

mazda Road TO INDY



2013 Mazda Road to Indy Summit Review



Summary

- 4th Annual Mazda Road to Indy Summit held March 21 in St. Pete and May 22-23 in Indianapolis
- USF2000, Pro Mazda and Indy Lights drivers participated in 12 seminars over the two-part Summit
- Seminars included media training, business of motorsports, performance thinking and fitness/wellness



Business of Motorsports

The Mazda Road to Indy Business of Motorsports took place in St. Petersburg on March 21.

- Led by Mazda Motorsports John Doonan and Dean Case
- Media training by SportsCast Stars Training
- Driver brand building by IZOD IndyCar Series driver James Hinchcliffe

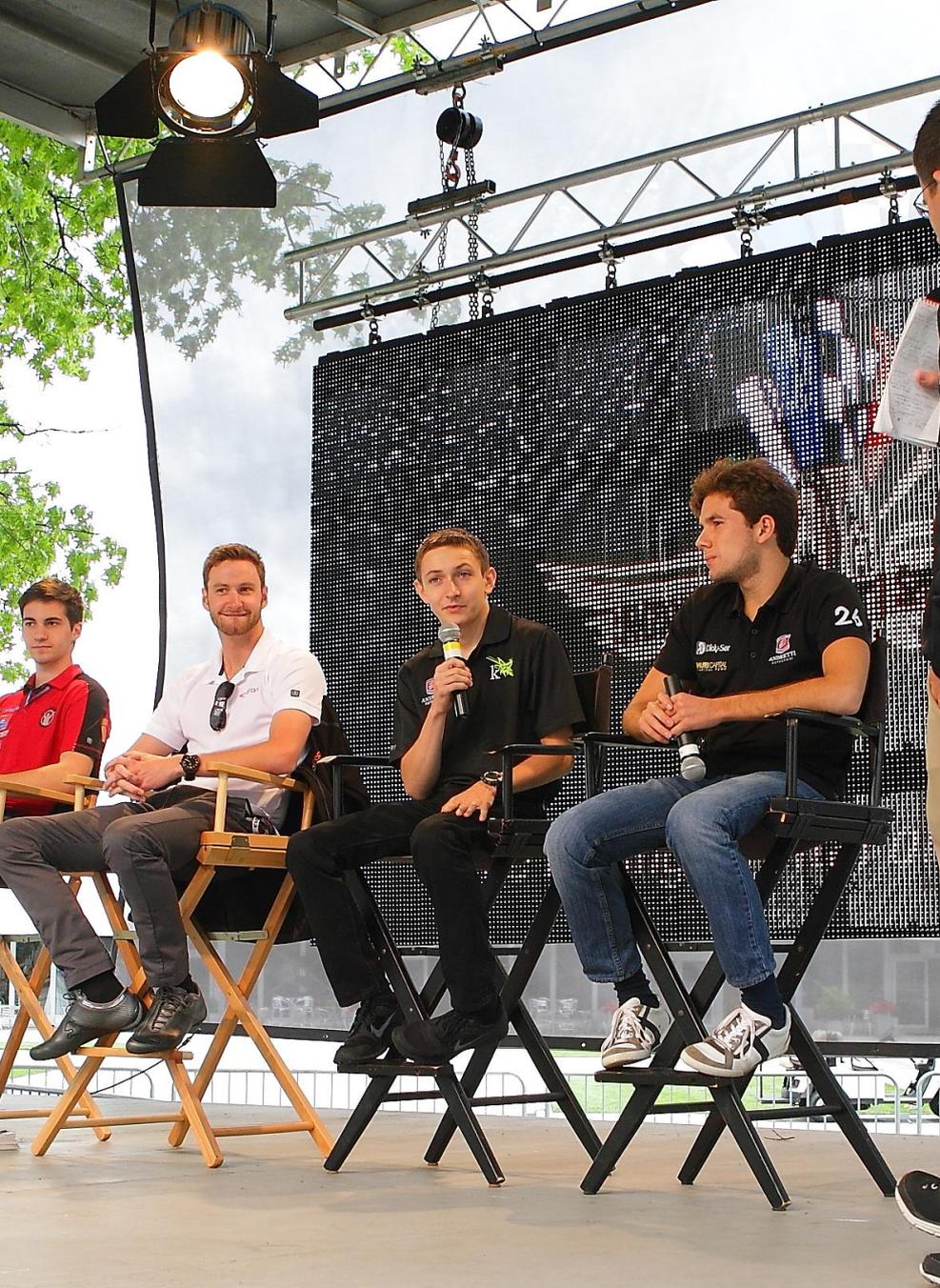




Oval Clinic

- INDYCAR held its 3rd annual Oval Clinic seminar on May 10, 2013
- Hosted by driver coach Gerardo Bonilla
- Focus on essential skills of oval racing including passing, proper racing line, qualifying and race setups
- Panel of experts included Beaux Barfield, Sarah Fisher, Arie Luyendyk, Josef Newgarden and Johnny Unser





Autographs/Q&A

Drivers from the Mazda Road to Indy participated in Community Day festivities at IMS

- Full field autograph session for fans (35 drivers)
- Four Q&A sessions with USF2000, Pro Mazda and Indy Lights drivers for fans in the IMS Plaza



PitFit Training



Led by PitFit's Jim Leo, the fitness and wellness seminar was held at PitFit headquarters in Indianapolis

- Explanation of important exercises for drivers to focus on
- Explanation of equipment most beneficial for driver workouts
- Session concluded with a modified workout circuit for interested drivers



Curt Cavin/Media



Indianapolis Star motorsports writer Curt Cavin provided his insight as to how young drivers can work with the media

- Relationship building with media
- Story ideas/angles
- Setting yourself apart from other competitors
- Social media do's/don'ts

Performance Thinking



- Led by Dr. Jacques Dallaire
