



PROFESSIONAL TOURING CAR RACING MADE AFFORDABLE



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PROFESSIONAL TOURING CAR RACING MADE AFFORDABLE



ABOUT USTCC

National Coverage

Close Clean Exciting Racing

Oldest Running Touring Car Racing in United States

Easy to Modify Sports Cars

Relatable Race Cars

Production Cars Means Great Tuner Market Opportunity

YouTube Channel - Final Drive TV. Social Media, Print and Online Magazines

Broad coverage on different forms of media

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CLASSES



Four distinct classes form the United States Touring Car Championship. Different power levels separate the classes from mild four cylinder engines to wild V8 powerplants.

TOURING CAR

- Main platform for manufacturers
- Late model sport compact sedans
- Four cylinder and six cylinder engines

SUPER TOURING

- Similar to Touring Car with more power
- Six cylinder and V8 engines

GT

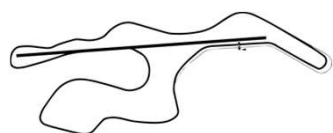
- Highest HP level and tube frame construction
- V8 and turbocharged engines

SPORTSMAN

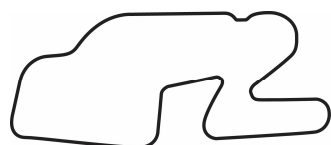
- Entry level class
- Lowest cost
- Four cylinder and six cylinder engines

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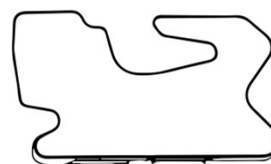
PREMIER RACE TRACKS



Sonoma Raceway



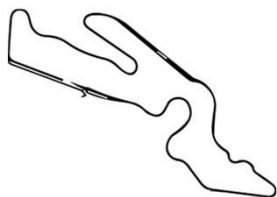
Watkins Glen



Utah Motorsports Campus



Circuit of The Americas



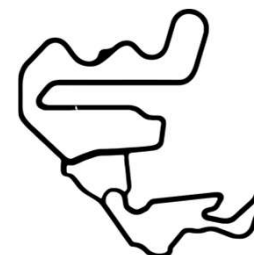
Las Vegas Speedway



Laguna Seca Raceway



New Jersey Motorsports



Thunderhill Raceway

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BEST OF BREED RACING

USTCC race weekend are hosted by some of the best racing organizations in the country. The fans are exposed to an automotive paradise full of impressive machinery that can make any car enthusiast drool with envy.



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BY THE NUMBERS

12 Teams + **13** Manufactures + **35** Racing Cars = Close Racing



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WORLDWIDE DRIVERS

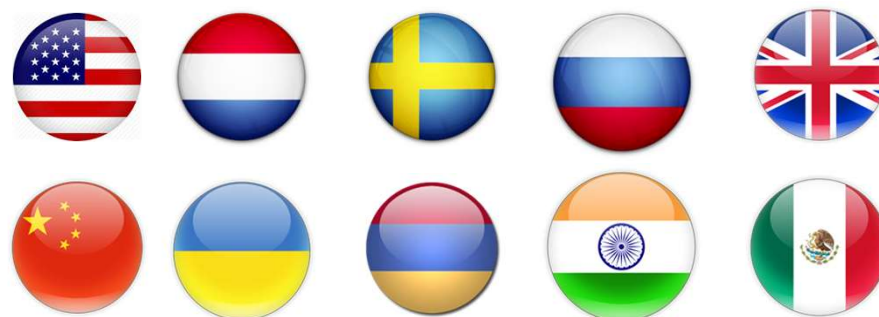


USTCC Drivers' Experience:

24 hrs of Daytona	24 hrs of Nurburgring	BTCC
FIA GT3 Championship	Bathurst 1000	12 hours of Sebring
Blancpain GT racing	Renault Clio Cup	World Challenge
Grand Am Cup	Grand Am Rolex	Formula 2000
American Le Mans	VLN Endurance	ADAC GT Masters

Top drivers from 14 different countries are attracted to USTCC for its close competition and affordable nature

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USTCC PARTNERS

Companies small and large use USTCC to increase their exposure and revenue



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INTERNATIONAL PARTNER



- USTCC has a partnership with Dutch Race Driver series, one of the premier racing series in Europe.
- The USTCC Champion receives an invitation to race with the DRDO in Europe.



EXTENSIVE COVERAGE

Live Stream Broadcast



LiveStream
Event Broadcasters

Multiple
Airs per Episode

7
Events in One Year

Affiliate
Network Re-Broadcasts

8,100,000
Household Viewers

19,000,000
Xfinity Subscribers

YouTube
Event Broadcasters

Facebook
Event Broadcasters



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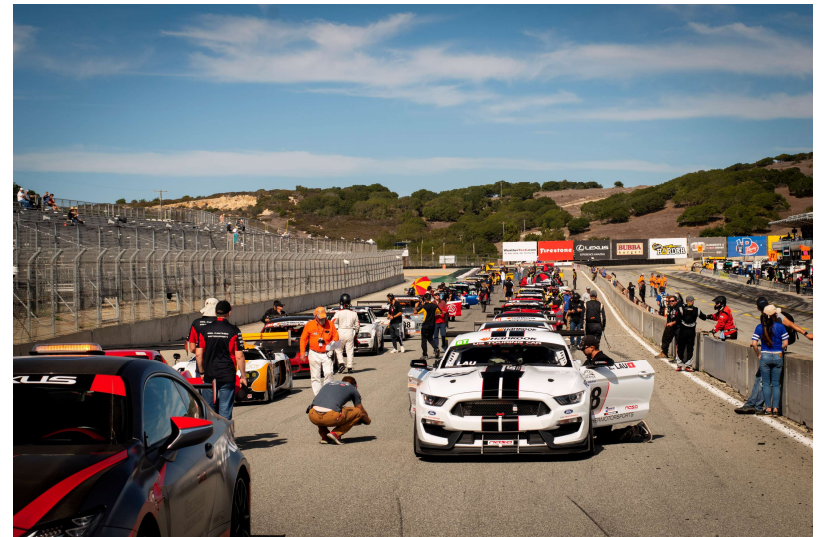


TWO TELEVISION SHOWS

A traditional TV show and a behind the scenes show following the teams



Making the Grid. A reality TV program following teams and showing the behind the scenes efforts.



