

# FORMULA CAR

## CHALLENGE

presented by: **GOODYEAR**

### 2011 Formula Car Challenge presented by Goodyear (FCC) Series Brief & Demographics

(updated 12.05.2011)

#### About the Series

The Formula Car Challenge presented by Goodyear is a stepping stone series for up-and-coming racers, as well as a race series for serious enthusiasts. The Formula Car Challenge presented by Goodyear is a regional series that features a NASA National Championship. Historically races have been held at a variety of events in addition to NASA sanctioned race weekends including SCCA Club, SCCA Vintage, IndyCar, and the American LeMans Series.

#### Series Partners

The Formula Car Challenge presented by Goodyear is partnered with Goodyear Racing, Mazda USA, MAZDASPEED Motorsports Development, Red Line Oil, Moses Smith Racing, Star Race Cars, World Speed Inc., GoPro, and NASA Pro Racing.

#### Social Marketing

With 2579 fans the Formula Car Challenge is by far the most popular North American junior open wheel series on Facebook. The FCC Facebook page was started in August of 2010 and currently has well over 3600 active monthly users. Two of the three cars featured in the series also have their own Facebook pages. The Formula Mazda has 694 fans, and the FormulaSPEED2.0 has 401 fans.\*

The FCC Flickr account has just under 10,000 photos posted, and has gotten more than 35,000 visits over the past 12 months. The FCC YouTube channel was started in March of 2010 and has gotten close to 4000 views in just over a year. The FCC Twitter account was also started in 2010, and currently has over 300 followers. For 2011 FCC has partnered with GoPro to generate and distribute four programs about the series on the GoPro network. The first GoPro feature was released on November 15<sup>th</sup> and has already received 31,598 views.

#### Internet Marketing

The series recognizes the power of the web, and generates press releases before and after each event. Over the past year over 15,000 emails were sent to subscribers. The average click-through rate for a Sports and Recreation web based email is 3.7%. The FCC click-through rate is currently 20.4%.\*\* Series press releases are picked up and redistributed by racing news outlets like Motorsport.com, Eformulacarnews.com, RACER, ESPN, AutoChannel, and SpeedTV.com. Average web traffic for the Formula Car Challenge website is 6000 unique visitors per month. According to the latest data the site is generating well over 150,000 page views per year.\*\*\*

#### Print Ads

The series buys 12 print ads that features the series partners, and participants. Every ad gets a prominent place in The Wheel magazine. In 2011 ten completely unique advertisements were generated to keep the content fresh and of interest to the readers. The Wheel is the official publication of the San Francisco Region SCCA, and is sent out to approximately 5000 subscribers per month.

#### Major Prizes and Awards

A year end cash award fund of \$22,500 is divided across the 4 regions. At the NASA National Championships an additional \$26,250 in MAZDASPEED contingency cash awards are available to FCC racers. NASA National FCC champions also become eligible for the MAZDASPEED Driver Career Advancement program which is valued at over \$50,000. Goodyear Racing provides tire awards to the competitors, and in the 2010 season gave out nearly \$50,000 in racing tires. Red Line Oil provided product to West Coast and National racers, and championship racing suits to West Coast Region class winners.

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## Formula Car Challenge presented by Goodyear Racer Scholarship Awards

Two competitors from the 2011 Red Line Oil Karting Championship will be provided with free test days in the FormulaSPEED2.0. Two competitors from the 2011 SKUSA Super Nationals will also be provided with free test days in the FormulaSPEED2.0. The champion of the Bondurant Championship Race Series is awarded a Formula Car Challenge test day and race weekend. The Bondurant vice-champion is awarded a Formula Car Challenge test day. The Bondurant Championship Race Series also features Mazda powered racing cars on Goodyear Racing tires.

## The Road Racing Audience\*\*\*\*

Demographic research has indicated that fans of road course racing are more affluent, and better educated than fans of golf and tennis as well as other forms of motorsports.

- Average income for respondents is \$70,000, 23% have incomes exceeding \$100,000.
- 58% are married. Average household size is 2.6.
- The median age is 36.5 years with 64% falling between the ages 24 and 44.
- 60% are college graduates. Of those 13% hold post graduate degrees.
- The male to female ratio among spectators is typically 70% male 30% female.
- The fan base for road racing events does not significantly duplicate that of NASCAR.

## Attendance

Most FCC events take place on club level weekends that are exclusive, and not promoted to the general public. A normal weekend will see a couple of thousand participants. While the total number is small, the group is a very focused collection of affluent educated people who have enough expendable income to participate in this high dollar sport. At times the series will attend the higher level spectator race weekends, and these events draw upwards of 100,000 people and can include some TV coverage as well.

\*Facebook data as of 12.05.2011: USF2000 had 437 fans, Star Mazda had 675, SCCA Pro F2000 Championship Series had 526 & FCC had 2579

\*\*According to ConstantContact Resource Center data 12.05.2011

\*\*\*According to Webalizer Usage Statistics for FormulaCarChallenge.com 12.05.2011

\*\*\*\*Based on Goodyear, ALMS, and SCCA reports for road racing events

## CAR CLASSIFICATIONS DETAILS FOR THE FORMULA CAR CHALLENGE PRESENTED BY GOODYEAR



	Formula Mazda	FormulaSPEED2.0	Pro Formula Mazda
<b>Class</b>	FM	FS2.0	PFM
<b>Engine</b>	Mazda RX7 Rotary	Mazda MZR 2.0	Mazda RX8 Renesis Rotary
<b>Horsepower</b>	180	195	250
<b>Gearbox</b>	Hewland 5 speed h-pattern with reverse	Hewland 6 speed sequential with reverse. No-lift shift.	Hewland 6 speed sequential with reverse. No-lift shift.
<b>Weight</b>	1350 w/driver	1300 w/driver	1350 w/driver
<b>Data system</b>	Optional – open	AiM Sports spec EVO4 with steering wheel display	Optional – open
<b>Tires</b>	Goodyear 475	Goodyear 475	Goodyear 430
<b>Chassis</b>	Square tube space frame	Round tube space frame with Kevlar protection panels	Carbon fiber monocoque
<b>Suspension</b>	Outboard Koni double adjustable shocks	Pushrod actuated inboard double adjustable Ohlins dampers	Pushrod actuated inboard triple adjustable Ohlins dampers
<b>Available since</b>	1984	2011	2004
<b>Manufacturer</b>	Moses Smith Racing <a href="http://www.MSRparts.com">www.MSRparts.com</a>	World Speed Inc. <a href="http://www.FormulaSpeed.us">www.FormulaSpeed.us</a>	Star Race Cars <a href="http://www.StarMazda.com">www.StarMazda.com</a>