



2010 Firestone Indy Lights



**THE FAST TRACK
TO INDY™**



- The Indy Racing League is the sanctioning body of the IndyCar® Series and Firestone Indy Lights®
- Firestone Indy Lights is the official development series of the IndyCar Series and Indianapolis 500™
- Firestone Indy Lights features a diverse lineup of teams, drivers and venues
- 13-race schedule in 2010 featuring the Streets of Long Beach, Indianapolis Motor Speedway, Streets of Toronto and many more
- Television package features HD broadcasts on VERSUS, online streaming via FirestoneIndyLights.com and highlight recaps during the IndyCar Series broadcasts
- International leadership in motorsports entertainment





Goals and Objectives



Develop a strategic balance of circuits

Event and spectator growth

Continue to graduate teams, drivers and sponsors to the IndyCar Series

Continue to offer competitive cost structure to participants

Increase the exposure of Firestone Indy Lights through new, innovative television package

Expand Firestone Indy Lights schedule to include stand-alone events



2010 Firestone Indy Lights Schedule

March 27-28	Streets of St. Petersburg
April 10-11	Barber Motorsports Park
April 17-18	Streets of Long Beach
May 28	Indianapolis Motor Speedway
June 19-20	Iowa Speedway
July 3-4	Watkins Glen International
July 17-18	Streets of Toronto
July 24-25	Edmonton City Centre Airport
August 7-8	Mid-Ohio Sports Car Course
August 21-22	Infineon Raceway
August 28-29	Chicagoland Speedway
September 4-5	Kentucky Speedway
October 2-3	Homestead-Miami Speedway





The Firestone Indy Lights can best be described through three brand attributes. These attributes assist the series in determining the optimal path as it continues to experience growth and interest in its offering.

Educate - Racing on diverse circuits including ovals and road/street courses, while being mentored by Indy Car racing legends and current IndyCar Series drivers and teams.

Compete - Cost-effective components, growing fields and talent from around the world creates an extremely competitive series.

Develop - Preparing young drivers with the tools they need to succeed at the premiere level of open-wheel racing, the IndyCar Series.





Quality on the Rise

- Eight different winners and six different pole sitters though 14 events during 2009
- Five first-time winning drivers and two first-time winning teams this season
- Potential new teams coming from the IndyCar Series, Atlantic Championship and ALMS

Firestone Indy Lights.com

- Launched in May 2009, the site witnessed tremendous growth – with page views increasing over 100% from 2008
- Year-to-date, FirestoneIndyLights.com has grown 47% in page views and 49% in unique page views

Graduate Update

- Hideki Mutoh graduates to IndyCar Series with Andretti-Green Racing in 2008 and wins Rookie of the Year honors
- In 2009, Raphael Matos and Richard Antinucci graduate to the IndyCar Series with Luczo Dragon Racing and Team 3G





Firestone Indy Lights Graduates

Since its inception in 1991, Firestone Indy Lights has served as a stepping stone for owners, teams, drivers and sponsors to join the IndyCar Series. Among the drivers who have advanced to the IndyCar Series and the Indianapolis 500 are:



Three-time Indianapolis 500 winner Helio Castroneves competed in Firestone Indy Lights

- Scott Dixon
- Helio Castroneves
- Marco Andretti
- Ed Carpenter
- Dan Wheldon
- Townsend Bell
- Phil Giebler
- Mark Taylor
- Paul Dana
- Arie Luyendyk Jr.
- AJ Foyt IV
- Bryan Herta
- Richard Antinucci
- Hideki Mutoh
- Marty Roth
- PJ Chesson
- Jaime Camara
- Thiago Medeiros
- Oriol Servia
- Jeff Simmons
- Jay Howard
- Tony Kanaan
- Alex Lloyd
- Raphael Matos
- Greg Ray



2008 Firestone Indy Lights champion and IndyCar Series rookie Raphael Matos





IndyCar Series Partnerships

In an effort for Firestone Indy Lights drivers to continuously gain experience, the IndyCar Series implemented a program that awards bonus testing days and other benefits to its teams that either own, or are affiliated with a Firestone Indy Lights team. Details of this program include:

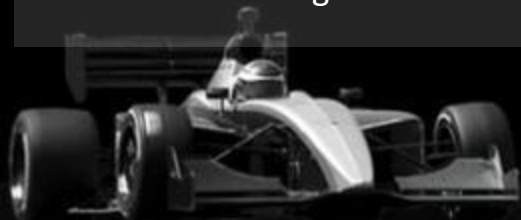
- Each Firestone Indy Lights driver is eligible to test up to 600 miles with each IndyCar Series team
- For every 200 miles that a Firestone Indy Lights driver tests an Indy car, that IndyCar Series team earns an additional 100 testing miles

IndyCar Series teams taking advantage of this great opportunity include:

- Vision Racing
- Andretti Green Racing
- Panther Racing
- HVM Racing



Firestone Indy Lights driver JR Hildebrand tests an Andretti Green Racing Indy car as part of the partnership between the IndyCar Series and Firestone Indy Lights





A number of major corporations are involved in the Firestone Indy Lights through team and series sponsorship. To further develop the business-to-business opportunities for these organizations, the league offers an official program known as bNET to promote interaction between sponsors.

bNet is held at designated events on the IndyCar Series and Firestone Indy Lights schedule. The Indy Racing League continually works to introduce Firestone Indy Lights sponsors to league sponsors. bNet highlights include:

- Provide a formal platform for IndyCar Series and Firestone Indy Lights sponsors to foster B2B relationships
- Improve ROI for current sponsors
- Meet four to five times per season





Next: 1/3 Kentucky 100 4PM ET THE FAST TRACK TO INDY

FIRESTONE INDYLIGHTS.COM

NEWS | VIDEO | AUDIO | DRIVERS/TEAMS | MULTIMEDIA | HISTORY | ONLINE SHOP | INDYCAR.COM

NEWS | AND HEADLINES | INDY DRIVING | STARTING LINEUPS | RYI SCORES

Top moments: No. 4
In celebration of the Firestone Indy Lights' 100th race, FirestoneIndyLights.com is counting down the top-five moments. Moment No. 4: Alex Lloyd wins five in-a-row.

SPONSORING EVENT
Event: Kentucky 100
Race Date: Saturday, August 1
TV Information: Monday, August 3 at 4 p.m. on VERSUS
Buy Tickets! 866-INDYCAR

IZOD
View All Sponsors

SPEED RUMOR
Most Bradous Wagner at Creation Museum

FirestoneIndyLights.com was re-launched in May 2009 with a focus on improving coverage of the official development series of the Indy Racing League. Important notes regarding the new site include:

- Expanded coverage of Firestone Indy Lights 100th event at Kentucky Speedway in August 2009
- Live streaming of Firestone Indy Lights practice, qualifying and race
- Firestone Indy Lights Heritage Section
- Driver and team pages with updated information and statistics
- Growth of the site
 - May 2009: FirestoneIndyLights.com sees nearly 100% growth in both unique page views and overall page views
 - Year to date: FirestoneIndyLights.com has seen 49% growth over 2008





Firestone Indy Lights Television

Coverage of the Firestone Indy Lights in 2010 will result in many gains for the series. Highlights include:

- VERSUS carrying three to four events in 2010 (Long Beach, Indianapolis, Iowa and Homestead)
- All 13 Firestone Indy Lights events will be streamed live on Indycar.com and FirestoneIndyLights.com
- 90-second highlight packages of the Firestone Indy Lights events will be included in IndyCar Series broadcasts on ABC and VERSUS to provide additional exposure to the series
- Change in television package allows for Firestone Indy Lights event start times to move closer to the IndyCar Series events, capitalizing on increased event attendance





Firestone Indy Lights Fan Base

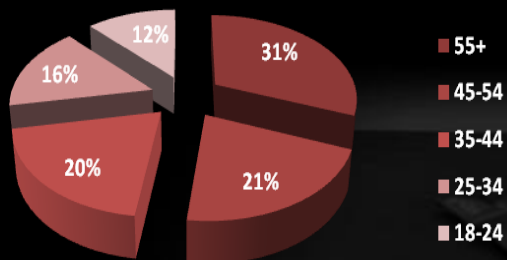
The IndyCar Series and Firestone Indy Lights fan base includes the following:

- 40 million IndyCar Series and Firestone Indy Lights fans worldwide
- 1 in 5 U.S. adults are IndyCar Series and Firestone Indy Lights fans
- Desirable and diverse audience
- Well-educated adults with greater discretionary income
- Heavy consumers of TV, print, and radio media
- More brand loyal than average consumer
- Early adopters of innovation and technology

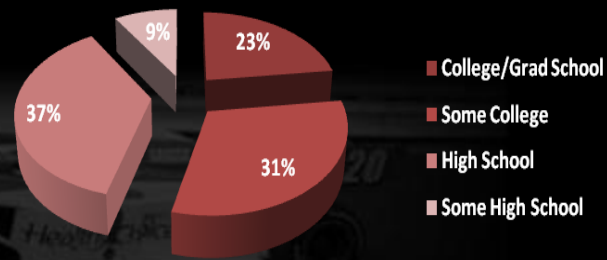




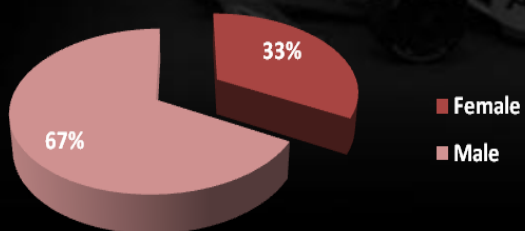
Age Distribution



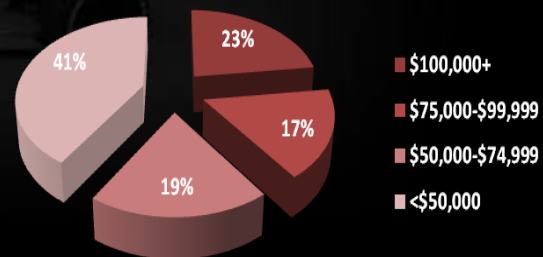
Education Distribution



Gender Distribution



Income Distribution





Driver/Team Sponsor **Activation**



BRAND EXPOSURE

Team sponsor brands are seen by millions of loyal consumers each week on everything from pit boxes and team uniforms, to the cars and trucks themselves. Wherever IndyCar and Firestone Indy Lights is seen, sponsor brands gain valuable exposure as active participants in the action.

DRIVER ENDORSEMENTS AND APPERANCES

Drivers becomes ambassadors for the company's brand and their likeness and endorsement can be used to enhance the sales process .

ADVERTISING AND PROMOTIONS

Many team sponsors incorporate their sponsorships into their general marketing programs. Promotions, sweepstakes and targeted communications all allow team sponsors to attract Firestone Indy Lights fans (and non-fans alike) in exciting new ways.

HOSPITALITY

Each team owner and driver is entitled to access to the IndyCar Series Paddock Club each race weekend. As a participant in Firestone Indy Lights, a team owner and driver may also bring one guest each per race weekend.





Stakeholder Testimonials



“This is one step below IndyCar. You race the same tracks on the same weekends so it was a very important step for me on the ladder to IndyCar. It’s a great series that’s very competitive and if you want to be in IndyCar, you have to be in Indy Lights.” – **Tony Kanaan, 2004 IndyCar Series champion and 1997 Firestone Indy Lights champion**



“(Racing in) Indy Lights, it’s been a very smooth transition because I’m more acclimated with the ovals. I know how the dynamics of the car work on ovals, I know how to translate things to the engineers better today than two years ago, for sure. I think if you ask me if there was only road courses in the schedule, I believe I was ready last year to make this step. But since we have many ovals, I think it was necessary (to have) a year in Indy Lights, for sure. “ – **Raphael Matos, IndyCar Series rookie and 2008 Firestone Indy Lights champion**



“It’s a great platform. The rules are really strong and stable. The cars are very good. The engine program is so good, it’s incredible. All of them are very close across the board. We’re in the entertainment business and I think from an entertainment dollar standpoint, it makes the most sense.” – **John Barnes, Owner, Panther Racing**



“You look at it as training drivers, but it’s important in training crews and it’s great for training new teams that maybe will be making the step up in the next few years.” - **Michael Andretti, Owner, Andretti-Green Racing**