Final Drive TV. A traditional TV program showing the racing and everything on track.

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VALUE PROPOSITION



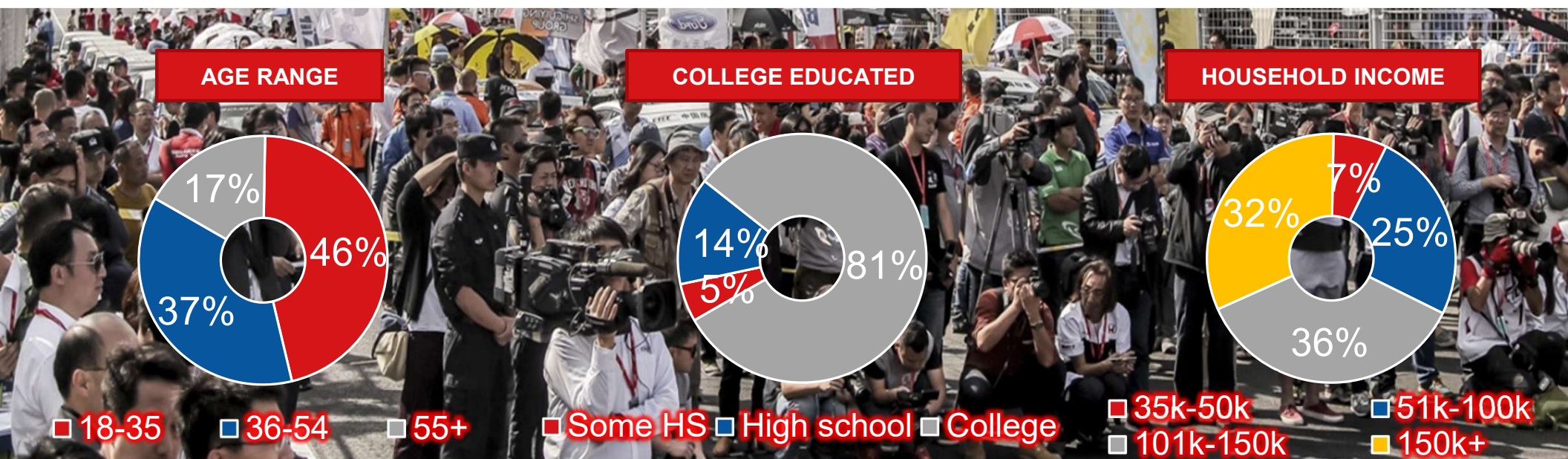
Highest ROI in the industry for our partners to capture the \$43 billion specialty equipment market

- Local and national coverage through TV, social media, print media and event marketing.
- Target specific audience perfect for your needs.
- Providing terrific value for your advertising budget.
- Affordable packages to fit any budget.



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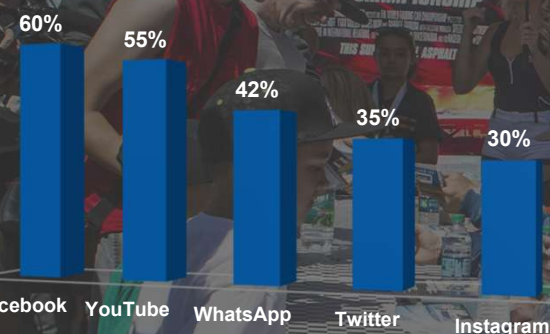
TARGETED AUDIENCE



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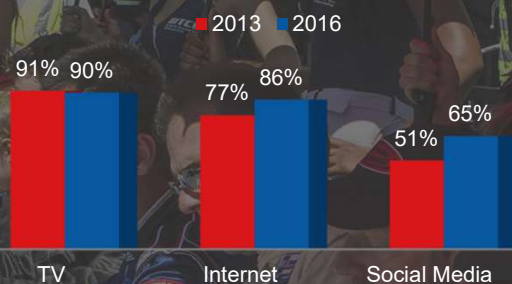
MOTORSPORTS ATTRACTS MILLIONS OF FANS

MOTORSPORT FANS ONLINE



USE OF SELECTED SOCIAL MEDIA
PLATFORMS FOR INFORMATION
ABOUT RELATED CONTENT

MEDIA TYPE USED BY MOTORSPORT FANS



SVOD SUBSCRIBER GROWTH



+14%
GROWTH

SVOD: Subscription video on demand (Million)

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ONLINE & PRINT MEDIA



The USTCC has built a strong media support among various automotive magazines and newspapers. Meanwhile, USTCC has its own social media to promote digital marketing and numerous internet sites provide the coverage.



TURN OLOGY

Grassroots
Motorsports
THE HARDCORE SPORTS CAR MAGAZINE

SpeedNews

AutoRacing1
.com

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THANK YOU



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