

US **TOURING CAR**
CHAMPIONSHIP
ustcc.com



PROFESSIONAL TOURING CAR RACING MADE AFFORDABLE



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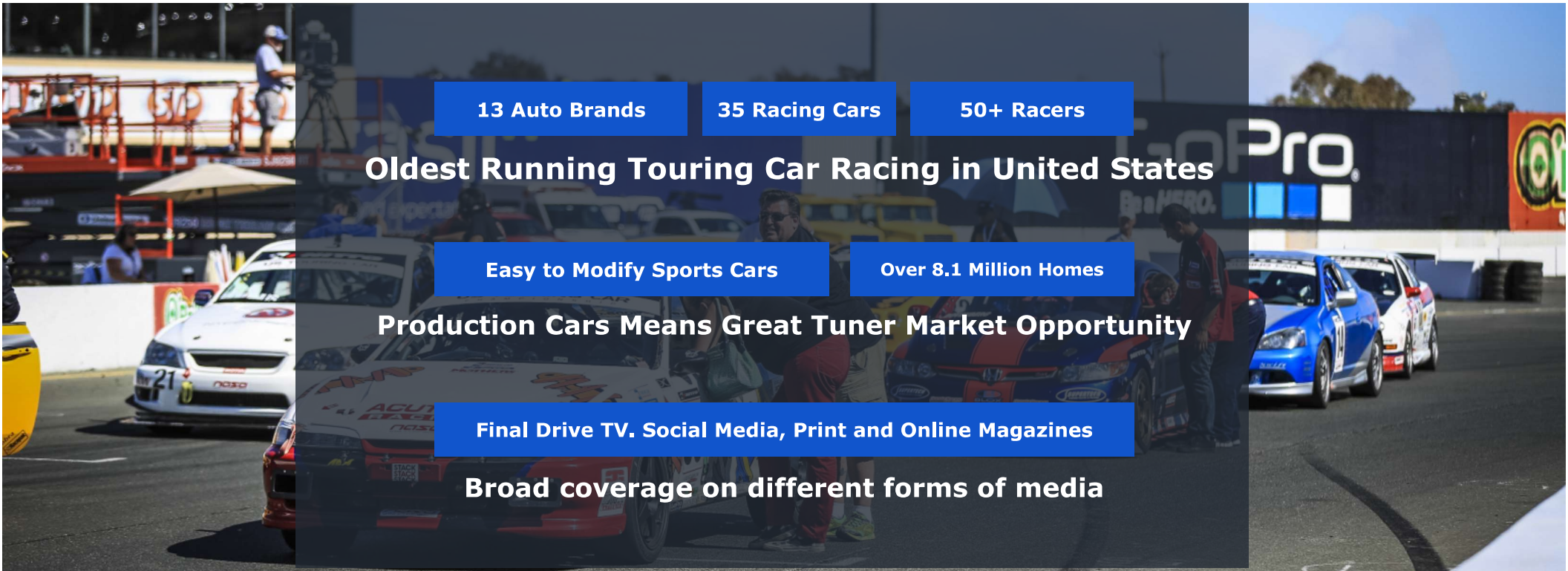


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PROFESSIONAL TOURING CAR RACING MADE AFFORDABLE



ABOUT USTCC



13 Auto Brands

35 Racing Cars

50+ Racers

Oldest Running Touring Car Racing in United States

Easy to Modify Sports Cars

Over 8.1 Million Homes

Production Cars Means Great Tuner Market Opportunity

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

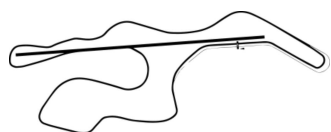
SPORTSMAN

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

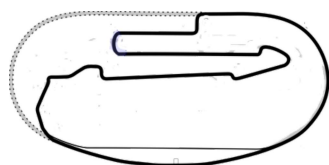
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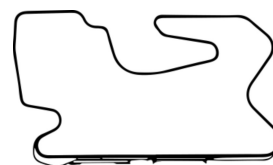
PREMIER RACE TRACKS



