



road
TO INDY
PRESENTED BY COOPER TIRES

COOPER TIRES
USF2000
CHAMPIONSHIP

2022

ROAD TO INDY – PROVEN FORMULA



310 DRIVERS

have participated in the Road to Indy since its inception



35 CHAMPIONS

have been crowned on the Road to Indy

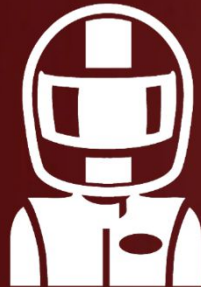


11 SEASONS



36 ALUMNI

have been NTT INDYCAR SERIES race winners



24 ROAD TO INDY DRIVERS

were on the NTT INDYCAR SERIES starting grids in 2021



38 ROAD TO INDY DRIVERS

have graduated to the NTT INDYCAR SERIES since 2010



20 OF THE 33 INDY 500 STARTERS IN 2021

were Indy Lights graduates, including seven Indy Lights champions



\$20,500,000

value of prizes and awards distributed to date since the inception of the Road to Indy

THE PROGRESSION STEPS



The Road to Indy was introduced in 2010 and has become the most successful driver development program in the world, providing a unique, scholarship-funded path to reach the NTT INDYCAR SERIES and the Indianapolis 500.



The goal of the Road to Indy with 24 graduates on the 2021 grids



The top rung of the Road to Indy with a scholarship to advance to the NTT INDYCAR SERIES



The second step on the Road to Indy providing a champion's scholarship valued at \$614,425 to advance to Indy Lights

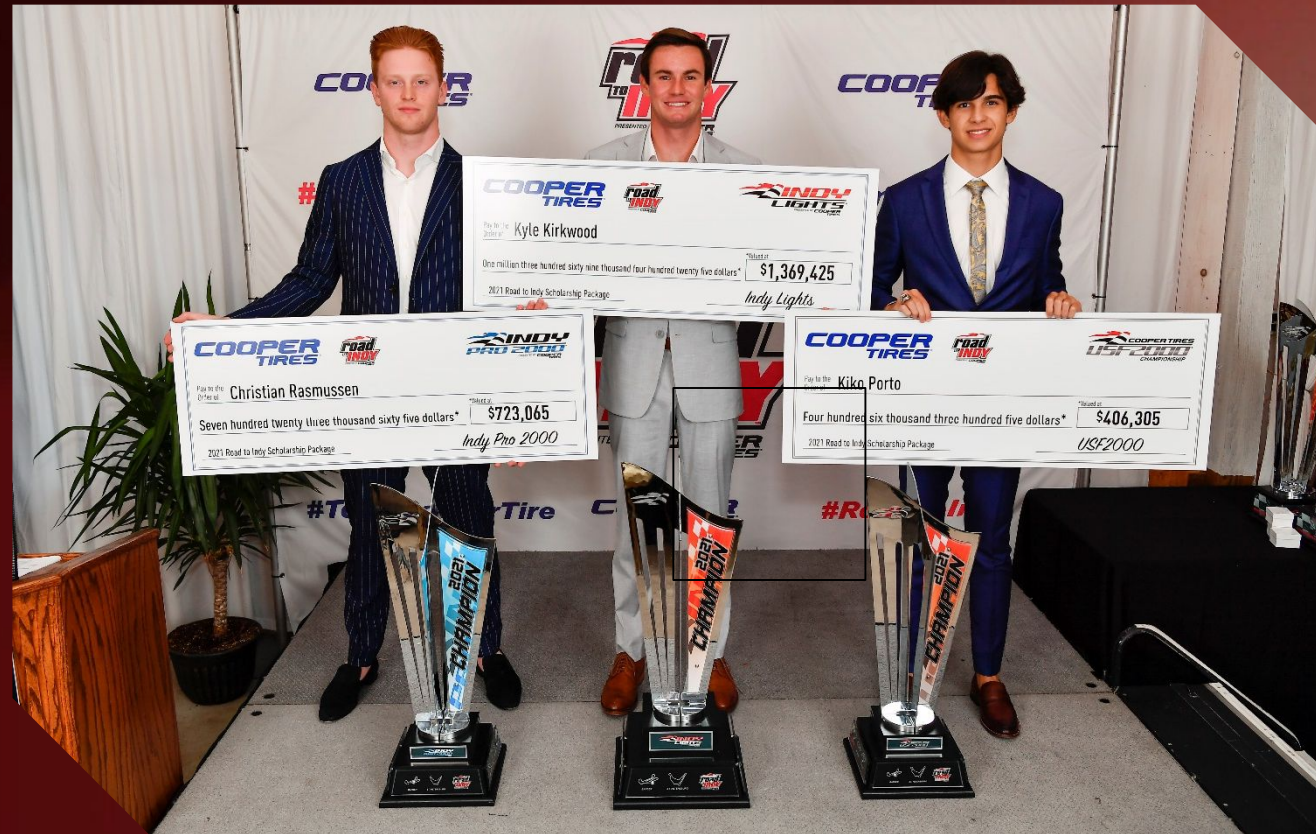


The first step on the Road to Indy providing a champion's scholarship valued at \$406,925 to advance to Indy Pro 2000



