

**road**  
**TO INDY**  
PRESENTED BY **COOPER**  
TIRES



**INDY**  
**PRO 2000**  
PRESENTED BY **COOPER**  
TIRES

2021



## 286 DRIVERS

have participated in the Road to Indy since its inception



## 31 CHAMPIONS

have been crowned on the Road to Indy



## 11 SEASONS



## 34 ALUMNI

have been NTT INDYCAR SERIES race winners



## 23 ROAD TO INDY DRIVERS

were on the NTT INDYCAR SERIES starting grids in 2020



## 23 OF THE 33 INDY 500 STARTERS IN 2020

were Indy Lights graduates, including eight Indy Lights champions



## \$17,413,500

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

# THE PROGRESSION STEPS



The Road to Indy Presented by Cooper Tires is where tomorrow's stars race today, and its success as a springboard to the NTT INDYCAR SERIES has never been more apparent.

Sanctioned by INDYCAR, 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.



Scholarship valued at  
**\$1,289,425**

Includes a minimum of three NTT INDYCAR SERIES races in 2022 including the Indianapolis 500



Scholarship valued at  
**\$718,065**

Guarantees a full season contract with an Indy Lights team for the 2022 season



Scholarship valued at  
**\$401,305**

Guarantees a full season contract with an Indy Pro 2000 team for the 2022 season



## EXPOSURE

- Premier venues primarily 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



## DEVELOPMENT

- Unique scholarship program to advance to Indy Lights in 2022
- Exposure to INDYCAR teams and personnel, assisting with team and driver development
- Advanced training in all aspects of driver development

## SAFETY

- PM-18 meets current FIA F4 safety standards
- Race Control operated by INDYCAR
- AMR INDYCAR Safety Team – highly skilled and trained safety team with unrivaled crew and response time



- Champion receives a scholarship valued at \$718,065 to advance to Indy Lights Presented by Cooper Tires in 2022
- Prize money (in addition to scholarship) that can contribute towards a driver's program
- *The* stepping stone to IndyCar that has launched the careers of many highly successful NTT INDYCAR SERIES 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



RTI Graduates in the NTT INDYCAR SERIES include Oliver Askew, Jack Harvey, Colton Herta, James Hinchcliffe, Josef Newgarden, Patricio O'Ward and Rinus VeeKay



- Series social media platforms – Twitter, Facebook and Instagram – as well as partner outlets
- Full race shows available on Indy Pro 2000 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

“It really is an education, no one arrives at the top... you have to get there. The Road to Indy helps you get there.”

- James Hinchcliffe  
2010 Indy Lights Vice Champion





Oliver Askew, the 2019 Indy Lights champion, is the latest driver to exemplify the success of the Road to Indy platform.

Askew, from Jupiter, Fla., made a meteoric progression from karting to Indy cars inside four years after earning the inaugural Mazda Road to Indy \$200K USF2000 Scholarship Shootout in 2016 and the following year's USF2000 title.

He collected his third Road to Indy scholarship with the Indy Lights champion's crown and scored a podium finish in his rookie season in the NTT INDYCAR SERIES in 2020.

*"The Road to Indy works and I am a story of the system."*  
- Oliver Askew



## GLOBAL APPEAL:

Drivers representing 37 countries and six continents have been on Road to Indy grids since the program's inception in 2010.



*"The Road to Indy creates that structure for someone like a young kid who races karts and wants to be an IndyCar driver."*