Sonoma Raceway



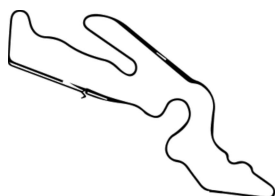
Auto Club Speedway



Utah Motorsports Campus



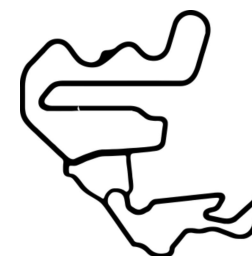
Circuit of The Americas



Las Vegas Motor Speedway



Mazda Raceway Laguna Seca



Thunderhill Raceway

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RACING WITH THE BEST

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

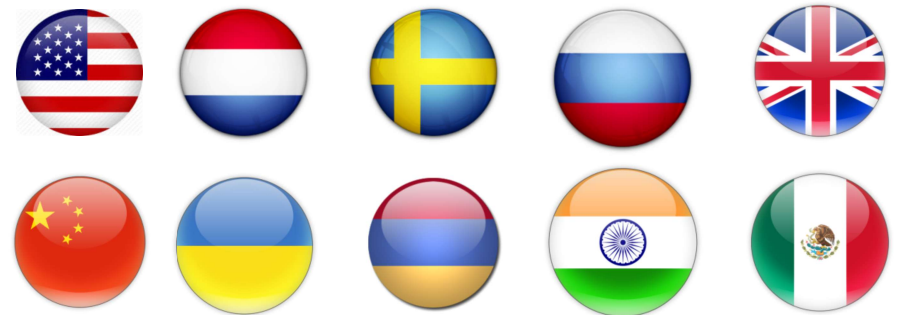


USTCC Drivers Experience:

- 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 TCR International series, the largest international touring car championship.
- The USTCC Champion receives an invitation to test with a TCR International team in Europe.
- TCR International hosts races around the globe, some as support races with Formula 1.



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EXTENSIVE COVERAGE

Broadcasted by NBC SPORTS – Dedicated sports cable channels



NBC SPORTS
Event Broadcasters

10
Airing per Episode

7
Events in One Year

2,100+
Minutes Broadcast

8,100,000
Household Viewers

19,000,000
Comcast Subscribers

YouTube
Event Broadcasters

Facebook
Event Broadcasters



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VALUE PROPOSITION

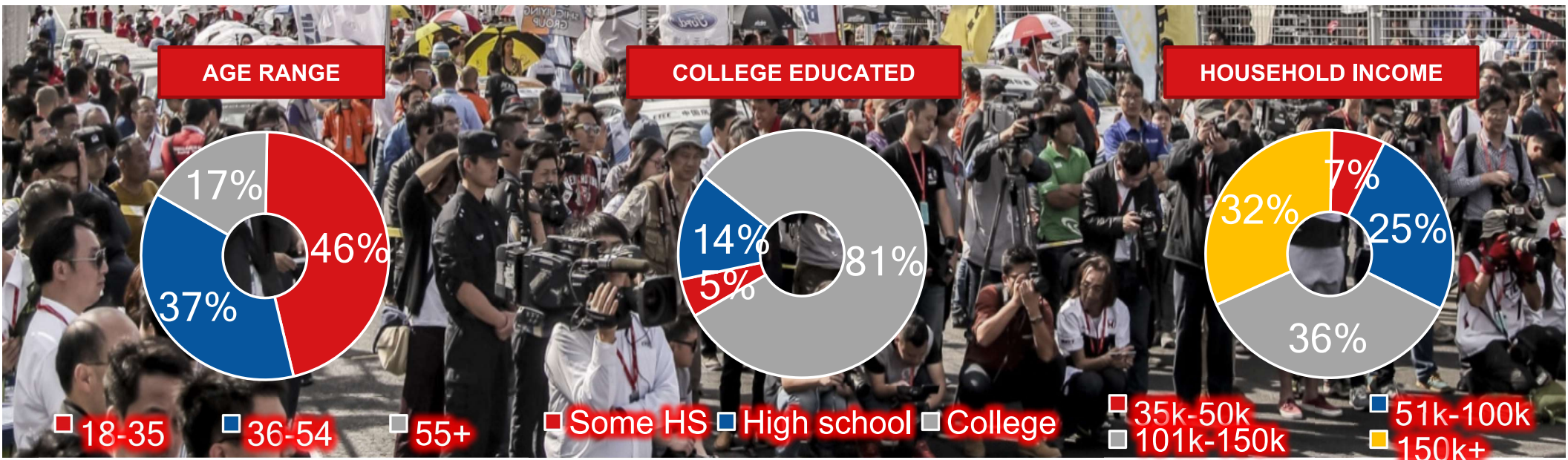
Highest ROI in the industry for our partners to capture the \$43 billion specialty equipment market

