



**mazda**  
**ROAD**  
**TO INDY**



**2012 Mazda Road to Indy Summit Review**

# Summit Overview

The Mazda Road to Indy Summit is designed to provide drivers and teams with the essential training needed to be successful outside the car including:

- Business of Motorsports
- Public relations and media training
- Formal training for spotters
- Physical fitness and wellness



# Oval Clinic and History of the Indy 500

- Hosted Oval Clinic and History of the Indy 500 seminars on May 4, 2012
- Focus on essential skills of oval racing including passing, proper racing line, qualifying and race setups
- Panel of experts included Bobby Rahal, Beaux Barfield, Steve Knapp, Ed Carpenter and Johnny Unser
- History of the Indy 500 and IMS led by Donald Davidson
- Participation grew over 100% for this event in 2012



# Business of Motorsports/Media Training

The Mazda Road to Indy Business of Motorsports seminar took place on March 22, 2012 at the Grand Prix of St. Petersburg

- Led by Mazda Motorsports' John Doonan, Jim Jordan and Dean Case
- Focus on effective marketing, sponsorship acquisition and branding
- Professional media training courtesy of Sportscast Stars Training
- Social media and driver marketing seminar led by IZOD IndyCar Series driver James Hinchcliffe



# Autograph Session & Fan Q&A

- Mazda Road to Indy drivers were invited to take part in an autograph session on May 23 as part of Community Day at the Indianapolis Motor Speedway. Drivers from USF2000, Star Mazda and Firestone Indy Lights all participated
- Drivers Spencer Pigot (USF2000), Connor De Phillippi (Star Mazda) and Anders Krohn (Firestone Indy Lights) also participated in a Fan Q&A at the Indianapolis Motor Speedway on the same day



# Andretti Autosport Shop Tour

- Andretti Autosport generously opened up its shop for the drivers of the Mazda Road to Indy program to tour
- Drivers from USF2000, Star Mazda and Firestone Indy Lights attended
- Andretti Autosport is only team currently fielding cars in every level of the Mazda Road to Indy program and the IZOD IndyCar Series

