



2012 Cooper Tires USF2000 Championship Powered by Mazda



USF2000 Series History

- Popular open-wheel racing development series with a 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's Mazda Road to Indy development system for the IZOD IndyCar Series and Indianapolis 500
- Series graduates include Dan Wheldon, Sam Hornish Jr, Buddy Rice, Greg Moore, JR Hildebrand and Charlie Kimball



USF2000 Fast Facts

- Sanctioned by INDYCAR as part of the Mazda Road to Indy ladder system
- Expanded 14-race schedule in 2012 and introduction of a tripleheader round of competition at Road America
- Race events in support of the IZOD IndyCar Series and American Le Mans Series
- Increased National Class for 2012 with the inclusion of SCCA FE entries
- Championship Class winner receives a scholarship package from Mazda to contest the 2013 Star Mazda Series
- National Class winner receives a scholarship package to advance to the Championship Class in 2013



USF2000 Series Goals

- Provide a cost-effective, professional entry-level series for career-minded drivers and teams
- Prepare and advance drivers for the next level of competition
- Provide high-profile events alongside the right blend of circuits to ensure the best training ground and exposure
- Offer a well-rounded training platform with programs on marketing/business, media training, career growth/development and social media in addition to an oval clinic.
- Maintain increase in series growth (30% increase in growth from 2011; six new team additions)



Driver Development

- Over \$500,000 in prizes and awards with the USF2000 champion receiving a scholarship valued at \$375,000 to advance to the Star Mazda Championship
- Competition in front of IZOD IndyCar Series, Firestone Indy Lights and Star Mazda team owners and sponsors
- Exposure at high-profile events with drivers competing in front of over one million fans in 2011
- Participation in the Mazda Road to Indy Summit educational programs at St. Petersburg and Indianapolis
- Professional marketing and public relations training courtesy of Mazda and the IZOD IndyCar Series



2012 USF2000 Schedule



www.usf2000.com

Rounds 1/2:	March 14-16	Sebring Int'l Raceway With ALMS
Rounds 3/4:	March 23-25	Streets of St. Petersburg With IZOD IndyCar Series
Round 5:	May 26	Lucas Oil Raceway "Night Before the 500" With USAC
Rounds 6/7:	August 3-5	Mid-Ohio Sports Car Course With IZOD IndyCar Series and ALMS
Rounds 8/9/10:	August 17-19	Road America With ALMS
Rounds 11/12:	September 1-2	Streets of Baltimore With IZOD IndyCar Series and ALMS
Rounds 13/14:	September 14-15	Virginia Int'l Raceway With ALMS