- 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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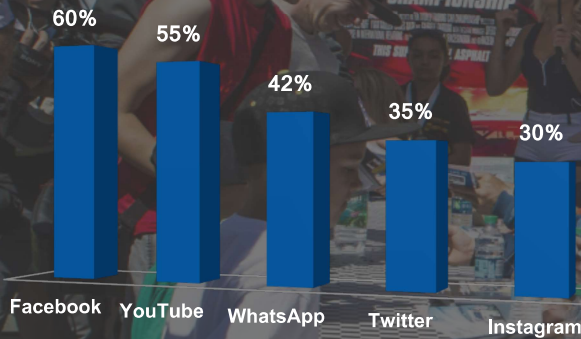
TARGETED AUDIENCE



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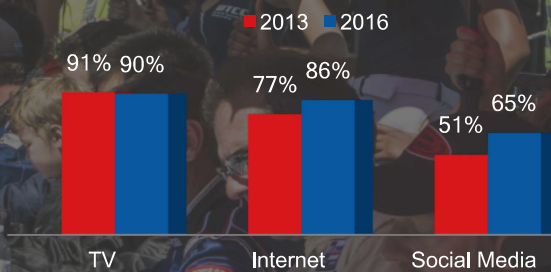
MOTORSPORTS ATTRACTS MILLIONS OF FANS

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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PRINT & ONLINE 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.



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Packages

Leveraging the most loyal fans of automobile racing industry to capture more targeted customers for our partners

Premier

Sponsoring a show
Company logo shown with voice over
Estimated 70 showings
\$895 (\$12.79/show)



Diamond

30 Second Commercial
Estimated 70 showings
\$4995 (\$71.36/show)



Gold

30 Second Infomercial
Production of Infomercial included
Estimated 70 showings
\$3995 (\$57.07/show)



Platinum

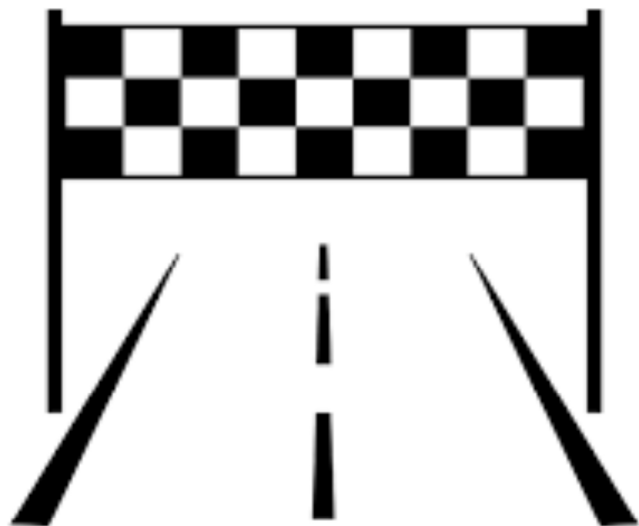
30 Second Commercial
Estimated 70 showings
Logo placed on all race cars
High visibility for the entire 30 minute show
\$6995 (\$99.93/show)



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Next Steps



- The right package to fit your needs
- Spring/Summer vs. Fall/Winter
- Co-Marketing opportunities



THANK YOU



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