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US

TOURING CAR CHAMPIONSHIP

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Description

What is the United States Touring Car Championship (USTCC)?

The United States Touring Car Championship is the longest running touring car championship in the United States. Cars are production-based sedans, coupes and hatchbacks with chassis and suspensions that have been modified for maximum performance.

USTCC utilizes a combination of sprint race format of 30-50 minutes as well as an enduro format of up to 2 hours. The on-track action is always very intense and hard-fought and pit stops can make a big difference. Every USTCC event utilizes a standing start which is one of the most exciting thrills in all of motorsports.

This year no less than ten different makes are expected to campaign including: Acura, Honda, BMW, Mini, Dodge, Chevrolet, VW, Hyundai, Mitsubishi and Mazda.

Engines in USTCC cars put out about 250-300hp and are mostly stock internally but a power to weight formula keeps them even. Cars use stock transmissions with aftermarket final drive ratios and limited slip differentials.

Oversize racing brakes are allowed which allows these racing machines to stop from high speeds time after time with ease. Racing shocks and springs are used to make the cars handle the turns and Hankook racing tires provide the grip. Aerodynamics are pretty open to allow the cars to look good and provide downforce.

All cars use the latest safety equipment to ensure the drivers are protected. These items include a full safety roll cage, racing harness, fire extinguisher system, electrical kill switch, Nomex fire suits, and more.

A Crowd Favorite

The U.S. Touring Car Championship enjoys a very large fan following and is very well-received at major race venues. This is largely because, while the cars are heavily-modified and purpose-built for racing, they appear similar to the cars that fans drive on the street everyday.



Furthermore, the rules for USTCC have been created to ensure close competition amongst the field and door-to-door racing is the norm throughout the 30+ car field.

Lastly, USTCC drivers and teams do not have tented or sectioned-off paddock spaces. Therefore, they are very approachable by the average fan with the drivers and crew taking time to meet, answer questions, sign autographs, and take pictures with fans in the paddock.

Audience

The NASA demographics provide a great target audience for virtually any company, whether it is auto related or not

Racing fans represent an extremely loyal and active consumer base which explains why so many Fortune 500 companies choose to market to the segment. The graph below reflects the percentage of fans polled that made a purchase based upon that company's involvement with the sport. It makes a striking statement regarding the sponsor loyalty that motorsports fans exhibit.

More than 55% of road racing fans, attend more than three events per year and more than 65% are willing to travel more than 200 miles to view an event. Additionally, over half of road racing fans spend more than 6 hours per week watching programming on Speed Channel.

Most appealing to those companies who market through motorsports, is that the segment is characterized as having disposable income and active buying habits. 47% of road racing fans have a household income greater than \$75,000. Furthermore, road race fans are active consumers of large and small purchases.

According to a recent survey conducted by U.S. News & World Report,

auto racing is now America's #1 rated spectator sport. Auto racing is the fastest growing spectator sport in the United States with an annual attendance figure for all forms of racing exceeding 80 million. These published surveys also showed auto racing as a leader in paid attendance, with only baseball showing higher attendance levels than auto racing.

In addition to on-site spectator attendance, auto racing attracts television sports viewership at a higher percentage rate than baseball, hockey, basketball, college football, golf, tennis, bowling, and horse racing. Worldwide, auto racing ranks second to soccer as the most popular sport.

Joyce Julius & Associates (www.joycejulius.com) specializes in tracking the success of sports marketing programs. Based on over eighteen years of research, Julius stated in an article for USA Today, "Dollar for dollar, auto racing is the best bargain in sports marketing." Their research shows that racing sponsorship is the most economical means of reaching a specific market demographic.

