



## 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 (FCC) was founded in 2005 to develop future motorsports teams, drivers, engineers and crew members. The series offers a platform in which costs can be carefully controlled, creating a level playing field for drivers.

The Formula Car Challenge has graduated drivers into the highest levels of motorsports, and FCC Alumni have won some incredible races and championships. With support from some great partners, the series has grown to be the best place on the West Coast to build your racing resume and develop your talent.

FCC headquarters is trackside at Sonoma Raceway only a few hundred feet from the country's premier karting training center and race course. The series also pulls racers from the local SCCA region, which is the region with the most members in North America.



# The Cars

***The Formula Car Challenge presented by Goodyear is SPEC....but with VARIETY.***

The series believes in the cost advantages of spec racing, but also understands that fans do love to see variety on the track. With this in mind the FCC features 3 different spec classes inside of the championship, making it the only spec series that features a variety of cars. All three classes are on track at the same time, but compete for points and championships only within their respective classes.

Multi-class racing presents a unique dimension of competition, as drivers must be aware of cars with distinctly different strengths as they battle to win in their class. It makes for extremely exciting racing for both the drivers, and the fans.



## **FORMULA MAZDA**

The original basis for the category, the Formula Mazda (FM) is powered by one of Mazda's most popular rotary engines, the 13B.

Paired with a 5 speed, H-pattern transmission, the category was born in 1984 and has been the training tool of many professional racers including Joey Hand, Michael McDowell, Guy Cosmo, Scott Speed and many more.



## **FORMULA SPEED**

The FormulaSPEED (FS) was introduced in 2016, and is engineered and hand-built in California.

Designed to incorporate modern technology, safety and cost effective performance, the car has proved to be the ideal training platform for drivers new to open wheel racing.



## **STAR PRO FM**

Introduced in 2004, the Star Pro Formula Mazda (PFM) is a carbon-fiber based chassis powered by the 250hp Mazda Renesis engine.

Fitted with a 6-speed sequential transmission, the car produces speeds in excess of 150mph. This is the very same car that was used in the Mazda Road to Indy Pro Mazda Championship from 2004-2017.

# Basic Demographics

## The On-Site 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 fans 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.

## The Online Audience:

The Formula Car Challenge engages online via the following tools:  
Facebook / Twitter / Website / Email List / Related Social Channels

Approximately 15,000 emails are sent to series fans per year, and engagement is 15% higher than what is common in the sports segment.



@FormulaCar

2500 Organic Impressions per month



@FormulaCar

2800 Followers and high engagement



[www.FormulaCarChallenge.com](http://www.FormulaCarChallenge.com)

150,000 Page Views Per Year

## Attendance:

Most Formula Car Challenge events take place on race 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.

A majority of the races take place in the San Francisco / Silicon Valley areas, which is filled with affluent car culture people. At times the series does attend higher level spectator race weekends, and these events draw upwards of 100,000+ people and can include some TV coverage as well.

# Awards / Benefits

The Formula Car Challenge has benefited from Goodyear and Mazda factory support for over a dozen seasons. Goodyear has provided racing tire awards to competitors every season, and Mazda has provided tens of thousands of dollars in contingency cash awards.

Formula Car Challenge competitors have received full and partial scholarships from VMB Driver Development, Mazda, and Team USA. Due to the close relationship with Mazda, and the high level of talent in the series, many FCC drivers have been invited to the Mazda Road to 24 and the Road To Indy shootouts.



The Formula Car Challenge is a trademarked entity of:

**FORMULA CAR**  
CHALLENGE  
presented by: **GOODYEAR**

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