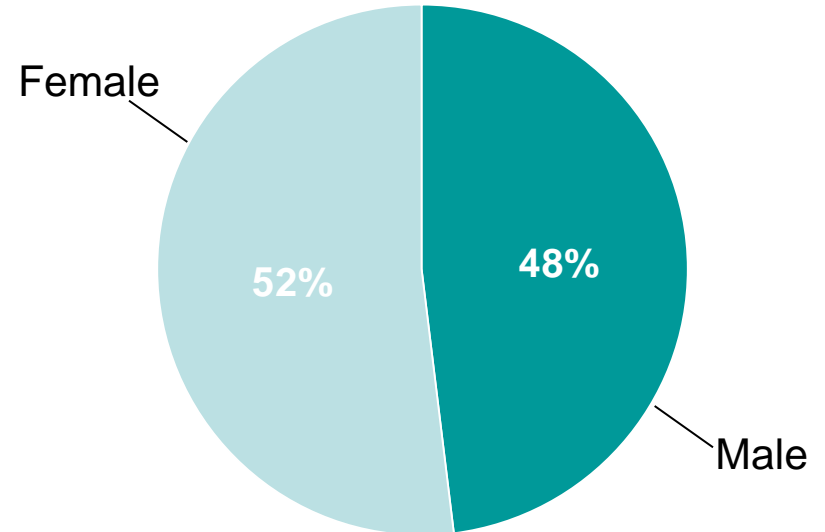


GRAND-AM Fans



Base: GRAND-AM Fans Top3Box (n=823)

