



2011 Cooper Tires Presents the USF2000 National Championship Powered by Mazda





USF2000 Series History

- Popular open-wheel racing development series with 20 year history
- Only series of its kind to host events on road courses, street courses and ovals
- Series re-launched in 2010 as part of INDYCAR Road to Indy development system for IZOD IndyCar Series
- Series graduates include Dan Wheldon, Sam Hornish, Buddy Rice and Greg Moore





USF2000 Fast Facts

- Sanctioned by INDYCAR as part of Road to Indy ladder system and MAZDASPEED ladder system
- Diverse lineup of drivers, teams and circuits
- Stakeholders include Michael Andretti, Wayne Taylor and Eliseo Salazar
- Five events in support of IZOD IndyCar Series
- Four events in support of American Le Mans Series





USF2000 Series Goals

- Provide strategic balance of circuits
- Increase field size in 2011
- Provide cost-effective, professional entry-level series for career-minded drivers and teams
- Prepare and advance drivers to the next level





Driver Development

- USF2000 champion receives scholarship to Star Mazda Championship
- Compete in front of Star Mazda, Firestone Indy Lights and IZOD IndyCar Series team owners and sponsors
- Participate in the Road to Indy Summit at the Indianapolis Motor Speedway in May
- Professional marketing and public relations training courtesy of Mazda and the IZOD IndyCar Series





2011 USF2000 Schedule

<u>Date</u>	<u>Track</u>	<u>Affiliation</u>
March 17	Sebring Int'l Raceway	w/ALMS
March 18	Sebring Int'l Raceway	
March 26	Streets of St. Petersburg	w/IndyCar
March 27	Streets of St. Petersburg	
May 28	Lucas Oil Raceway	w/USAC Midgets/Indy 500
June 18	The Milwaukee Mile	w/IndyCar
Aug. 5	Mid-Ohio Sports Car Course	w/IndyCar/ALMS
Aug. 6	Mid-Ohio Sports Car Course	
Aug. 19	Road America	w/ALMS
Aug. 20	Road America	
Sept. 4	Streets of Baltimore	w/IndyCar/ALMS
Sept. 4	Streets of Baltimore	





The Road to Indy

- Official INDYCAR development system for career-minded drivers and teams striving for the IZOD IndyCar Series
- Road to Indy consists of IZOD IndyCar Series, Firestone Indy Lights, Star Mazda and USF2000
- USF2000 is the first step on the Road to Indy
- Road to Indy series' competing on combined nine INDYCAR event weekends in 2011





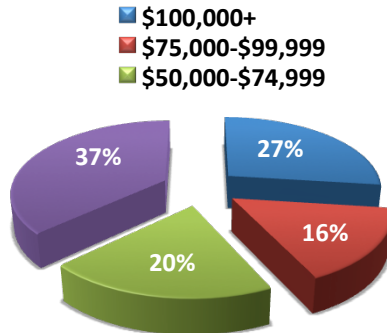
Fan Demographics

The USF2000 Championship is made up of a diverse and desirable audience that is attractive to marketers.

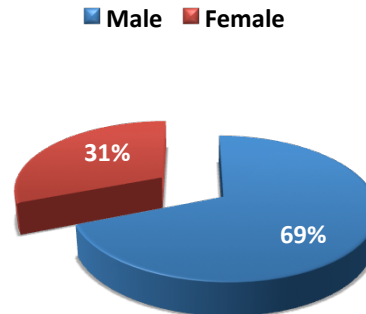
- Early adopters of innovation and technology
- Well-educated adults with greater discretionary income
- More brand loyal than average consumer
- Heavy consumers of TV, print, and radio media
- 1 in 5 U.S. adults are INDYCAR fans
- Interested in multiple sports, not simply “gear heads”

*Information based on 2011 INDYCAR demographics

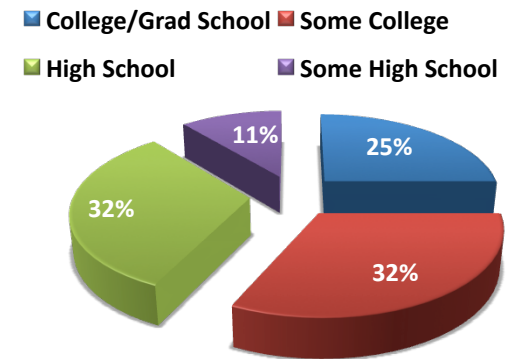
Income Distribution



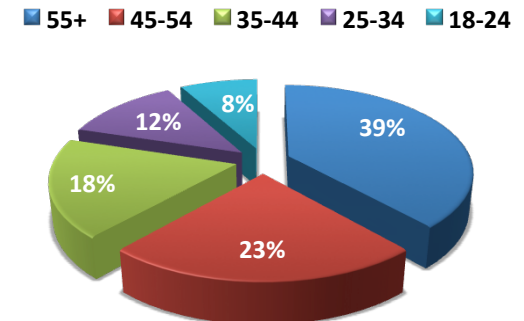
Gender Distribution



Education Distribution



Age Distribution





USF2000 Media Coverage

The USF2000 championship garnered quality media coverage for its drivers, teams and sponsors, including television, radio, internet broadcasts, electronic news outlets, newspapers, magazines and more. Examples include:

- Live HDNet race broadcasts
- Live Fox 59 Indianapolis Morning News feature
- Live streaming video of races on indycar.com, starmazda.com and USF2000.com
- Radio interviews and coverage on 106.7 The Fan, CBS Radio, Washington, D.C. and ESPN 1070 The Fan Radio, Indianapolis
- Web interviews and coverage on racefanradio.com, autosportradio.com, and openwheeltoday.com
- Magazine coverage in Racer, Road and Track, Sports Illustrated Kids and more





USF2000 Media Coverage

- Newspaper coverage in USA Today, Tampa Tribune, Indianapolis Star, St. Petersburg Times, Atlanta Journal Constitution and more.
- Website coverage includes:

- | | | |
|----------------------|-------------------------------|---------------------|
| •Apexspeed.com | •Indycar.com | •Popoffvalve.com |
| •Autoracing1.com | •Indycarrevolution.com | •Pressdog.com |
| •Autosport.com | •Indyinformer.com | •Racer.com |
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Dan Andersen (Owner/CEO) - Dan is a respected figure in the junior open-wheel racing ranks, with a proud tradition of helping develop young driving talent. He founded the USF2000 National Championship in 1991 and guided it for 10 years, turning it into one of the top open-wheel development formulas in the world. Numerous young drivers Dan has worked with in the past are now enjoying successful careers in the IZOD IndyCar series and in professional sports car racing. Dan also owns and operates several pro open wheel teams as well as an extensive karting operation and test track in Palmetto, Florida.

John Andersen (Owner/Director of Competition) - John has been involved in open wheel racing for nearly two decades, serving as Director of Race Operations for the Cooper Tires F2000 Championship (the successor to the USF2000 series) through the end of 2006. In recent years John has managed Andersen Racing's Firestone Indy Lights team and is a partner in all of Andersen's race efforts and business ventures.

Michelle Kish (Series Manager) - Michelle brings a wealth of experience to Andersen Promotions. As series administrator for the USF2000/Cooper Tires F2000 series from the late 1990's through 2005, her responsibilities included race scheduling, event planning, hospitality, travel planning, marketing, record-keeping and customer support. Her ongoing relationships with tracks, race teams and drivers have been a valuable asset to Andersen racing, where she has served as manager of operations since 2006.