Gender

Female	21%
Male	79%

Age

Under 18	5%
18-24	16%
25-34	30%
35-44	24%
45-54	13%
over 55	12%

Education

Some high school	5%
High school grad	14%
Some college	37%
College grad	28%
Post graduate	16%

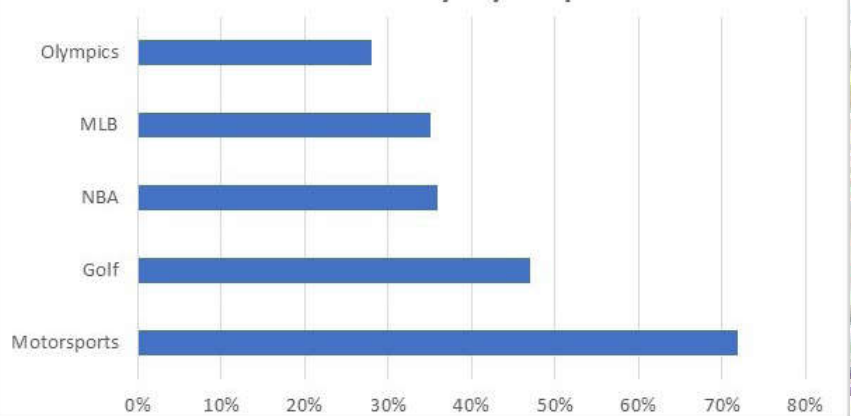
Occupation

Owner/manager	26%
Professional	42%
Sales	12%
Student	8%
