



Mazda **Road TO INDY**



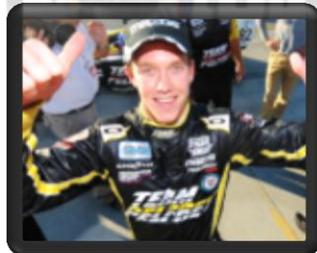
Mazda Road to Indy: 2012 Season Recap



Ryan Hunter-Reay



Tristan Vautier



Jack Hawksworth



Matthew Brabham



Mazda Motorsports Hour



The 2012 season marked the return to television for USF2000 and Star Mazda. Mazda partnered with Velocity to form the Mazda Motorsports Hour – a weekly, one hour show that highlights USF2000 and Star Mazda events as well as other Mazda motorsports properties.

- Broadcast available in over 40 million homes in United States and over 200 million homes via ESPN International
- Provides exposure opportunities for drivers, teams and partners
- Features segments that profile up and coming drivers, outreach initiatives, etc. throughout the Mazda Road to Indy program
- Commentary provided by Mazda Road to Indy graduate and current IZOD IndyCar Series driver James Hinchcliffe





New Partnerships

Over the course of the 2012 season, many new partnerships were established along the Mazda Road to Indy. These partnerships are aimed at strengthening the program and providing opportunities in an effort to attract the world's best drivers.



- **Skip Barber Racing School** – Skip Barber became the official racing school of the Mazda Road to Indy in 2012. As part of this initiative, the Skip Barber summer and winter series champions each receive a test in USF2000 as part of the Mazda Road to Indy open test at the Indianapolis Motor Speedway. We have also launched the Skip Barber INDYCAR Academy as part of this partnership.



- **British Formula Ford** - The Mazda Road to Indy has partnered with the British Formula Ford championship in Europe. As part of this, the British Formula Ford champion receives two days of testing at the Mazda Road to Indy open test, driving a USF2000 and Star Mazda car. The MRTI is also featured in quarterly seminars through the British Formula Ford season, as well as broadcast promotions during race telecasts.



- **Canadian F1600 (Ontario and Quebec)** – In an effort to secure the top Canadian talent, the Canadian F1600 champion from each region will receive one day of testing at the Mazda Road to Indy open test at IMS.



- **LATAM Challenge Series (Mexico)** – A new partnership with the LATAM Challenge Series in Mexico will provide each of the top three finishers from the series championship with one day tests as part of the Mazda Road to Indy open test at the Indianapolis Motor Speedway.





The Skip Barber INDYCAR Academy was launched in March 2012 as a way for the every day person to live the dream of driving an open-wheel race car and potentially be on their way to being an INDYCAR driver.

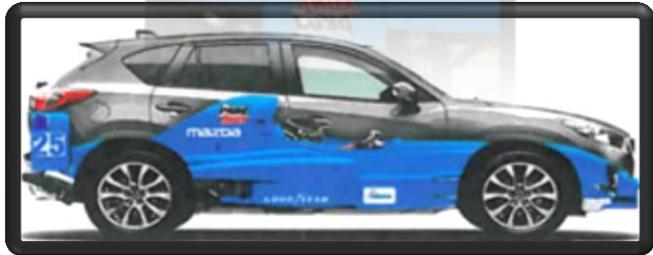
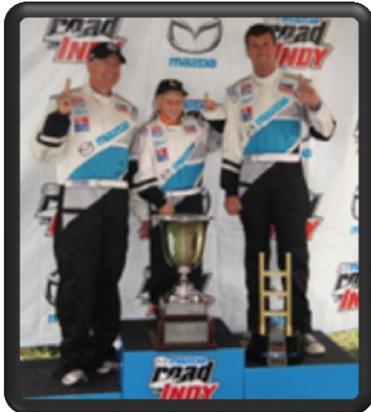
Eligibility for the Skip Barber IndyCar Academy is simple:

- Graduate from one Skip Barber 3-Day Formula Car Racing School in 2012 .
- Individuals must meet the following criteria to be nominated for the Skip Barber IndyCar Academy:
 - No Professional Racing Experience
 - No Karting Experience
- Top 33 drivers advance to shootout to determine the winner
- Winner receives choice of competing in Skip Barber Summer or Winter series
- View the Skip Barber INDYCAR Academy [HERE](#)





Mazda Activation



The 2012 season brought unprecedented activation around the Mazda Road to Indy. In addition to offering champion's scholarships at each level of the program, Mazda also provided unique platforms to promote INDYCAR's official driver development program:

- **Fan Village** - Participation with a 10x10 exhibit in the INDYCAR Fan Village featuring "Mazda Victory Circle" where fans could have their picture taken on the podium with the Mazda Road to Indy trophy
- **MRTI Shuttles** – During race weekend of the Indianapolis 500, Mazda provided several activation points including:
 - Free shuttle service to fans from three downtown Indianapolis hotels to the Indianapolis Motor Speedway with Mazda Road to Indy drivers acting as chauffeurs, dressed in branded fire suits
 - Mazda Road to Indy branded CX-5 vehicles
 - Mazda Road to Indy posters as giveaway items
 - Mazda Road to Indy branded key cards and signage at participating hotels
- **INDYCAR 36** – Mazda was presenting sponsor of the INDYCAR 36 program featuring Mazda Road to Indy graduate James Hinchcliffe at Toronto
- **Mazda Dealer Activation** – Ray Skillman Mazda dealer in Indianapolis purchased 100 tickets to the Night Before the 500 and hosted a customer appreciation day with MRTI show cars and driver appearances

