

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

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

2020





**270 DRIVERS**

have participated in the Road to Indy since its inception



**29 CHAMPIONS**

have been crowned  
on the Road to Indy



**10 SEASONS**



**34 ALUMNI**

have been IndyCar race winners



**26 ROAD TO INDY  
DRIVERS**

were on the IndyCar starting grids in 2019



**23 OF THE 33 INDY 500  
STARTERS IN 2019**

were Indy Lights graduates, including nine  
Indy Lights champions



**\$16,400,000**

value of prizes and awards distributed  
to date since the inception  
of the Road to Indy



# THE PROGRESSION STEPS



The Road to Indy Presented by Cooper Tires is where tomorrow's stars race today, and its success as a springboard to the NTT IndyCar Series has never been more apparent.

Sanctioned by INDYCAR, the Road to Indy was introduced in 2010 and has become the most successful driver development program in the world, providing a unique, scholarship-funded path to reach IndyCar and the Indianapolis 500.



Scholarship valued at

**\$1 Million**



Includes a minimum of three NTT IndyCar Series races in 2021 including the Indianapolis 500



Scholarship valued at

**\$594,820**



Scholarship valued at

**\$313,800**



# THE MOST EFFECTIVE DRIVER DEVELOPMENT PLATFORM IN THE WORLD



## EXPOSURE

- Premier venues with all events in support of NTT IndyCar Series race weekends
- Worldwide live streaming of all on-track activity; dedicated broadcast channels on Apple TV, Amazon Fire, Roku and the Xbox One Official App; global coverage and original content on RoadToIndy.TV





## DEVELOPMENT

- Unique scholarship program to advance to Indy Pro 2000 in 2021
- Exposure to IndyCar teams and personnel, assisting with team and driver development
- Advanced training in all aspects of driver development

## SAFETY

- USF-17 meeting current FIA F4 safety standards
- Race Control operated by INDYCAR
- AMR INDYCAR Safety Team – highly skilled and trained safety team with unrivaled crew and response time





## THE BACKBONE OF INDYCAR

- Champion receives a scholarship valued at \$313,800 to advance to the Indy Pro 2000 Championship Presented by Cooper Tires in 2021
- New incentives provided by INDYCAR include expanded testing opportunities for Indy Lights drivers with IndyCar teams during the season
- Per race prize money (in addition to scholarship) that can contribute towards a driver's program
- *The stepping stone to IndyCar that has launched the careers of many highly successful IndyCar drivers*

"The Road to Indy from an IndyCar and, frankly, from an Indianapolis 500 perspective is priceless. It is THE way for us to develop talent that supports the IndyCar Series and the 500-mile race in Indianapolis and it is working."

- Mark Miles, CEO Hulman & Company, the parent company of INDYCAR



Recent RTI Graduates in the IndyCar field (L to R): Josef Newgarden, James Hinchcliffe, Spencer Pigot, Colton Herta and Felix Rosenqvist.





- Series news and feature stories on indycar.com
- IndyCar editorial support and distribution
- Driver promotional appearances including full-field autograph sessions at the INDYCAR Fan Village, Q&A sessions on the Cooper Tires stage, meet-and-greets/tours with children and their mentors from the Hi-Tide Kids On Track program, Racing for Kids hospital visits and special appearances at events for series partners
- Series social media platforms – Twitter, Facebook and Instagram – as well as partner outlets
- Full race shows available on the USF2000 YouTube channel

“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 NTT IndyCar Series Driver Spencer Pigot, Indy Pro 2000 and Indy Lights champion



## USF2000

- Race market media and fan events as well as souvenir race program content
- Dedicated media photo website for access to all series photography
- Targeted public relations and marketing campaigns

“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, Arrow Schmidt Peterson Motorsports Driver, 2010 Indy Lights Vice Champion







Oliver Askew, the 2019 Indy Lights champion, is the latest driver to exemplify the success of the Road to Indy platform.

Askew, from Jupiter, Fla., has made a meteoric progression from karting to Indy cars inside four years after earning the inaugural Mazda Road to Indy \$200K USF2000 Scholarship Shootout in 2016 and the following year's USF2000 title.

He collected his third Road to Indy scholarship with the Indy Lights champion's crown and will be on the NTT IndyCar Series grid in 2020.

*"The Road to Indy works and I am a story of the system."* - Oliver Askew



## GLOBAL APPEAL:

Drivers representing 37 countries and six continents have been on Road to Indy grids since the program's inception in 2010.



*"The Road to Indy creates that structure for someone like a young kid who races karts and wants to be an IndyCar driver."*

Josef Newgarden,  
NTT IndyCar Series Champion  
2011 Indy Lights Champion





# 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.

The current equipment package will remain in competition through at least 2024.



<b>Top Speed:</b>	140+ mph
<b>Weight:</b>	1102 lbs/500 kg
<b>Length:</b>	108 inches/2743 mm
<b>Width:</b>	61 inches/1549 mm
<b>Transmission:</b>	Six-speed sequential
<b>Additional:</b>	PFC brakes; Cosworth CFW277 steering wheel with integrated dash and gear change paddles; Cosworth data logger; Dynamic dampers; Hyperco springs
<b>Engine:</b>	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
<b>Tires:</b>	Cooper Tires
<b>Wheels:</b>	Motegi Racing forged Technomesh mono-block alloy wheels, 13" x 8" front and 13" x 10" rear.