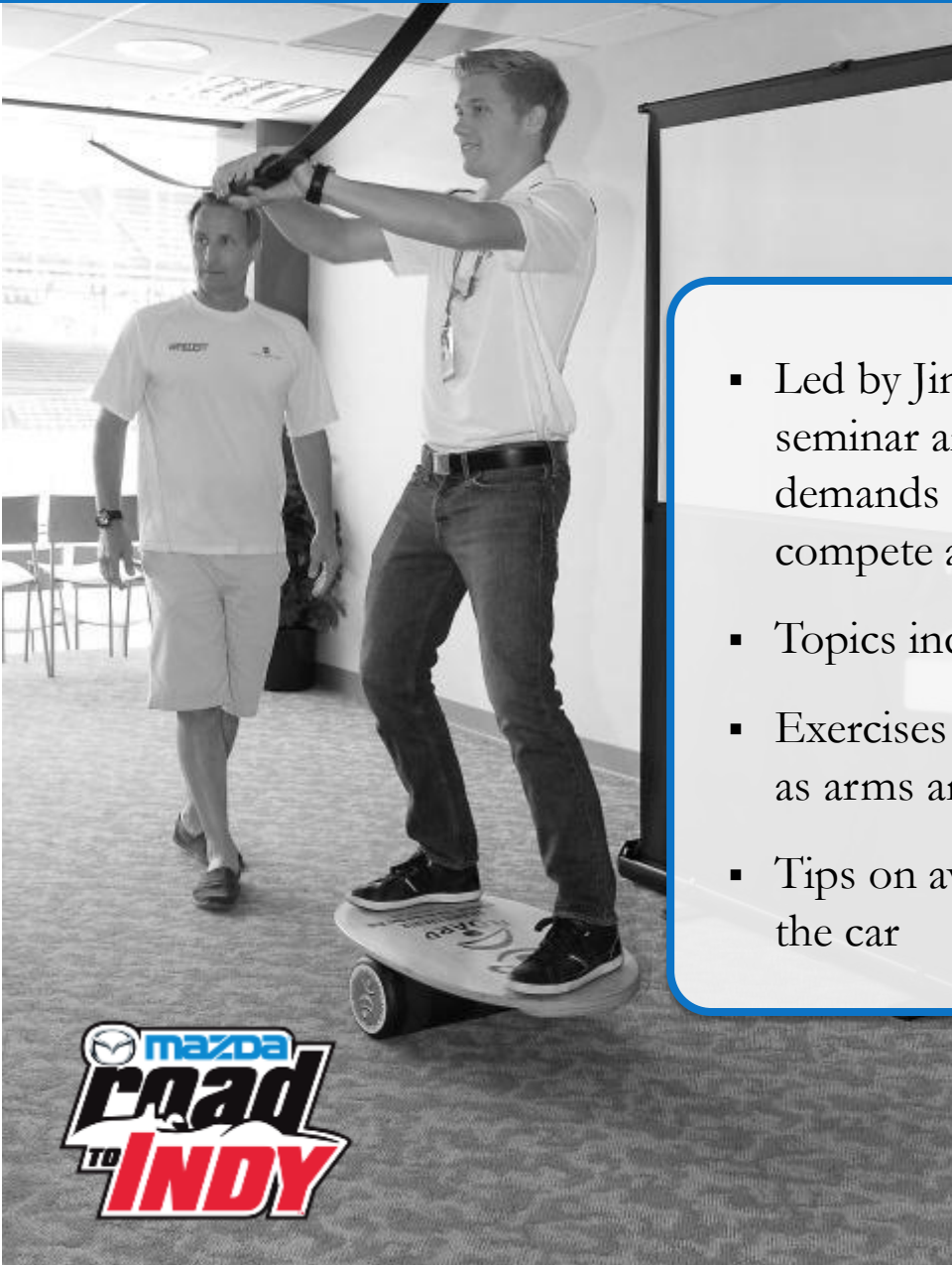


# Pace Car Rides

- Mazda Road to Indy drivers were invited to take part in pace car rides around the Indianapolis Motor Speedway with Sarah Fisher Hartman Racing drivers Josef Newgarden and Bryan Clauson
- Drivers toured the 2.5 mile oval as Newgarden and Clauson relayed their oval racing experiences as rookies at IMS
- Drivers were able to learn the proper racing line around IMS as well as what they should look for in the handling of their own race cars



# PitFit presents Driver Fitness and Wellness



- Led by Jim Leo of PitFit, the fitness and wellness seminar aimed to educate drivers on the physical demands of our sport and training necessary to compete at the highest level
- Topics included proper hydration and diet for drivers
- Exercises aimed at strengthening important areas such as arms and neck
- Tips on avoiding fatigue and losing concentration in the car





# Spotter's Seminar

- The Mazda Road to Indy Spotter's Seminar is designed to teach the spotters the essential skills needed to spot for USF2000, Star Mazda and Firestone Indy Lights events
- Seminar led by HVM Racing spotter and driver coach Bob Perona
- Participants received a detailed outline of the do's and don'ts of spotting
- An open forum was held for questions at the end of the seminar



# Team Owner Meet and Greet

The Mazda Road to Indy hosted a team owner meet and greet for its drivers at the Indianapolis Motor Speedway on May 24. Drivers were encouraged to network and build relationships with teams to benefit their progress through the ladder. Among the teams attending were:

- Belardi Auto Racing (USF2000, Firestone Indy Lights)
- Fan Force United (Firestone Indy Lights, IZOD IndyCar)
- Dyson Racing (ALMS, Firestone Indy Lights)
- HVM Racing (IZOD IndyCar Series)