Other	12%

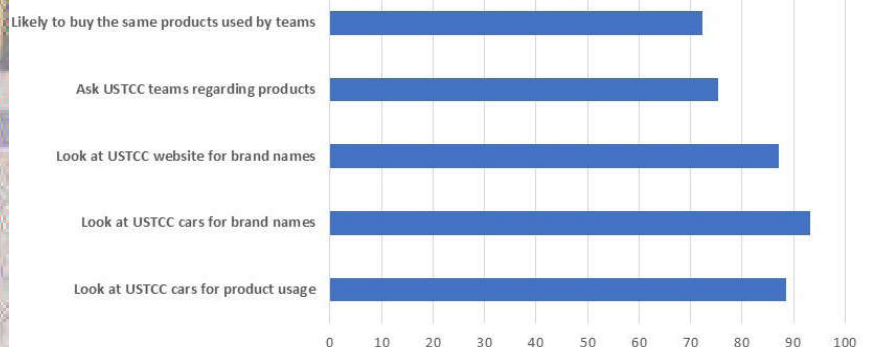
Marital Status

Married	55%
Single	38%
Divorced/Widowed	7%

Audience Brand Loyalty to Sponsors

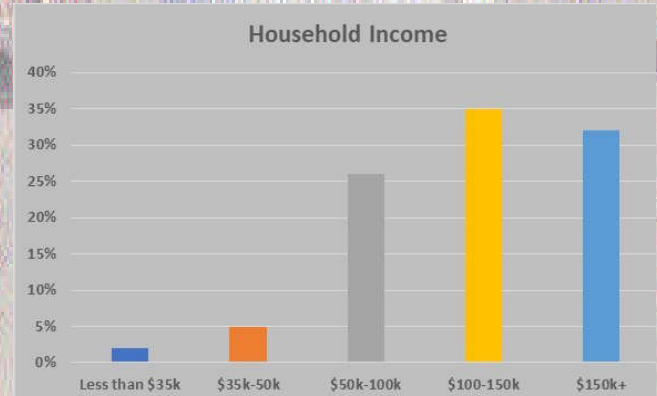
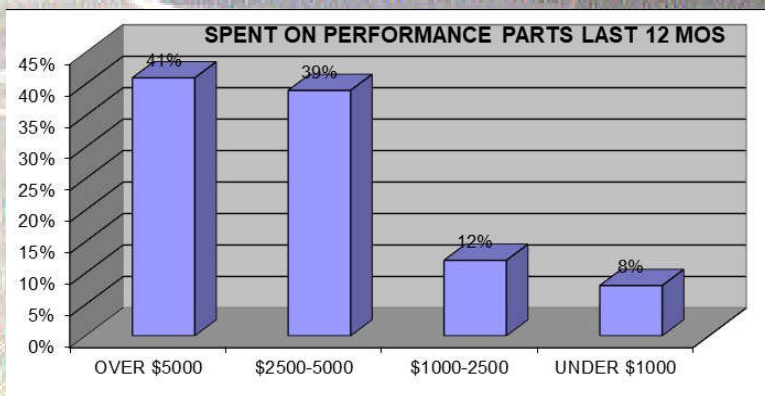
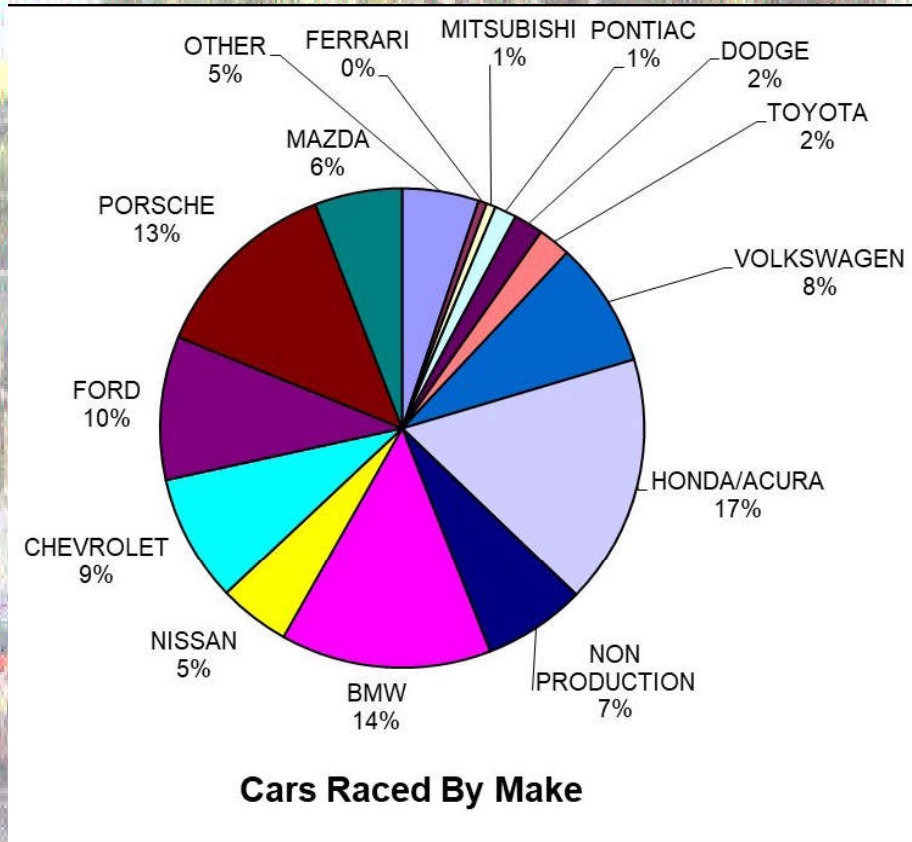
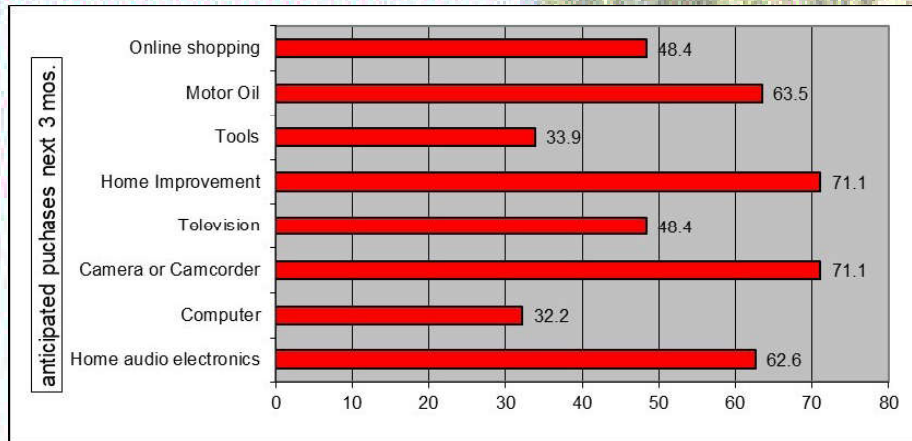


