



THE 2014 USF2000 SERIES



About Andersen Promotions

Andersen Promotions has long enjoyed success in junior formula car racing.

The company currently operates the USF2000 and Pro Mazda championships, representing the first two steps in INDYCAR's official driver development system - the Mazda Road to Indy. In addition, Andersen recently acquired the Indy Lights series, and will now manage all three levels of the ladder system to the IndyCar Series and Indianapolis 500.

Dan Andersen, Owner and CEO, has been involved in team ownership at the Indy Lights, Pro Mazda and karting levels, giving them the necessary foundation to operate and grow INDYCAR's development system.





Series Goals

Andersen Promotions has outlined specific goals to stimulate further growth of the USF2000 series and increased value:

1. Continued use of proven Van Diemen chassis with new sequential gearbox in 2014, ensuring a safe, fair and competitive series
2. A cost-effective platform for teams, drivers and partners
3. Unparalleled on-track and off-track training for drivers to prepare them to advance in professional motorsports
4. Events in major markets and on INDYCAR weekends, including double and triple-header race weekends ensuring maximum amount of value and seat time for competitors



Why USF2000?

- **USF2000 represents the first step in the Mazda Road to Indy driver development system**
- **Series champion receives a scholarship to graduate to the Pro Mazda Championship**
- **Drivers and teams compete for cash prizes**
- **Events at the same tracks and on the same weekends as the IZOD IndyCar Series**
- **14-race, 7-event schedule format offers vast amounts of seat time and incredible value**
- **Series-supported race weekend events such as autograph sessions, on-stage fan Q&A sessions, driver parades, etc.**
- **Unparalleled access to IZOD IndyCar Series owners, teams and drivers**



About the Mazda Road to Indy

The Mazda Road to Indy is the official driver development program of INDYCAR and features a clear, defined path for drivers, teams and sponsors to advance to the IZOD IndyCar Series and Indianapolis 500.

- Drivers follow series path of USF2000, Pro Mazda and Indy Lights on way to IZOD IndyCar Series
- Scholarships totaling over \$2 million available for series champions to advance throughout the system
- High profile events on the same playing fields contested by today's biggest stars in support of the IZOD IndyCar Series
- Drivers take part in comprehensive off-track business training program, the Mazda Road to Indy Summit
- Unmatched access and networking opportunities to owners, teams and drivers in the INDYCAR paddock





Demographics

26%

\$100,000+

Household Income

\$

\$61,000

Average HHI



53.8%

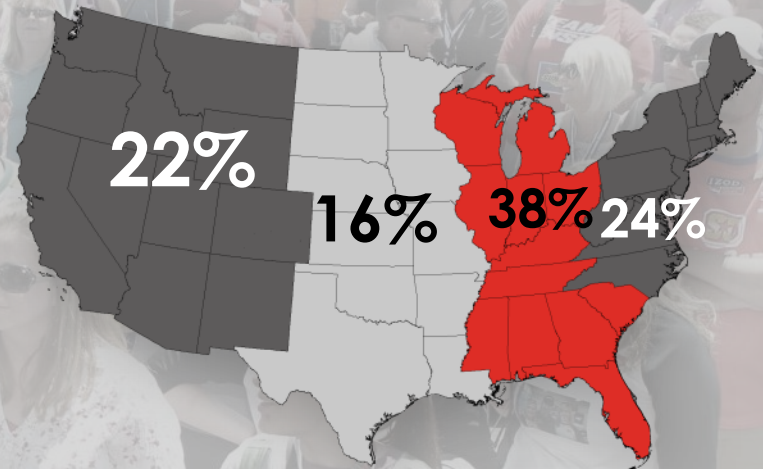
At-Least Some College

Fan Base Overview

Total Fan Base	31.38 Million
Average Age	50.4
Average Household Income	\$60,923
Married	57.1%
Attended At-Least Some College	53.3%
Homeowners	74.7%
Employed (Full or Part-Time)	59.1%
Children	50.2%