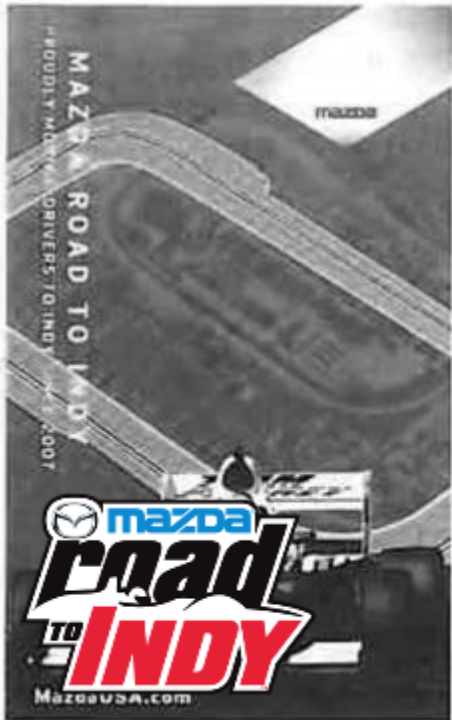


# Mazda Road to Indy Display

- The Mazda Road to Indy was on display at the Indianapolis Motor Speedway throughout the month of May
- IMS Plaza Display featuring cars from Skip Barber, USF2000, Star Mazda and Firestone Indy Lights
- Mazda's INDYCAR Fan Village display including Star Mazda cars and the opportunity for fans to get their photo taken on the podium with the new Mazda Road to Indy trophy



# Mazda Road to Indy Shuttles



- Mazda provided free shuttle services to fans from three downtown Indianapolis hotels to the Indianapolis Motor Speedway
- Mazda Road to Indy drivers acted as chauffeurs, dressed in branded fire suits
- Mazda Road to Indy branded vehicles
- Mazda Road to Indy posters as giveaway items
- Mazda Road to Indy branded key cards at participating hotels
- Mazda Road to Indy signage placed around hotels

# Mazda Dealer Activation

Ray Skillman Mazda in Indianapolis partnered with the Mazda Road to Indy to host a customer appreciation event, May 15-24 including:

- 100 tickets given away to the Night Before the 500
- Star Mazda show car on display
- MRTI driver autograph session
- Email and web campaign advertising their activation
- Dealership manager acted as grand marshal for the USF2000 “Night Before the 500” event at Lucas Oil Raceway



# Freedom 100 Pace Lap

As part of the Summit, all divisions of the Mazda Road to Indy program were invited to lead the Firestone Indy Lights Freedom 100 pace lap at the Indianapolis Motor Speedway

- Skip Barber Racing School
- Cooper Tires presents the USF2000 Championship powered by Mazda
- Star Mazda Championship presented by Goodyear
- United States Auto Club