Brands Matter to Enthusiasts



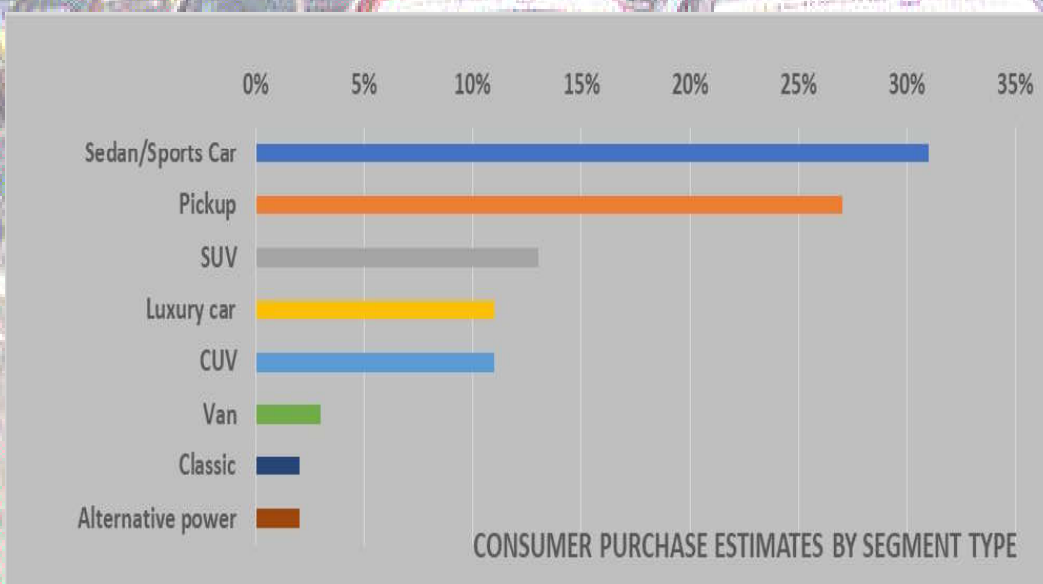
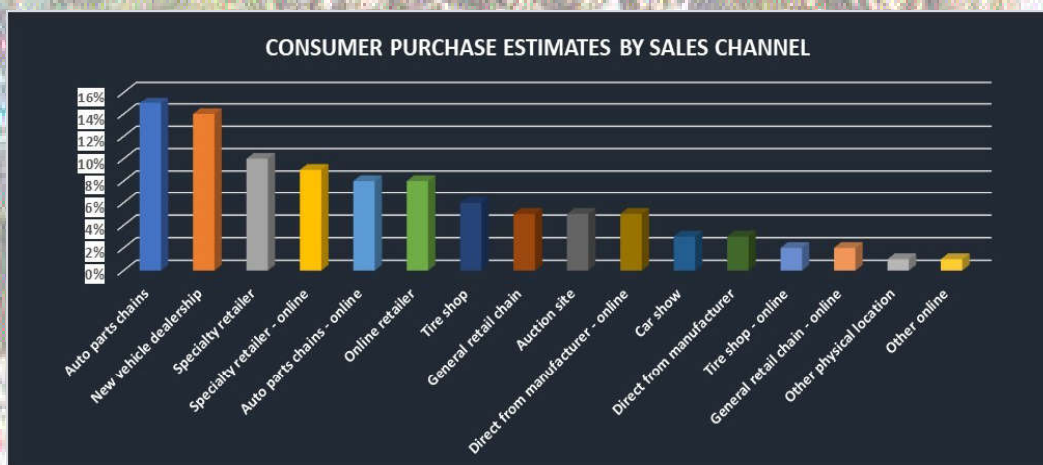
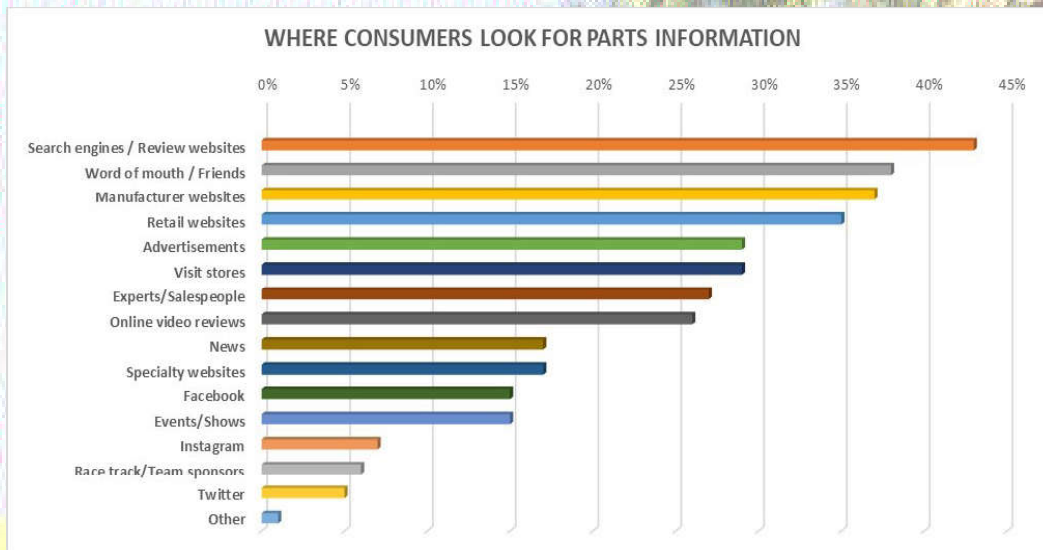
Audience