General Population

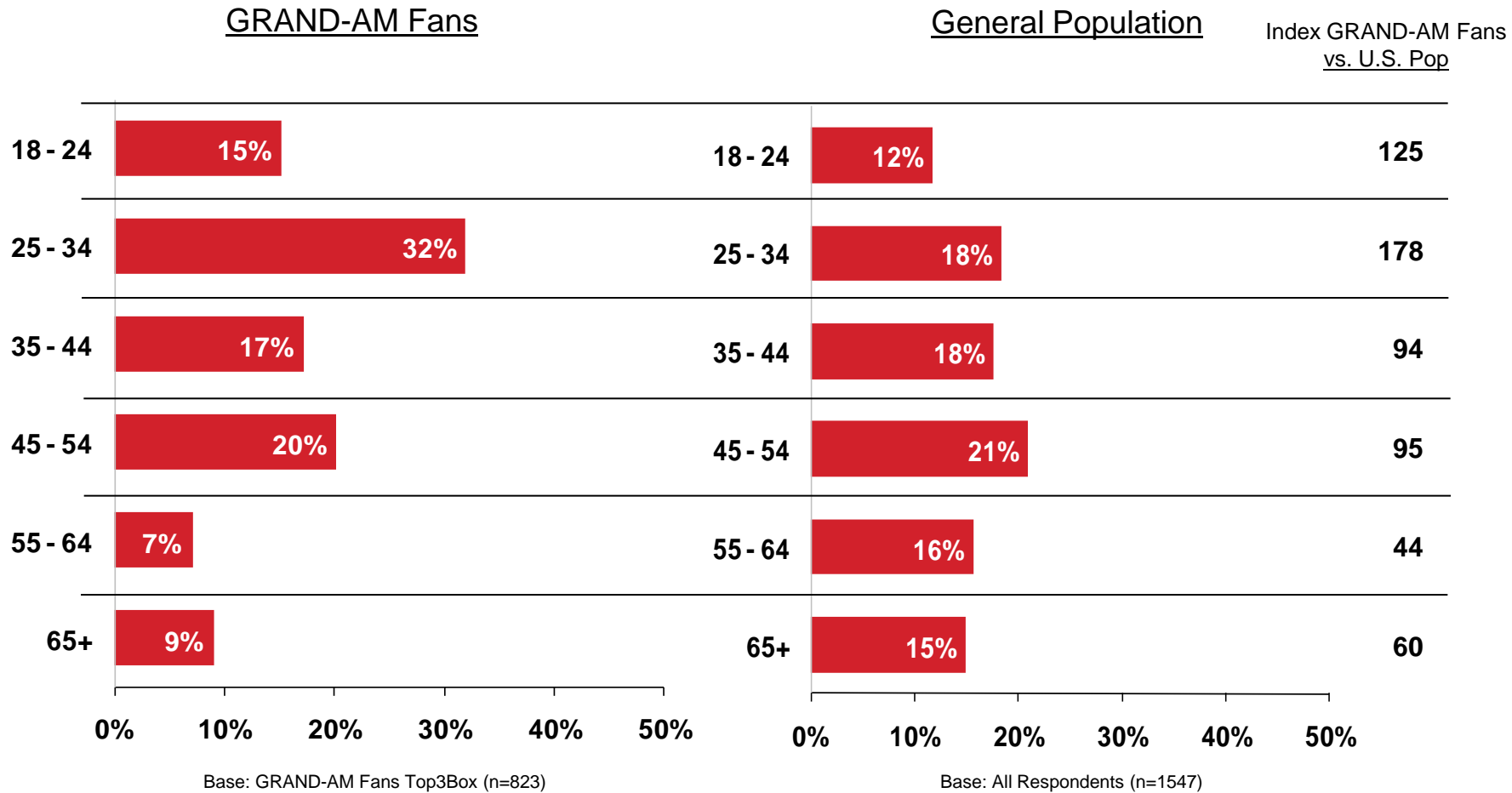


Base: All Respondents (n=1547)