- Dr. Dallaire has worked with Fortune 500 companies and motorsports legends including Indy 500 winners and Formula 1 world champions
- Drivers participated in hands-on exercises including mental focus, concentration and avoiding negative thinking



EXIT



Ed Carpenter Visits

2013 Indy 500 Polesitter and Indy Lights grad Ed Carpenter addressed the drivers of the Mazda Road to Indy. Ed focused on:

- Differences of qualifying vs. race mindset as a driver
- How to properly drive short oval tracks (USF2000/Pro Mazda compete at Lucas Oil Raceway Park in Indy)
- The importance of the Mazda Road to Indy system to a young driver's career



RaceCraft 1 Simulators



- Led by Kelly Jones and Peter Olach of RaceCraft 1
- Showed the benefits of simulator training (both on-track and off-track)
- Cost-containment advantages of simulator use vs. on-track testing
- Covered how to effectively use simulators to your benefit as a driver

Mazda Business/ROI



Dean Case of Mazda Motorsports presented to the drivers at the Summit. Topics included:

- The importance of partners to drivers careers
- How to help your partners achieve proper ROI
- Drivers were given “homework” assignments to visit Mazda dealers
- Review of Mazda products



Freedom 100 Pace Lap



As the conclusion to the Summit, USF2000 and Pro Mazda points leaders were invited to lead the Indy Lights Freedom 100 pace lap

- USF2000: Scott Hargrove (Cape Motorsports with Wayne Taylor Racing)
- Pro Mazda: Matthew Brabham (Andretti Autosport)



Indy 500 Intros



The Freedom 100 and Night Before the 500 race winners were introduced and interviewed in front of the crowd at the Indianapolis 500:

- Peter Dempsey (Freedom 100)
- Matthew Brabham (Pro Mazda)
- Neil Alberico (USF2000)



Select Articles

<http://www.racer.com/third-annual-mazda-road-to-indy-oval-clinic-to-bolster-pro-mazda-usf2000-drivers/article/292153/>

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Media Coverage

