



**PROFESSIONAL TOURING CAR RACING MADE AFFORDABLE**



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# ABOUT USTCC

Manufacture Support

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

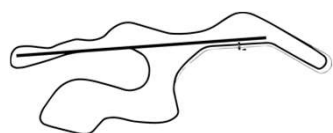
## SPORTSMAN

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

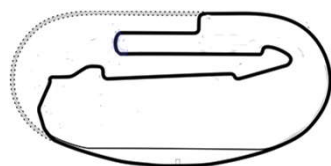
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# PREMIER RACE TRACKS



Sonoma Raceway



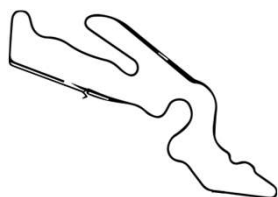
Auto Club Speedway



Utah Motorsports Campus



Circuit of The Americas



Las Vegas Motor Speedway



Mazda Raceway Laguna Seca



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

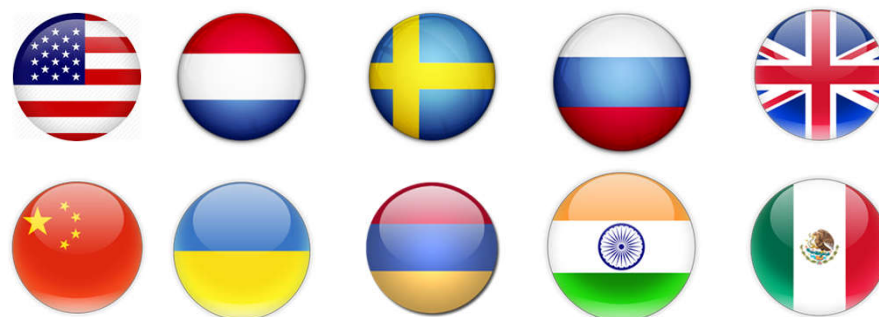


## USTCC Drivers' Experience:

|                      |                       |                     |
|----------------------|-----------------------|---------------------|
| 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 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.



# EXTENSIVE COVERAGE

Broadcasted by NBC SPORTS – Dedicated sports cable channels



**NBC SPORTS**  
Event Broadcasters

**Multiple**  
Airs per Episode

**7**  
Events in One Year

**Affiliate**  
Network Re-Broadcasts

**8,100,000**  
Household Viewers

**19,000,000**  
Comcast Subscribers

**YouTube**  
Event Broadcasters

**Facebook**  
Event Broadcasters



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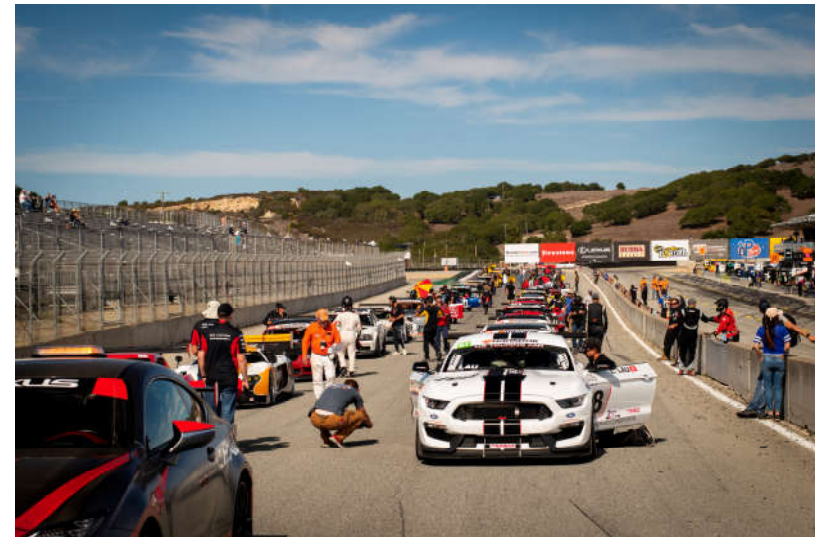