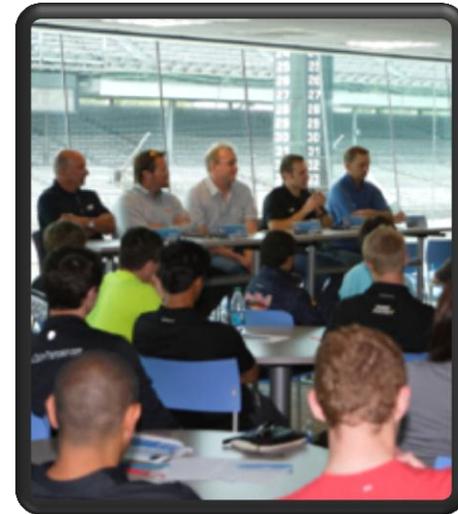




Mazda Road to Indy Summit

In its third year, the Mazda Road to Indy Summit (held in St. Petersburg and Indianapolis) is designed to provide drivers and teams with the essential training needed to be successful outside the car. This year's program included the following elements:

- Business of motorsports
- Public relations and media training
- Oval racing clinic
- Formal training for spotters
- Physical fitness and wellness
- Team owner meet and greet
- INDYCAR team shop tour





Mazda Road to Indy Victory Celebration



The Mazda Road to Indy Victory Celebration was created in 2012 as a way to honor our winners of the Indianapolis 500/Night Before the 500 weekend while giving back to a great cause.

This year we honored Esteban Guerrieri (FIL), Connor De Phillippi (Star Mazda) and Spencer Pigot (USF2000) as the event winners.

The MRTI Victory Celebration also raised over \$30,000 for CARA Charities and served as a salute to Firestone Indy Lights Executive Director Roger Bailey and his 50 year career in motorsports.





Mazda Road to Indy Open Test



The Chris Griffis Memorial Mazda Road to Indy test was started in October 2011 at the Indianapolis Motor Speedway as a way for drivers and teams throughout the Mazda Road to Indy to audition for the following season.

The test features all three Mazda Road to Indy series: USF2000, Star Mazda and Firestone Indy Lights.

2012 Star Mazda champion Jack Hawksworth turned his first laps in his car at this test in 2011 and went on to a record setting season.

The 2012 Chris Griffis Memorial Mazda Road to Indy test will be held October 10-11 at the Indianapolis Motor Speedway.

Mazda Road to Indy scholarship winner and Indy Lights champion Josef Newgarden will be on-site as a driver coach for the two day test





Firestone Indy Lights announced it was accepting proposals for a new car for the 2014 season on May 25 at the Indianapolis Motor Speedway. While a decision has not yet been announced, the project has received tremendous interest:

- Nine chassis manufacturers submitted bids
- Seven engine manufacturers submitted bids
- Announcement in Fall 2012
- Display model by May 2013
- On-track product by March 2014



Media Results

ESPN

AP

Sports Illustrated

YAHOO! NEWS

WALL STREET JOURNAL

AUTOSPORT

5-17 SportsIllustrated.com: 10 Stories to Watch at the Indy 500

<http://sportsillustrated.cnn.com/racing/news/20120517/indianapolis-500-storylines-to-watch/>

5-22 The Associated Press: Newgarden becomes fan favorite at first Indy 500

<http://sports.yahoo.com/news/newgarden-becomes-fan-favorite-1st-191854096--irl.html>

5-24 ESPN: Student Driver

http://espn.go.com/high-school/story/_/id/7964628/teen-driver-zach-veach-hopes-one-day-face-indycar

5-24 Wall Street Journal: The Long, Arduous Road to Indy

<http://online.wsj.com/article/SB10001424052702304840904577424282755063466.html>

6-2 Detroit News: Trio closing fast on racing majors

<http://www.detroitnews.com/article/20120602/OPINION03/206020354/1332/OPINION0317/Trio-closing-fast-racing-majors>

6-27 Edmonton Sun: Rzdzinski back for more Indy

<http://www.edmontonsun.com/2012/06/25/rzadzinski-back-for-more-indy>

6-27 AP News: Guerrieri finding a home in Indy Lights

<http://www.washingtontimes.com/news/2012/jun/27/guerrieri-finding-a-home-in-indy-lights/?page=all>

9-15 Autosport.com: Fontana Indy Lights: Carlos Munoz wins, Tristan Vautier secures championship

<http://www.autosport.com/news/report.php/id/102588>





It's Working

In it's third season, the Mazda Road to Indy continues to enjoy substantial growth throughout each level. Some of the highlights include:

- Every Mazda Road to Indy champion successfully graduates to the next level of the program for the 2012 season
- Mazda Road to Indy graduates Josef Newgarden, JR Hildebrand and Bryan Clauson top the speed charts in Indianapolis 500 opening day practice
- Mazda Road to Indy Oval Clinic attendee participation grows over 100%
- USF2000 field size increases by over 100% from the previous season (first 30+ car field)
- Star Mazda competes on seven IZOD IndyCar Series race weekends (15 races)
- Firestone Indy Lights graduates eight drivers to the IZOD IndyCar Series and Indianapolis 500 over the last two years
- Since the Mazda Road to Indy's inception in 2010, INDYCAR has averaged 10 more American drivers per season in the INDYCAR driver development system
- 62% of IZOD IndyCar Series podium finishers in 2012 have participated in at least one level of the Mazda Road to Indy program

