



NATIONAL MOTORSPORTS COALITION INDUSTRY OVERVIEW

The National Motorsports Coalition is comprised of an affiliated group of race tracks, motorsports associations and sanctioning bodies that work together on common industry-related issues. Members of the Coalition include, but are not limited to, the American Motorcyclist Association (“AMA”), AMA Pro Racing, Grand American Rod Racing (“Grand-Am”), Indy Racing League (“IRL”), International Motor Sports Association (“IMSA”), International Speedway Corporation (“ISC”), National Association for Stock Car Automobile Racing (“NASCAR”), National Hot Rod Association (“NHRA”), North Carolina Motorsports Association (“NCMA”), Speedway Motorsports Incorporated (“SMI”), Sports Car Club of America Pro Racing (“SCCA Pro Racing”), United States Auto Club (“USAC”) and the World Karting Association (“WKA”).

Motorsports is not limited to stock and sports car racing, but also includes drag, kart, motorcycle and truck racing. In addition to the teams and sponsors of the sanctioning leagues, there are various motorsports associations and over 900 permanent racing facilities that operate in all 50 states. Some of these organizations and facility owners include:

American Motorcyclist Association



- **Date Established:** 1924
- **Overview:** Sanctions riding activities and amateur racing events as well as advocates important issues for motorcycle enthusiasts. Sole U.S. affiliate to the Fédération Internationale de Motocyclisme (FIM), the international governing body for motorcycle sport and touring activity.
- **Number of Members:** 300,000+
- **Location of Offices:** Pickerington, OH (also home to the Motorcycle Hall of Fame Museum) and Washington, DC
- **Annual Events Highlights:** Over 4,000 events and more than 100,000 competitors
- **Media Partners:** SPEED, ESPN, ESPN2, and SPIKE TV
- **Web Address:** www.AmericanMotorcyclist.com

AMA Pro Racing



- **Date Established:** 2008
- **Overview:** Sanctions professional motorcycle racing in the United States for multiple disciplines.
- **Number of Employees:** 18
- **Location of Offices:** Daytona Beach, FL
- **Annual Events Highlights:** Over 80 events in 29 states with more than 1,650 competitors
- **Media Partners:** SPEED
- **Web Address:** www.amaproracing.com



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Grand-Am Road Racing



- **Date Established:** 1999
- **Overview:** Sanctions competitive sports car racing on street circuits as well as major market speedways throughout North America.
- **Number of Employees:** 35
- **Location of Offices:** Daytona Beach, FL
- **Annual Events Highlights:** 24 events in nine states and two events in Canada
- **Media Partners:** SPEED and FOX
- **Web Address:** www.grand-am.com

Indy Racing League



- **Date Established:** 1994
- **Overview:** Serves as the sanctioning body for the open-wheel IndyCar® Series and Firestone Indy Lights™.
- **Number of Employees:** 65
- **Location of Offices:** Indianapolis, IN
- **Annual Events Highlights:** IndyCar® Series features 17 races, including 14 in the United States as well as two races in Canada and one in Japan. The Firestone Indy Lights schedule features 13 domestic races and two races in Canada
- **Media Partners:** ABC, VERSUS, ESPN International (201 countries and territories)
- **Web Address:** www.indycar.com

International Motor Sports Association



World Class

- **Date Established:** 1969
- **Overview:** Sanctions road racing in North America, and provides a platform for the series, teams and manufacturers to develop innovative and relevant technologies on the race track for integration into consumer products.
- **Number of Employees/Members:** 10,000 affiliated employees and 4,000+ members
- **Location of Offices:** Braselton, GA; affiliated offices in CA, CT, FL, OH, OR, TX, UT, VA and WI
- **Annual Event Highlights:** Six racing series including the American Le Mans Series, Formula Atlantic, Star Mazda, Formula BMW, GT3 Cup, IMSA Lites
- **TV Viewership and/or Media Partners:** Global viewership in excess of 700 million; media partners: AutoWeek, Pfanner Communications, SPEEDTV.com, MotorsTV, XM/Sirius, Greenlight-Television, Fox Latin America, Eurosport2 (more than 100,000 affiliates)
- **Web Address:** www.imsaracing.net



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International Speedway Corporation

- **Date Established:** 1953
- **Overview:** Owns and operates 13 motorsports facilities as well as Motor Racing Network (MRN Radio), DAYTONA 500 Experience, Americrown, RaceTickets.com, RacingOne.com, MyRaceTravel.com, Stock-Car Montreal and an indirect 50 percent interest in Motorsports Authentics.
- **Number of Employees:** 1,000+
- **Location of Offices:** Daytona Beach (corporate headquarters), Concord (NC), Auto Club Speedway (CA), Chicagoland Speedway (IL), Darlington Raceway (SC), Daytona International Speedway (FL), Homestead-Miami Speedway (FL), Kansas Speedway (KS), Martinsville Speedway (VA), Phoenix International Raceway (AZ), Michigan International Speedway (MI), Richmond International Raceway (VA), Route 66 Raceway (IL), Talladega Superspeedway (AL) and Watkins Glen International (NY)
- **Annual Events Highlights:** Promotes over 100 stock car, open wheel, sports car, truck, motorcycle and other racing events in 10 states
- **Media Partners and TV Viewership:** 200+ million annual television viewers for ISC events broadcast across major television networks including ABC/ESPN, FOX, TNT, SPEED, and VERSUS as well as MRN Radio
- **Web Address:** www.iscmotorsports.com