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Industry Demographics

The automotive performance market continues to be a multi billion dollar industry with plenty of customers



Media Coverage

The US Touring Car Championship is supported by a comprehensive variety of media.

TV BROADCAST

USTCC races are shown on *Final Drive TV*. The West races are live broadcast on YouTube. There is also a reality TV show called *Making the Grid* that shows the behind the scenes determination of the teams to make the grid, shown on PowerTubeTV, available on all the streaming sources such as Hulu, Roku, Amazon, Apple, etc.



SOCIAL MEDIA

Social media is a vital marketing tool in today's world, especially when trying to reach the younger demographics. USTCC is very active and has a loyal following in the social media scene by the use of popular sites such as Facebook, Instagram and YouTube.



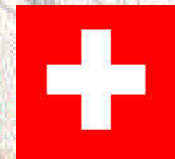
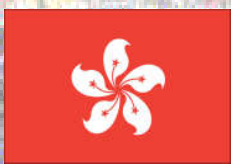
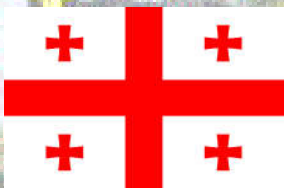
Facts and Info

- Schedule in the past has included many large spectator races such as IndyCar, American Le Mans, Super Street Time Attack, Lucas Oil Off Road Series and NASCAR, Porsche GT3 Cup, Optima Ultimate Street Car Challenge, and Lotus Cup.
- USTCC has the most diverse field in terms of manufacturers represented of any series in the U.S.
- USTCC rules allow both naturally aspirated and forced induction cars to compete head to head.
- The United States Touring Car Championship series began in 1998 as a regional series and grew to a national series in 2000. It is the longest running touring car series in the US.
- Media exposure is expected to increase again this year with a reality TV show.
- The close relationship of the USTCC cars and their street counterparts is the key to the fans interest in the series. Car clubs and other fan bases are extremely loyal to their brand and follow USTCC action year round.
- Dozens of top companies have found USTCC to be an excellent marketing platform.
- USTCC has four classes: **Sportsman** for older touring cars, **Touring Car** for current touring cars, **Super Touring** for higher powered touring cars, and **GT** for sports cars.

