

FORMULA CAR

CHALLENGE

presented by: **GOODYEAR**

2015 Formula Car Challenge presented by Goodyear (FCC) Series Brief & Demographics

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, World Speed Inc., GoPro, and NASA Pro Racing.

Major Prizes and Awards

As part of the NASA National Championships, MAZDASPEED contingency cash awards have historically been available to FCC racers. NASA National FCC champions also become eligible for the MAZDASPEED Driver Career Advancement program which is valued at over \$75,000. Goodyear Racing provides tire awards to the competitors every season.

Social Marketing

With 2774 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 3300 active monthly users.

The FCC Flickr account has over 9,000 photos posted, and has gotten more than 25,000 visits over the past 12 months. The FCC YouTube channel was started in March of 2010 and had gotten close to 3000 views in just its first year. Additional professional content is being developed to increase video and channel views. The FCC Twitter account was also started in 2010, and currently has close to 500 followers. Two of the three cars featured in the series also have their own Facebook pages. The Formula Mazda has 1825 fans, and the FormulaSPEED2.0 has 541 fans.

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.

FORMULA CAR CHALLENGE

presented by: **GOODYEAR**

Internet Marketing

The series recognizes the power of the web, and generates press releases before and after each event. The series utilizes a company that tracks these emails, and the links that are coded inside of them. 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 over 18%. Series press releases are picked up and redistributed by racing news outlets like Motorsport.com, Eformulacarne.com, ESPN, AutoChannel, and SpeedTV.com. Average web traffic for the Formula Car Challenge website is 7000 unique visitors per month. According to the latest data the site is generating well over 150,000 page views per year.

Formula Car Challenge presented by Goodyear Racer Scholarship Awards

Two competitors from the Red Line Oil Karting Championship are provided with free test days in the FormulaSPEED2.0. Three to six drivers per year are hand selected by World Speed Motorsports for free tests in the FormulaSPEED2.0 as part of their Rising Star Award Program. FCC has also partnered with VMB Driver Development to provide a full season in the series, and a partial scholarship into The Pro Mazda Championship Presented by Cooper Tires.

**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 |
|------------------------|--|--|--|
| Class | FM | FS2.0 | PFM |
| Engine | Mazda RX7 Rotary | Mazda MZR 2.0 | Mazda RX8 Renesis Rotary |
| Horsepower | 180 | 195 | 250 |
| Gearbox | 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. |
| Weight | 1350 w/driver | 1300 w/driver | 1350 w/driver |
| Data system | Optional – open | AiM Sports spec EVO4 with steering wheel display | Optional – open |
| Tires | Goodyear 475 | Goodyear 475 | Goodyear 430 |
| Chassis | Square tube space frame | Round tube space frame with Kevlar protection panels | Carbon fiber monocoque |
| Suspension | Outboard Koni double adjustable shocks | Pushrod actuated inboard double adjustable Ohlins dampers | Pushrod actuated inboard triple adjustable Ohlins dampers |
| Available since | 1984 | 2011 | 2004 |
| Manufacturer | Moses Smith Racing www.MSRparts.com | World Speed Inc. www.FormulaSpeed.us | Star Race Cars www.StarMazda.com |