Key National TV Markets*

- Chicago
- Atlanta
- Indianapolis
- Miami
- Birmingham
- Columbus





Television

The USF2000 series has a television highlight package in place for the 2014 season that is sure to provide competitors with enhanced value and exposure:

- Multiple 1-hour highlight shows produced throughout season
- All programs air on NBC Sports Network
- Veteran motorsports broadcast talent including Kevin Lee and former drivers
- Extended event coverage, including pre and post-race features and interviews
- Race winner interview during each Indy Lights broadcast





2014 Schedule

The 2014 USF200 series schedule will consist of seven event weekends and 14 races:

<u>Date</u>	<u>Event</u>	<u>Venue Type</u>
March 29-30	Streets of St. Petersburg	Street Circuit
April 26-27	Barber Motorsports Park	Road Course
May 9-10	Indianapolis Motor Speedway	Road Course
May 24	Night Before the 500 (Lucas Oil Raceway)	Oval
July 19-20	Streets of Toronto	Street Circuit
August 2-3	Mid-Ohio Sports Car Course	Road Course
August 23-24	Sonoma Raceway	Road Course



USF2000.com

The USF2000.com website is the place to go to learn about the drivers, teams and latest news on the series:

- Exclusive coverage of all USF2000 event weekends
- Series news and press releases
- Team/driver news and press releases
- Live timing and scoring
- Photo and video archives
- Official forms and bulletins
- Complete driver profiles
- Additional coverage on indycar.com

The screenshot shows the USF2000.com website with the following elements:

- Header:** Cooper Tires, USF2000 (Powered by Mazda), and Mazda logos. A search bar is located on the right.
- Navigation:** News, Schedule, About USF2000, Multimedia, Competitors, Teams, Partners, Drivers.
- Left Sidebar:**
 - 2013 Season Highlight Video (with a play button icon)
 - USF2000 Live Timing & Scoring (with a link to click here for live timing & scoring)
 - USF2000 on Twitter (with a tweet from @ArmalPAAnec: Hey @USF2000 @IndyCar race fans! Don't miss out! We have 8 spots left in our AM shop tour, & 7 spots left in the PM. http://...)
 - Follow us on (social media icons for Twitter, Facebook, YouTube, and RSS)
 - USF2000 Series (with a Like button and the text "You like this.")
 - Current Top-10 Championship Standings (table below)
- Main Content Area:**
 - Article:** "Rookie Telitz Tops USF2000 Times for Afterburner Autosport" dated December 11, 2013. The article text states: "Aaron Telitz was on point at the Chris Griffis Memorial Mazda Road to Indy Open Test at Barber Motorsports Park." Below the article is a "Full Story" link.
 - Latest Headline News:**
 - Dec 12, 2013: Scott Enjoys Successful Mazda Road to Indy Test
 - Dec 11, 2013: Rookie Telitz Tops USF2000 Times for Afterburner Autosport
 - Dec 9, 2013: Plenty of Talent On Deck for Chris Griffis Memorial Mazda Road to Indy Test
 - Dec 6, 2013: Pabst Racing Signs Colorado Kart Racer Will Owen
 - Dec 5, 2013: Eidson to Compete in USF2000
 - Additional Team News** and **Additional Series News** links.
 - Latest Gallery:** "Tuesday at the 'Chris Griffis Memorial Mazda Road to Indy Open Test' at Barber MSP" (with four small image thumbnails).

Pos.	Driver	Total
1	Scott Hargrove	294





USF2000.com

Since the Mazda Road to Indy was created in 2010, over 30 drivers have advanced to the IZOD IndyCar Series and Indianapolis 500. In addition, 16 drivers have advanced from USF2000 to Pro Mazda or Indy Lights. Many of today's up and coming open-wheel racing stars have competed in the USF2000 series.

These drivers include:

- Matthew Brabham (Pro Mazda)
- JR Hildebrand (IndyCar)
- Sage Karam (Indy Lights)
- Charlie Kimball (IndyCar)
- Zach Veach (Indy Lights)