Q. Please indicate your gender.



GRAND-AM fans are more likely than the U.S. population to be younger

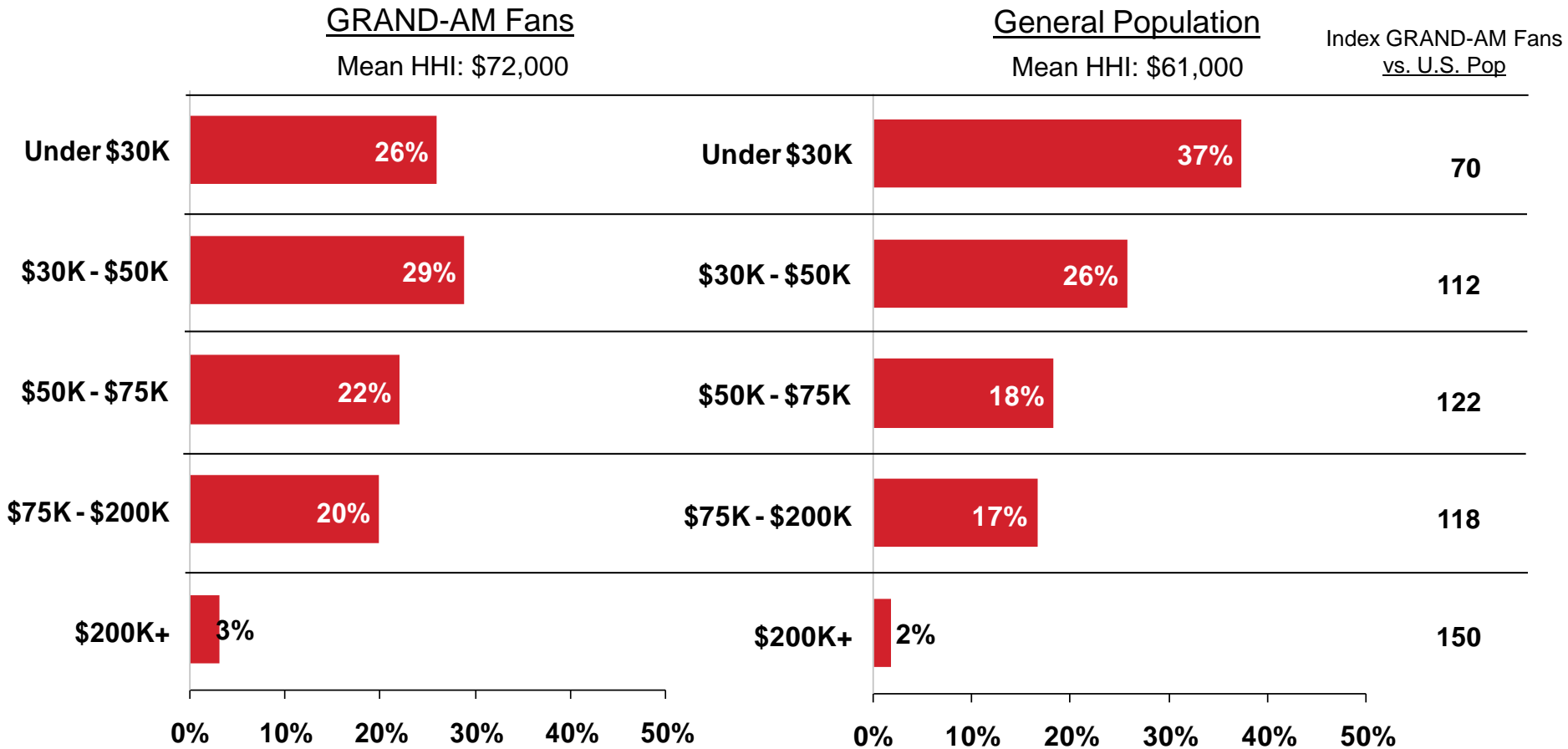


Q. In what year were you born?





GRAND-AM fans are more likely than the U.S. population to be more affluent



Base: GRAND-AM Fans Top3Box (n=823)

Base: All Respondents (n=1547)

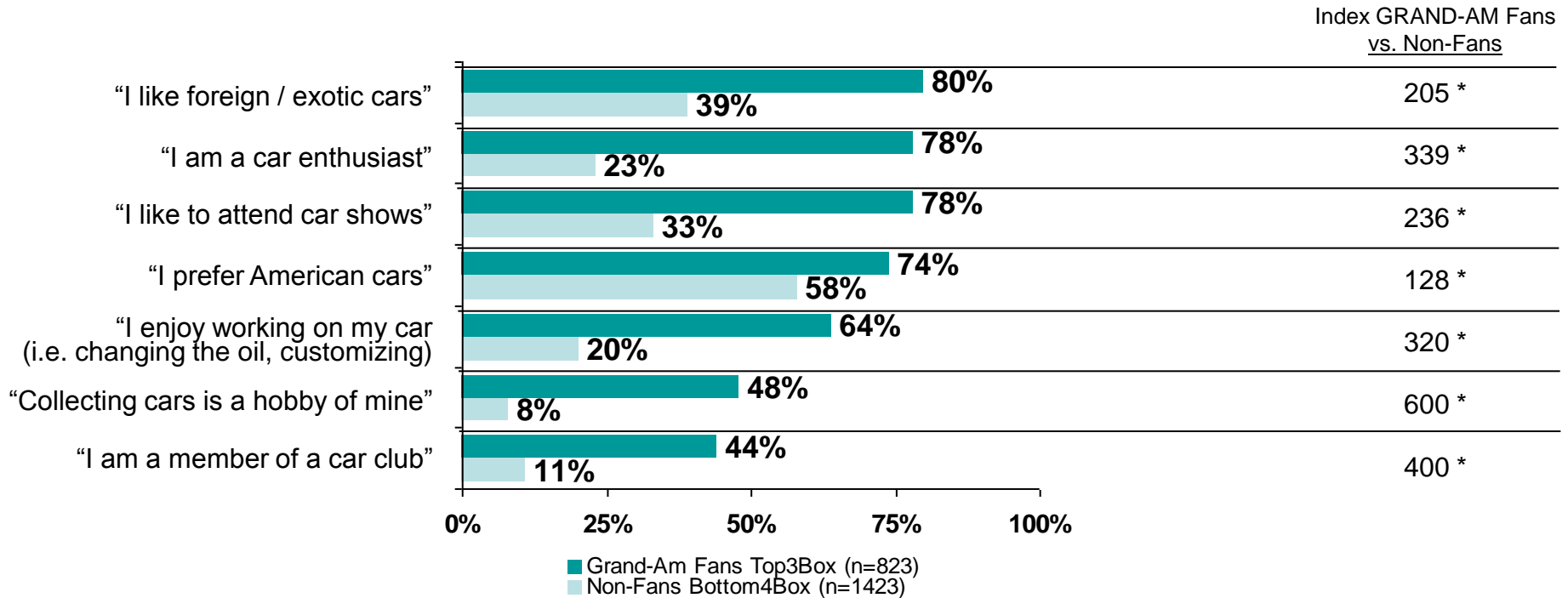
Q. Which of the following categories best describes your annual household income?