# TWO TELEVISION SHOWS

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



**Driving Obsession.** 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



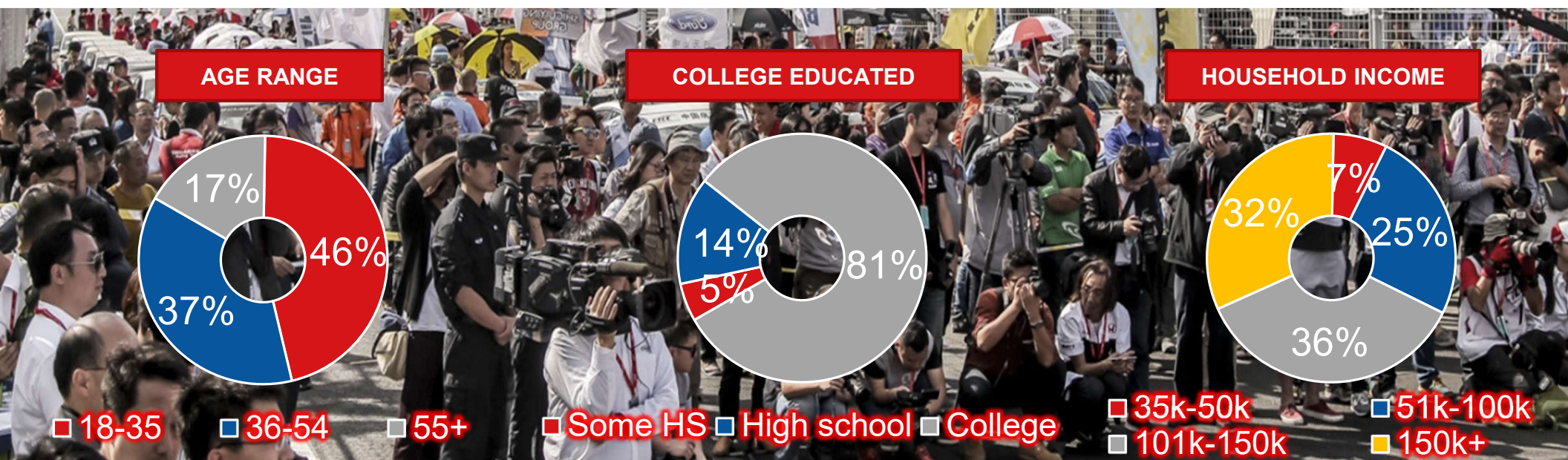
Highest ROI in the industry for our partners to capture the \$43 billion specialty equipment market

- 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

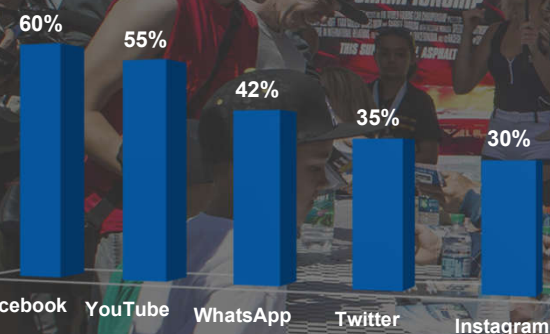


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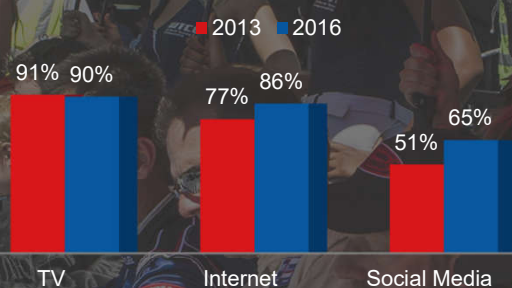
# MOTORSPORTS ATTRACTS MILLIONS OF FANS

## 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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