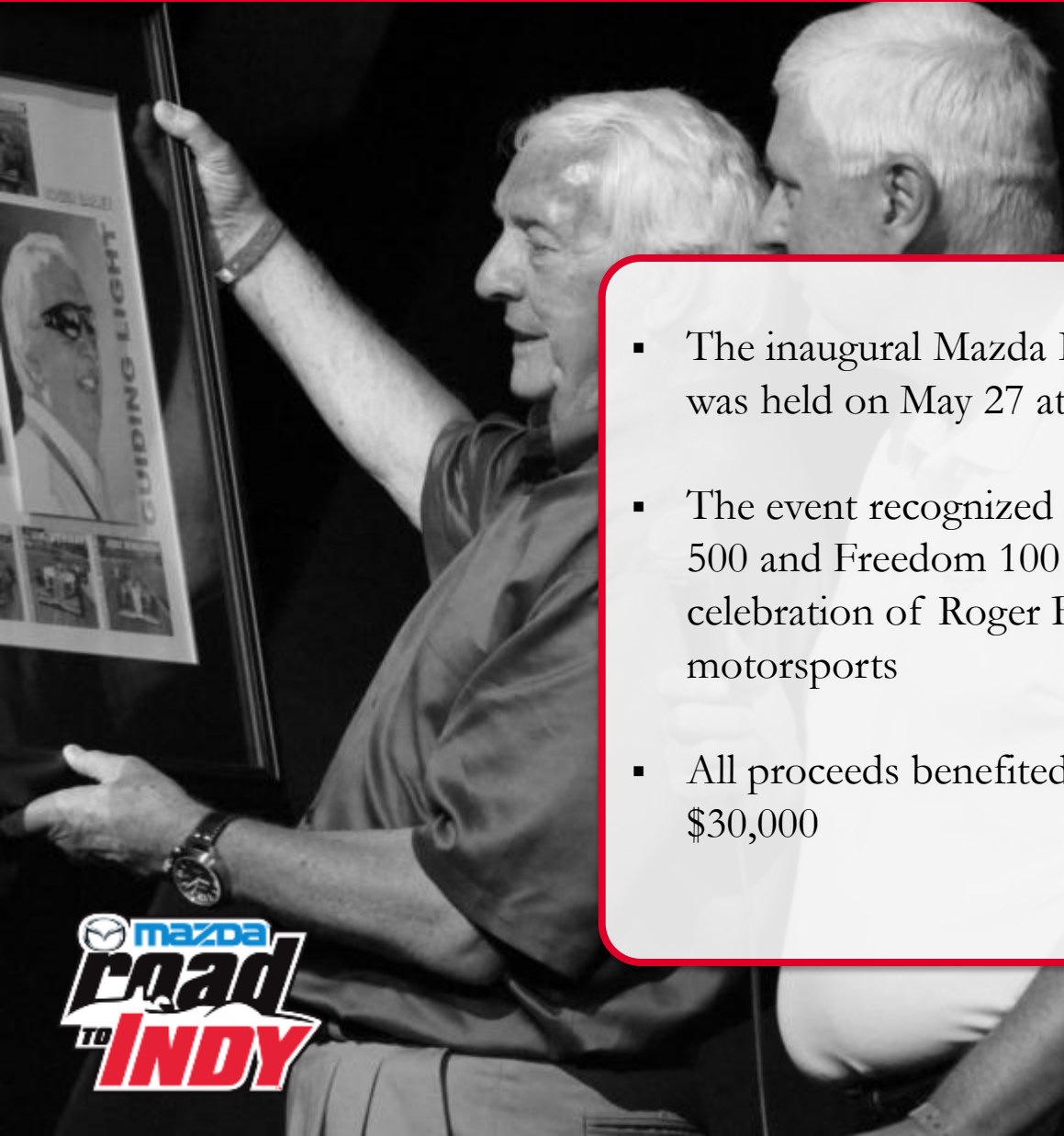
# Winner Introductions

The winning drivers from the Night Before the 500 and Freedom 100 were introduced on the morning of the Indianapolis 500 in front of 400,000 spectators at the Indianapolis Motor Speedway

- USF2000: Spencer Pigot
- Star Mazda: Connor De Phillippi
- Firestone Indy Lights: Esteban Guerrieri
- USAC: Tracy Hines



# Mazda Road to Indy Victory Celebration



- The inaugural Mazda Road to Indy Victory Celebration was held on May 27 at Sensu Night Club in Indianapolis
- The event recognized the winners of the Night Before the 500 and Freedom 100 races while also serving as a celebration of Roger Bailey's 50 year career in motorsports
- All proceeds benefited CARA Charities, raising over \$30,000



# Mazda Road to Indy Media Coverage



THE INDIANAPOLIS STAR

THE WALL STREET JOURNAL.



**5-14 ESPN.com: Young guns take charge at Indianapolis 500 practice**

[http://espn.go.com/racing/indycar/story/\\_/id/7929075/indycar-young-guns-take-charge-indianapolis-500-practice](http://espn.go.com/racing/indycar/story/_/id/7929075/indycar-young-guns-take-charge-indianapolis-500-practice)

**5-16 SportsIllustrated.com: Indy rookies Newgarden, Clauson defying conventional wisdom**

<http://sportsillustrated.cnn.com/racing/news/20120516/josef-newgarden-bryan-clauson-indianapolis-500/>

**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 Post-Tribune: Firestone Indy Lights has become way of the future**

<http://posttrib.suntimes.com/sports/prosports/12751955-419/firestone-indy-lights-has-become-way-of-the-future.html>

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

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

**5-24 ESPN: Student Driver**

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

**5-25 Indianapolis Star: Money drives lack of US-born drivers in race**

<http://www.indystar.com/article/20120525/SPORTS0101/205250371/Indy-500-Money-drives-lack-U-S-born-drivers-race>

**5-27 Indy Star: Next Generation** <http://www.indystar.com/article/20120527/SPORTS0107/205270374/Next-generation>