Most GRAND-AM fans are self-described car enthusiasts, and they are much more likely than non-fans to engage in multiple aspects of car culture

Proportion of GRAND-AM Fans and Non-Fans who Agree with the Following Statements (Top2Box out of 4)



Q. [SUMMARY - TOP2BOX (STRONGLY AGREE/ MODERATELY AGREE)]

Please indicate whether you agree or disagree, moderately or strongly, with the following statements:



The asterisk (*) indicates statistical significance at the 95% confidence level.

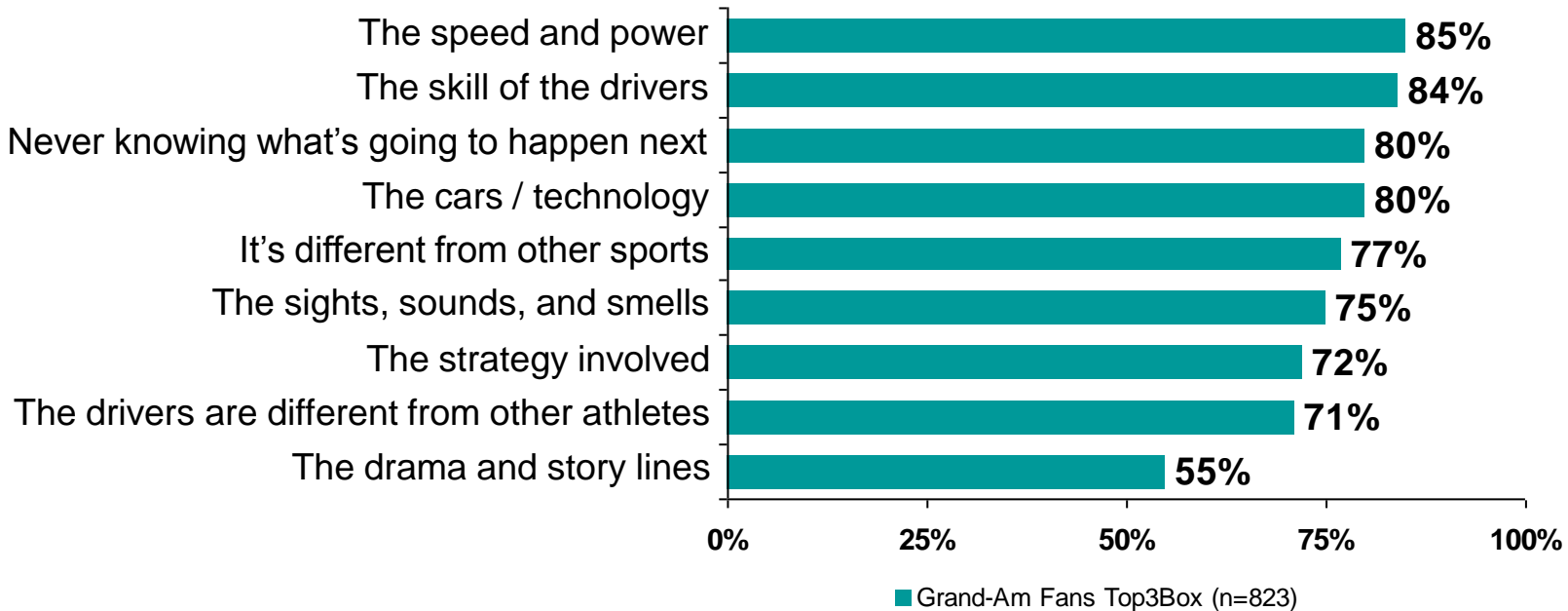
Base: All respondents



Speed and power and driver skill are the leading elements of auto racing that GRAND-AM fans rate as most attractive to them



Proportion of GRAND-AM fans who Are Attracted to Auto Racing by Each Element (Top2Box out of 7)



Q. [SUMMARY - TOP2BOX (6,7)] We'd like you to think about which qualities might attract you to auto racing. Using a scale from 1 to 7, where 1 means 'Not at all attractive to me,' 4 means 'moderately attractive to me,' and 7 means 'Extremely attractive to me', please tell us how much these factors might attract you to auto racing.

Base: GRAND-AM Fans Top3Box





Leo Capaldi

Team Principal, Capaldi Racing Inc.

tech@capaldiracing.com

586-949-7223 (shop)
810-523-9460 (cell)

Capaldi Racing, Inc.
28233 Kehrig St
Chesterfield, MI 48047

<http://www.capaldiracing.com>