A pre-step to the Road to Indy providing a champion's scholarship into USF2000 of \$200,000+

MOST EFFECTIVE DRIVER DEVELOPMENT PLATFORM IN THE WORLD



2021 Champions Christian Rasmussen, Kyle Kirkwood and Kiko Porto.

Recent graduates include Oliver Askew, Colton Herta, Patricio O'Ward and Rinus VeeKay.



EXPOSURE

- Premier venues all in support of NTT INDYCAR SERIES race weekends
- Worldwide live streaming of all on-track activity; dedicated broadcast channels on Apple TV, Amazon Fire, Roku and the Xbox One Official App; global coverage and original content on RoadToIndy.TV and the Road To Indy TV App

COOPER TIRES USF2000 CHAMPIONSHIP



DEVELOPMENT

- Unique scholarship program to advance to Indy Pro 2000 in 2023
- Exposure to INDYCAR teams and personnel, assisting with team and driver development
- Advanced training in all aspects of driver development

SAFETY

- New Tatuus USF-22 chassis with Halo-type device
- INDYCAR services including Race Control
- AMR INDYCAR Safety Team – highly skilled and trained safety team with unrivaled crew and response time



COOPER TIRES USF2000 CHAMPIONSHIP



- Champion receives a scholarship valued at \$406,925 to advance to the Indy Pro 2000 Championship Presented by Cooper Tires in 2023
- Additional prize money and awards including the per-race Cooper Tires Pole Award
- The stepping stone to the NTT INDYCAR SERIES that has launched the careers of many highly successful drivers

"The Road to Indy from an INDYCAR and, frankly, from an Indianapolis 500 perspective is priceless. It is THE way for us to develop talent that supports the NTT INDYCAR SERIES and the 500-mile race in Indianapolis and it is working."

- Mark Miles, CEO Hulman & Company,
the parent company of INDYCAR



COOPER TIRES USF2000 CHAMPIONSHIP



- Series social media platforms – Twitter, Facebook and Instagram – as well as partner outlets
- Full race shows available on USF2000 YouTube channel
- Race market media and fan events as well as souvenir race program content
- Dedicated media photo website for access to all series photography
- Targeted public relations and marketing campaigns



"What I like is that you are always in front of INDYCAR – the bosses, the managers, the driver coaches..."

"If you are good, they will notice you and that is a very big advantage compared to other series in the world."

- Marijn Van Kalmthout,
Father of Indy Lights
Vice Champion and
Indy Pro 2000
Champion
Rinus VeeKay
2020 NTT INDYCAR
SERIES Rookie of the
Year

COOPER TIRES USF2000 CHAMPIONSHIP



Ultra-professional paddock with highly regarded and established teams including:

- Cape Motorsports
- DEForce Racing
- Exclusive Autosport
- Force Indy
- Ignite Autosport w/ Cape Motorsports
- Jay Howard Driver Development
- Joe Dooling Autosports
- Legacy Autosport
- Miller Vinatieri Motorsports
- Pabst Racing
- Turn 3 Motorsport
- Velocity Racing Development





STATE-OF-THE-ART EQUIPMENT PACKAGE

The new Tatuus USF-22 will debut in 2022.

Upgrades include a new, wider monocoque with the addition of a Halo-type device as well as new sidepods, underfloor, engine cover, air ducts, damper covers and fuel cell.

The upgrades extend the competition life to 2026.



COOPER TIRES USF2000 CHAMPIONSHIP



2022 / 2022 / 2022 / 2022 / 2022 / 2022 / 2022 / 2022



2022 EVENT SCHEDULE

2022

February 26	S	Streets of St. Petersburg
February 27	S	Streets of St. Petersburg
April 30	S	Barber Motorsports Park
May 1	S	Barber Motorsports Park
May 13	S	Indianapolis Motor Speedway [TWO RACES]
May 14	S	Indianapolis Motor Speedway
May 27	O	Lucas Oil Raceway
June 11	S	Road America
June 12	S	Road America
July 1	S	Mid-Ohio Sports Car Course
July 2	S	Mid-Ohio Sports Car Course
July 3	S	Mid-Ohio Sports Car Course
July 16	S	Streets of Toronto
July 17	S	Streets of Toronto
September 2	S	Portland International Raceway
September 3	S	Portland International Raceway
September 4	S	Portland International Raceway

Schedule subject to change. O Oval S Street/Road Course

There are five pre-event test days for USF2000 in 2022 as well as the traditional Spring Training at the Homestead-Miami Speedway road course on February 17/18 and an Open Test at Barber Motorsports Park on March 21/22.