Josef Newgarden,  
NTT IndyCar Series Champion  
2011 Indy Lights Champion



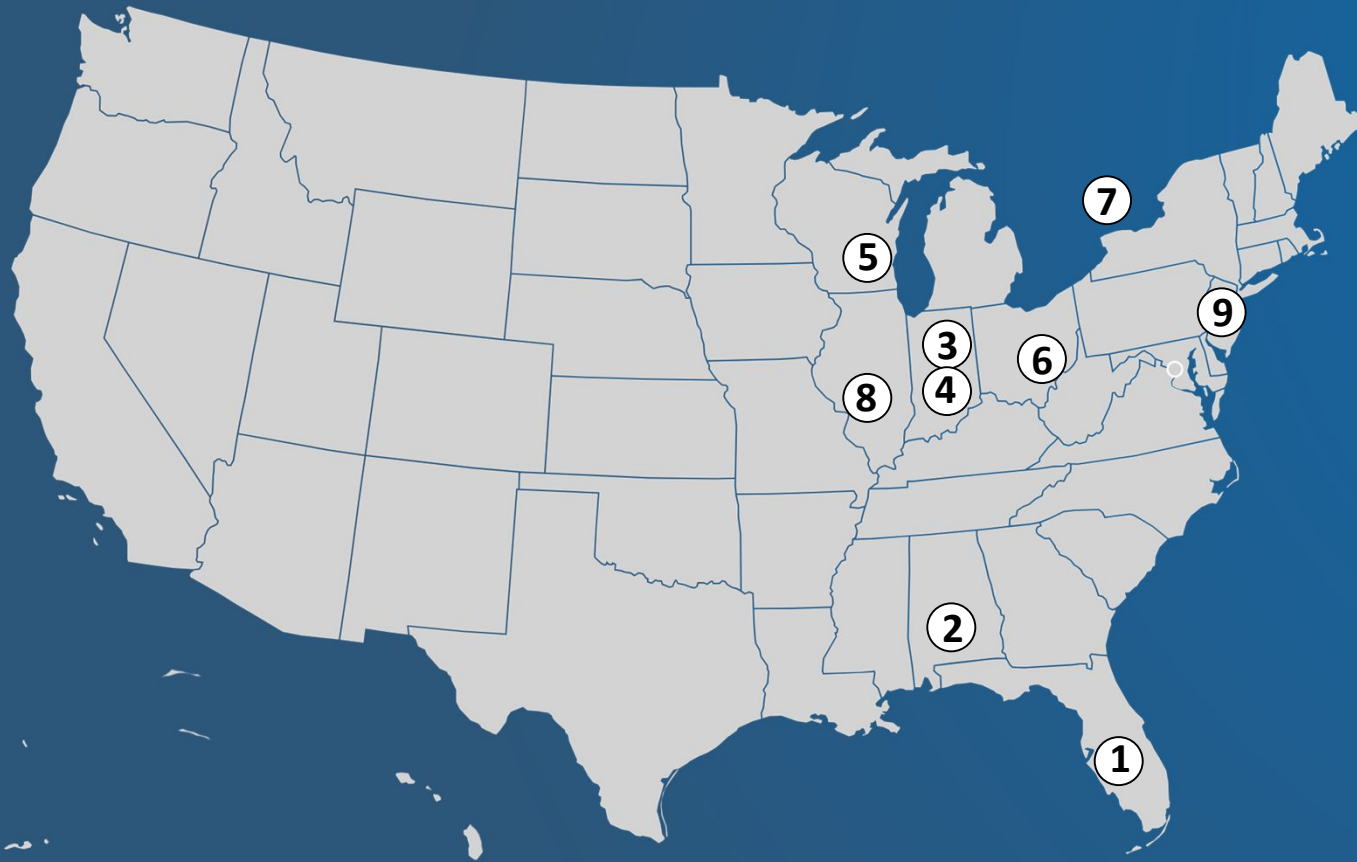
## TATUUS PM-18

The Tatuus PM-18 is a full carbon composite and aluminum honeycomb monocoque meeting current FIA F4 safety standards, including side impact panels, front and rear impact structures, HANS-compliant IndyCar head restraint, front and rear wheel tethers, upgraded uprights, and upgraded front bulkhead structure for USA-specific oval racing circuits.

The current equipment package will remain in competition through at least 2026.



<b>Top Speed:</b>	<b>165+ mph</b>
<b>Weight:</b>	<b>1146 lbs/520 kg</b>
<b>Length:</b>	<b>108 inches/2743 mm</b>
<b>Width:</b>	<b>61 inches/1549 mm</b>
<b>Transmission:</b>	<b>Six-speed sequential</b>
<b>Additional:</b>	<b>PFC brakes; Cosworth CFW277 steering wheel with integrated dash and gear change paddles; Cosworth data logger; Dynamic dampers; Hyperco springs</b>
<b>Engine:</b>	<b>2.0-liter Mazda developed MZR-PM18A (275HP) powerplant prepared by Elite Engines with a maximum torque of 190 ft. lbs., utilizing a fly-by-wire throttle system and Cosworth SQ6 engine management system</b>
<b>Tires:</b>	<b>Cooper Tires</b>
<b>Wheels:</b>	<b>Motegi Racing forged Technomesh mono-block alloy wheels, 13" x 10" front and 13" x 12" rear</b>