# 2020 CALENDAR



- 1 Streets of St. Petersburg – March 14/15  
St. Petersburg, Florida
- 2 Circuit of The Americas – April 25/26  
Austin, Texas
- 3 Indianapolis Motor Speedway (RC) – May 8/9\*\*  
Indianapolis, Indiana
- 4 Lucas Oil Raceway – May 22  
Indianapolis, Indiana
- 5 Road America – June 20/21  
Elkhart Lake, Wisconsin
- 6 Streets of Toronto – July 11/12  
Toronto, Ontario, Canada
- 7 Mid-Ohio Sports Car Course – August 15/16  
Lexington, Ohio
- 8 Portland International Raceway – September 5/6  
Portland, Oregon
- 9 WeatherTech Raceway Laguna Seca – September 19/20  
Monterey, California

The 2020 USF2000 calendar will feature 18 races at nine venues in support of the NTT IndyCar Series. In conjunction with the 104<sup>th</sup> Running of the Indianapolis 500, both USF2000 and Indy Pro 2000 will return for the Carb Night Classic on May 22 at Lucas Oil Raceway.

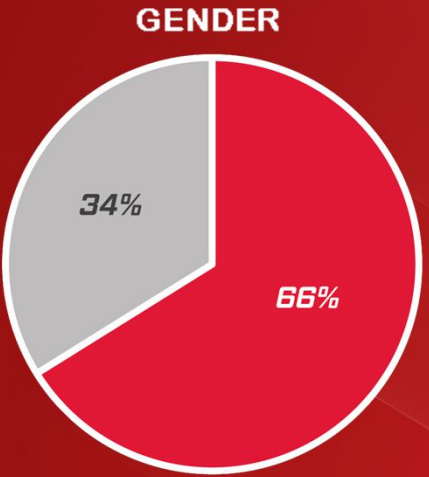
\*\* Tripleheader Round





# INDYCAR DEMOGRAPHICS

69 Million INDYCAR Fans in the U.S.



MALE  
FEMALE

- 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

INDYCAR fans are also more affluent ... when compared to the general population

- 37% | More likely to earn \$75k+
- 22% | More likely to be a college graduate
- 31% | More likely to be employed

30% engaged with brands after seeing sponsorship on television

94% are somewhat or very likely to consider a brand after seeing a sponsor

80% more likely to buy a sponsor's Product than the general population

Source: Nielsen Sports Sponsorlink



## ROAD TO INDY TV

Provides a behind-the-scenes look at the Road to Indy with:

- dedicated, worldwide live streaming shows
- race highlight shows
- initiatives such as the Road to Indy TV App
- dedicated broadcast channels
- a mobile game and more

Available on:



Road to Indy TV | Through September 2019

- 59,000+ active Road to Indy App users with 2.51 million page views
- 1.8 million total views on YouTube with average view duration of 12:00
- 91 TV shows on digital platforms (Apple TV, Amazon Fire, Roku, Xbox One)
- 72,000,000+ social media impressions

**ALL THE RACING,  
IN ONE PLACE.**

**DOWNLOAD THE ROAD TO INDY TV  
APP AND NEVER MISS A MOMENT.**

Download on the  
App Store

GET IT ON  
Google Play





## COOPER TIRES HASHTAG PROGRAM

Now in its seventh year, the Cooper Tires Hashtag Program encourages drivers and teams to utilize the #RoadToIndy and #TeamCooperTire hashtags throughout their social messaging on Twitter and Instagram in various “challenges”.

In addition to increasing driver and team social media messaging and followers, at stake is a bounty of awards to the winners in each of the seven Cooper Tires Hashtag Program contest periods held throughout the racing season:

- A Set of Racing Tires or Street Tires Courtesy of Team Cooper Tire
- One-On-One with an IndyCar Team Manager
- One-On-One with an IndyCar Driver of Choice
- Ride in the Road To Indy Pace Car for a Guest
- Interview on IndyCar Radio during IndyCar Practice or Qualifying
- Feature Story on indycar.com
- Race Weekend Pass Packages with Hospitality for Sponsors, Family or Friends
- One-On-One Feature Segment With Road To Indy TV
- IndyCar Team Pit Visit During Practice/Qualifying

### BY THE NUMBERS | 2019:

-  95% participation rate
-  3,000 contributors on Twitter and a reach of over 11 million users on Twitter and Instagram combined
-  Among the social handles of Team Cooper Tire, Road To Indy TV and the series handles, there is a network of over 415,000 social media users

**Since 2015, the program has reached over 31 million users on Twitter**



## DIGITAL CONTENT | COVERAGE

### SERIES WEBSITES 1/19-9/19

Total Visits 1M

Unique Visitors 718,000

Total Page Views 2.3M

### INDYCAR.COM 1/19-9/19

Total Visits 2.94M

Unique Visitors 2.85M

Total Page Views 13.6M



*"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 Indy Lights  
Vice Champion and  
Indy Pro 2000  
Champion  
Rinus VeeKay

## 2019 ON-SITE MEDIA ATTENDANCE SAMPLING

St. Petersburg: 404 Media Credentialed

Toronto: 445 Media Credentialed





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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