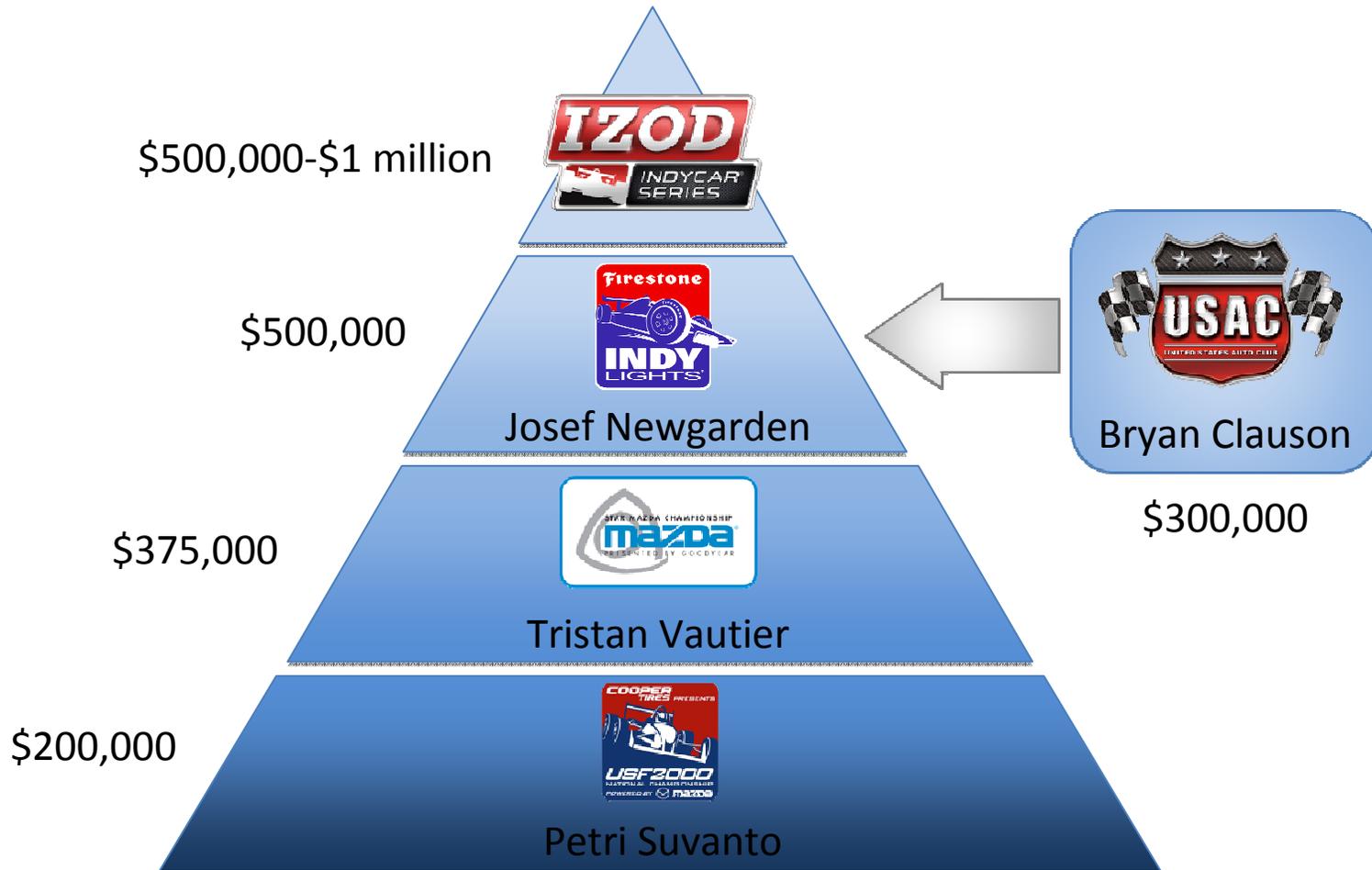
Mazda Road to Indy

- Official INDYCAR development system for career-minded drivers and teams striving for the IZOD IndyCar Series and Indianapolis 500
- Mazda Road to Indy consists of IZOD IndyCar Series, Firestone Indy Lights, Star Mazda and USF2000
- Clutter-free, clear path to the top of the sport for drivers, teams and sponsors
- USF2000 is the first step on the Mazda Road to Indy





Mazda Road to Indy Scholarships





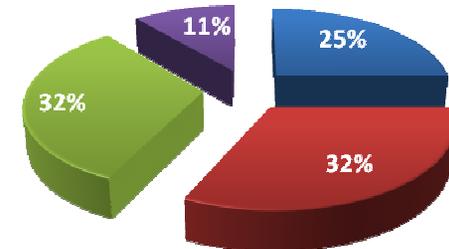
Fan Demographics

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”

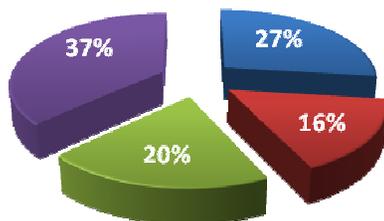
Education Distribution

College/Grad School Some College
High School Some High School



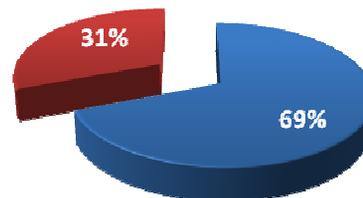
Income Distribution

\$100,000+
\$75,000-\$99,999
\$50,000-\$74,999



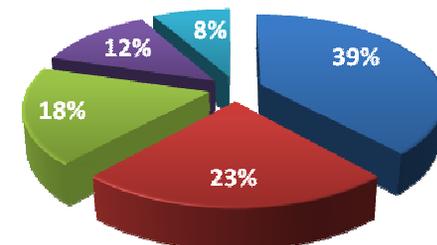
Gender Distribution

Male Female



Age Distribution

55+ 45-54 35-44 25-34 18-24





USF2000 Media Coverage



www.usf2000.com

The USF2000 Championship garners quality media coverage:

Mansfield NewsJournal.com
 USA TODAY
 ROAD & TRACK
 SPEED TV.COM
 AutoWeek
 THE INDIANAPOLIS STAR
 AUTOSPORT
 Go Racing TV.com (AS SEEN ON)
 JUNIOR OPEN WHEEL TALENT (NEWS & VIEWS ON DRIVERS, CHASING OPEN WHEEL STARDOM)
 ekartingnews.com
 motorsport.com™
 THE SACRAMENTO BEE (Stay Connected >> sacbee.com)
 MEET THE LATEST FLYING FINN (Petri Suvanto profile)
 NATIONAL SPEED SPORT NEWS
 THE BALTIMORE SUN
 St. Petersburg Times (In the know. In the Times. tampa bay.com)
 Orlando Sentinel
 TORONTO SUN (torontosun.com)
 MILWAUKEE JOURNAL SENTINEL

And more!

USF2000 places monthly ads in RACER magazine to promote its drivers.



USF2000 Series Partners



www.usf2000.com



Series Contacts

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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. Dan has worked with numerous young drivers in the past who are now enjoying successful careers in the IZOD IndyCar Series and in professional sports car racing. He has also owned and operated several multi-car open-wheel pro teams in the F2000, Star Mazda and Firestone Indy Lights championships and continues to own and operate an extensive karting venture and test track in Palmetto, Florida. As CEO of Andersen Promotions, Dan resurrected the USF2000 National Championship and has established it as the first professional rung on the ladder to a top-level open-wheel career in North America.

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. Michelle's experience on the promotional and team owner's side of racing make her uniquely qualified to oversee the USF2000 National Championship.