CURRENT INDYCAR FAN



MALE
66%



FEMALE
34%

55%
ARE MARRIED

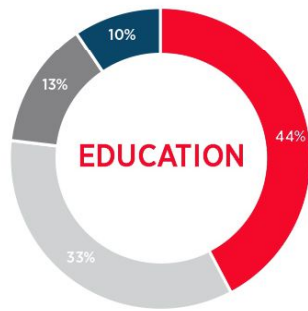
59%
HAVE KIDS



1 OUT OF 2 FANS
AGED 45 AND UNDER



47%
HAVE A HOUSEHOLD
INCOME OF
\$75,000+ A YEAR
MEAN INCOME \$80K



- High School & Grade School (Graduate or GED)
- Some College (AA/Associates or 1-3 year of college)
- College Graduate (4-year college)
- Post College Education (Any post-grad work or degree)

57M FANS
INTERESTED IN INDYCAR

2.1 MILLION
HAVE ATTENDED AT LEAST ONE
RACE LAST TWO YEARS

NEARLY 20%
MULTICULTURAL
AND GROWING

LIFESTYLE INTERESTS (MORE LIKELY THAN GEN. POP)



68%

DINING OUT



57%

HUNTING



71%

TRAVELING



37%

GOLF



DEDICATED AND ENGAGED FANS

INDYCAR FANS ARE SOME OF THE MOST LOYAL IN SPORT AND ACTIVELY SUPPORT BRANDS INVOLVED IN THE SERIES



80%

More likely to recommend a sponsor's brand to a friend than the general U.S. population



71%

Are more likely to consider a brand after seeing a sponsor



82%

Are more likely to be loyal towards a brand that sponsors their sport



79%

Engaged with brands after seeing a sponsorship on television

ROAD TO INDY TV



Provides a behind-the-scenes look at the Road to Indy with:

- dedicated, worldwide live streaming shows
- race highlight shows
- initiatives such as the Road to Indy TV App
- dedicated broadcast channels

Available on:



**ALL THE RACING,
IN ONE PLACE.**

**DOWNLOAD THE ROAD TO INDY TV
APP AND NEVER MISS A MOMENT.**

Download on the
App Store

GET IT ON
Google Play

The advertisement features a smartphone displaying the app's interface with various racing-related content. A red circular button with a white checkered flag and the word "LIVE" is positioned next to the phone. Below the phone are two buttons for downloading the app on the App Store and Google Play.

Road to Indy TV | 2021

- 68,200+ active Road to Indy App users with 3+ million page views
- 2.35 million total views on YouTube with average view duration of 12:48 and over 86,500 hours watched
- 137 TV shows on digital platforms (Apple TV, Amazon Fire, Roku, Xbox One)
- 84,600,000+ social media impressions

COOPER TIRES HASHTAG PROGRAM



Now in its ninth year, the Cooper Tires Hashtag Program encourages drivers and teams to utilize the #RoadToIndy and #TeamCooperTire hashtags throughout their social messaging on Twitter and Instagram in various “challenges”.

In addition to increasing driver and team social media messaging and followers, at stake is a bounty of awards to the winners in each of the seven Cooper Tires Hashtag Program contest periods held throughout the racing season:

- Cooper Tires Bucks
- One hour of SimMetric Driver Performance Labs sim time
- Inclusion in Marshall Pruett podcast
- Feature Story on indycar.com
- INDYCAR social media post
- One-On-One Feature Segment With Road To Indy TV
- Racer Feature
- Road to Indy TV Sizzle Reel
- Race Weekend VIP Hospitality Package

BY THE NUMBERS | 2021:

91% participation rate

5,000+ contributors on Twitter and a reach of over 17 million users on Twitter and Instagram combined

Among the social handles of Team Cooper Tire, Road To Indy TV and the series handles, there is a network of over 415,000 social media users

Since 2015, the program has reached over 37 million users on Twitter



The Road to Indy offers complete turnkey and affordable hospitality packages to provide your guests with a VIP track experience with trackside hospitality and suite options available at every race for two guests to 200.

Additional amenities available include providing guests with unique experiences from flag stand tours to pace car rides, VIP gift bags and more.

ROAD TO INDY – PROVEN FORMULA



WHERE TOMORROW'S STARS RACE TODAY

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