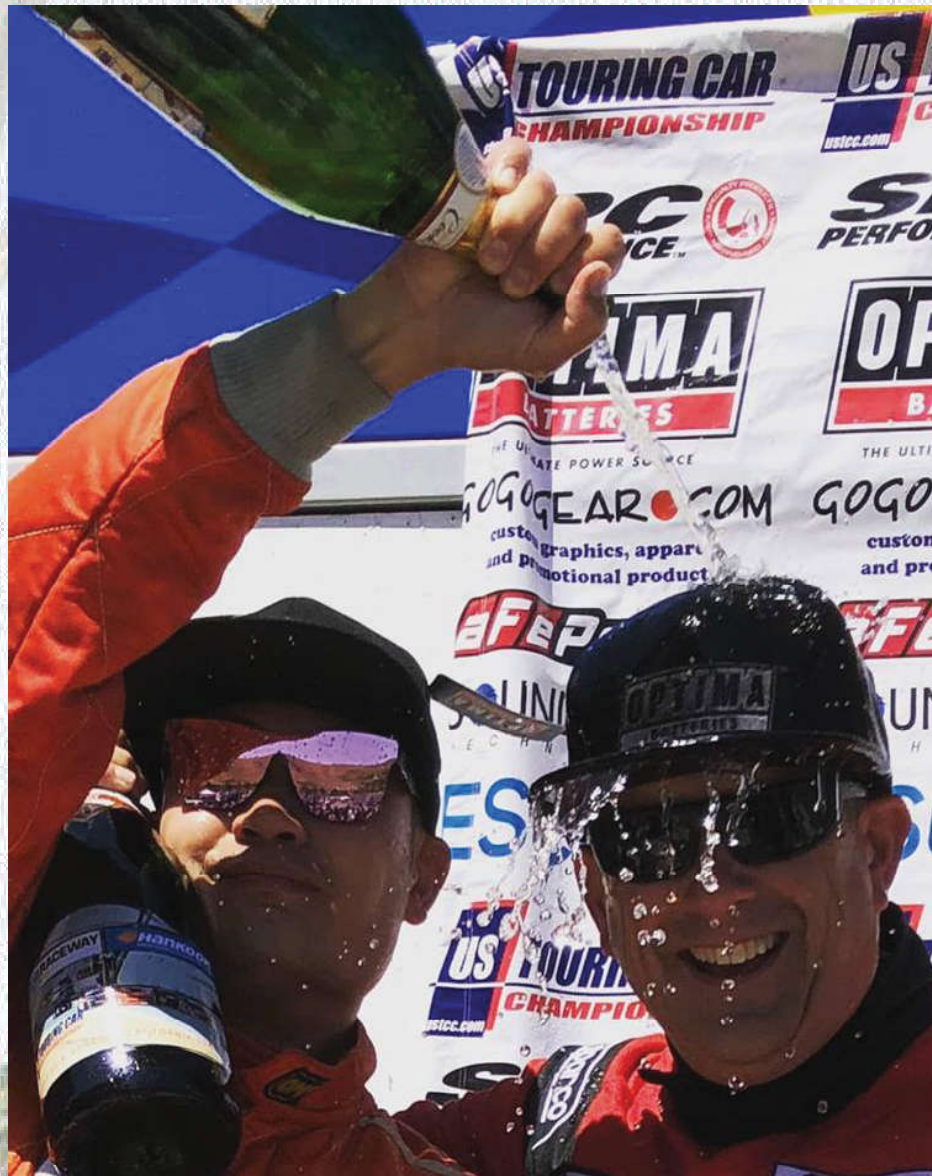


International Drivers

National Diversity







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