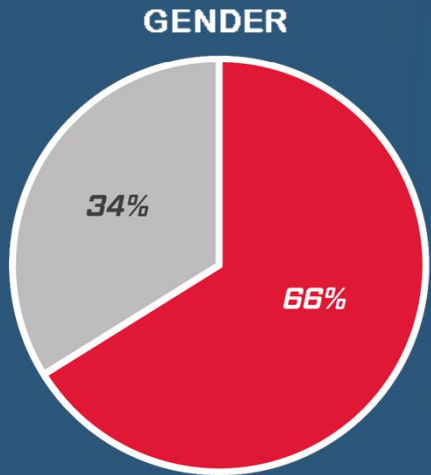
The 2021 Indy Pro 2000 calendar will feature 18 races at nine venues primarily in support of the NTT INDYCAR SERIES.

- 1 Streets of St. Petersburg – March 6/7 \*  
St. Petersburg, Florida
- 2 Barber Motorsports Park – April 10/11 \*  
Birmingham, Alabama
- 3 Indianapolis Motor Speedway (RC) – May 14/15 \*\*  
Indianapolis, Indiana
- 4 Lucas Oil Raceway – May 28  
Indianapolis, Indiana
- 5 Road America – June 19/20 \*  
Elkhart Lake, Wisconsin
- 6 Mid-Ohio Sports Car Course – July 3/4 \*  
Lexington, Ohio
- 7 Streets of Toronto – July 10/11 \*  
Toronto, Ontario, Canada
- 8 World Wide Technology Raceway – August 21  
Madison, Illinois
- 9 New Jersey Motorsports Park – August 28/29 \*\*  
Millville, New Jersey

\* = Doubleheader \*\* = Tripleheader



69 Million INDYCAR Fans in the U.S.



● MALE  
● FEMALE

➔ 80% of INDYCAR fans engaged

➔ 80% more likely to buy sponsor's product

➔ 90% are very or somewhat loyal towards a brand

➔ \$88,500+ average HH Income of INDYCAR fans

➔ 42% of INDYCAR fans are Millennials, a higher share than NASCAR or the Big 4 Sports

INDYCAR fans are also more affluent ... when compared to the general population

37% | More likely to earn \$75k+  
22% | More likely to be a college graduate  
31% | More likely to be employed

30% engaged with brands after seeing sponsorship on television ➔

94% are somewhat or very likely to consider a brand after seeing a sponsor 👍

80% more likely to buy a sponsor's Product than the general population 💰



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
- a mobile game and more

Available on:



Road to Indy TV | Through October 2020

- 63,000+ active Road to Indy App users with 3+ million page views
- 2 million total views on YouTube with average view duration of 12:00 and over 51,000 hours watched
- 99 TV shows on digital platforms (Apple TV, Amazon Fire, Roku, Xbox One)
- 76,300,000+ social media impressions

**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






Now in its eighth 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:

- A Set of Racing Tires or Street Tires Courtesy of Team Cooper Tire
- One hour of SimMetric Driver Performance Labs sim time
- One-On-One with an IndyCar Driver of Choice
- Feature Story on indycar.com
- INDYCAR social media post
- Feature story on series website
- One-On-One Feature Segment With Road To Indy TV
- AiM \$500 gift card
- Inclusion in Marshall Pruett podcast

BY THE NUMBERS | 2020\*:

-  95% participation rate
-  2,000 contributors on Twitter and a reach of over nine 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 33 million users on Twitter**

\* Note: participation by USF2000 and Indy Pro 2000 only in 2020



SERIES WEBSITES 1/1-10/31, 2020

Total Visits	886,000
Unique Visitors	561,990
Total Page Views	1.78M

MEDIA OUTLET SAMPLING



2019 ON-SITE MEDIA ATTENDANCE SAMPLING

St. Petersburg: 404 Media Credentialed  
 Toronto: 445 Media Credentialed



*“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



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 your guests with a unique experience from waving the checkered flag to pace car rides, VIP gift bags and more.



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