National Association for Stock Car Auto Racing

- **Date Established:** 1948
- **Overview:** Sanctions three national series (NASCAR Sprint Cup Series, NASCAR Nationwide Series and NASCAR Camping World Truck Series), four regional series and one local grassroots series, as well as two international series. There are approximately 70 - 90 million NASCAR fans in the United States representing one-third of the adult population.
- **Location of Offices:** Daytona Beach (corporate headquarters); New York City (NY), Los Angeles (CA), Charlotte, Concord and Conover (NC), Bentonville (AR), Mexico City and Toronto
- **Annual Events Highlights:** Sanctions more than 1,200 races at 100 racetracks across more than 30 states, Canada, and Mexico. NASCAR races produce 17 of the top 20 attended sporting events in the U.S. each year, and in 2008, more than 30 NASCAR events attracted crowds in excess of 100,000 people.
- **Media Partners and TV Viewership:** No. 2 rated regular season sport on television with nearly 8 million viewers per network televised event. Media partners include FOX, TNT, ABC/ESPN, SPEED, HDNet, DIRECTV, Turner Interactive (NASCAR.COM), SIRIUS XM Radio, MRN Radio, Performance Racing Network (PRN), Sporting News and a variety of NASCAR licensed publications including NASCAR Scene and NASCAR Illustrated.
- **Web Address:** www.nascar.com



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National Hot Rod Association

- **Date Established:** 1951
- **Overview:** Promotes professional and amateur drag racing for hot rod enthusiasts of all levels including the NHRA Jr. Drag Racing League and NHRA Full Throttle Drag Racing Series
- **Number of Employees and Members:** 300 employees, 80,000 members, 35,000+ licensed competitors and 140 member tracks
- **Location of Offices:** Glendora, CA
- **Annual Events Highlights:** NHRA Full Throttle Drag Racing Series makes 24 stops in 22 cities and offers several popular weekly grassroots programs at many of its member tracks
- **Media Partners:** ESPN2
- **Web Address:** www.nhra.com



North Carolina Motorsports Association

- **Date Established:** 2002
- **Overview:** Voice for the North Carolina motorsports industry. The NCMA develops public policy and educational initiatives as well as activities for their member companies.
- **Number of Members:** 240
- **Location of Offices:** Concord, NC
- **Annual Events Highlights:** Hosts the annual NC - Motorsports Industry Awards Banquet, which awards industry, education and individuals for their accomplishments in the motorsports industry.
- **Web Address:** www.motorsportsn.org



SPEEDWAY MOTORSPORTS, INC.TM

Speedway Motorsports, Inc.

- **Overview:** Owns and operates eight motorsports facilities in eight states, as well as PRN, SMI Properties, 600 Racing, TSI, SMI Trackside and has a 50% interest in Motorsports Authentics.
- **Location of Offices:** Concord, NC (headquarters); Atlanta Motor Speedway (GA), Lowe's Motor Speedway (NC), Bristol Motor Speedway (TN), New Hampshire Motor Speedway (NH), Infineon Raceway (CA), Kentucky Speedway (KY), Las Vegas Motor Speedway (NV) and Texas Motor Speedway (TX)
- **Media Partners:** SMI events broadcast across a variety of major television networks including ABC/ESPN, FOX, TNT, SPEED, and VERSUS, as well as PRN
- **Web Address:** www.speedwaymotorsports.com



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Sports Car Club of America Pro Racing



- **Date Established:** 1944
- **Overview:** Sanctions a variety of series including the Volkswagen Jetta TDI Cup, Mazda MX-5 Cup and the F2000 series and provides operational services for other racing series.
- **Number of Employees and Members:** 40 employees and approximately 50,000 members
- **Location of Offices:** Topeka, KS
- **Annual Events Highlights:** Volkswagen Jetta TDI Cup - 10 events; Mazda MX-5 Cup - 10 events; F2000 - 12 events; Muscle Milk Trans-Am Series - 8 events; SPEED World Challenge GT and Touring divisions - 20 events
- **Media Partners:** SPEED
- **Web Address:** www.sccapro.com

United States Auto Club



- **Date Established:** 1955
- **Overview:** Sanctions more than 300 events annually in a wide variety of racing formulas including most of America's major midget and sprint car races.
- **Location of Offices:** Speedway, IN and Fair Oaks, CA
- **Annual Events Highlights:** 8,000+ events
- **Media Partners:** SPEED and VERSUS
- **Web Address:** www.usacracing.com

World Karting Association



- **Date Established:** 1971
- **Overview:** Membership non-profit corporation formed to regulate and promote the sport of competitive kart racing. Sanctions facilities and conducts events for kart racing nationwide.
- **Number of Members:** 10,000 active members and 120 sanctioned tracks
- **Annual Event Highlights:** Over 35 national events in 14 states
- **Location of Offices:** Tifton, GA
- **Web Address:** www.worldkarting.com