



American Le Mans Series presented by Tequila Patrón



Looking Forward — *Forward Looking*

State of the Series

September 30, 2011



American Le Mans Series presented by Tequila Patrón



Jean-Claude Plassart
Pierre Fillon
Remy Brouard
Frédéric Henry-Biabaud
Gerard Neveu



Lee Slezak
Bob Larsen
P.T. Jones



Margo Oge
Karl Simon



Geoff Lee
Joey Greene



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Most Competitive, Entertaining And Fan-Engaging



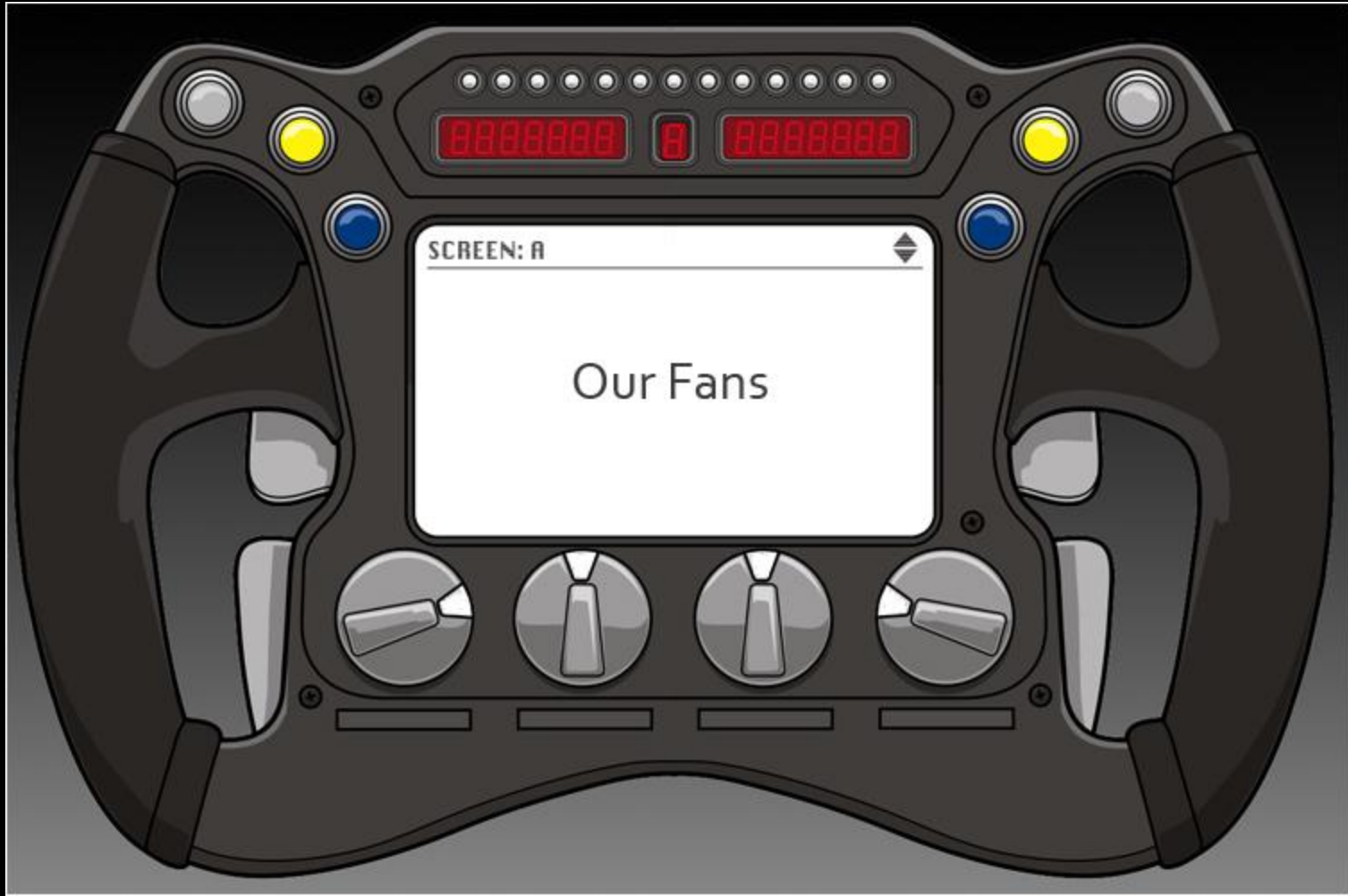
American Le Mans Series presented by Tequila Patrón

Our Mission Statement

To Tomorrow. Faster. We will drive progress through innovative, relevant and environmentally responsible motorsport competition worthy of our rich heritage, our world-class competitors and the devotion of our fans.



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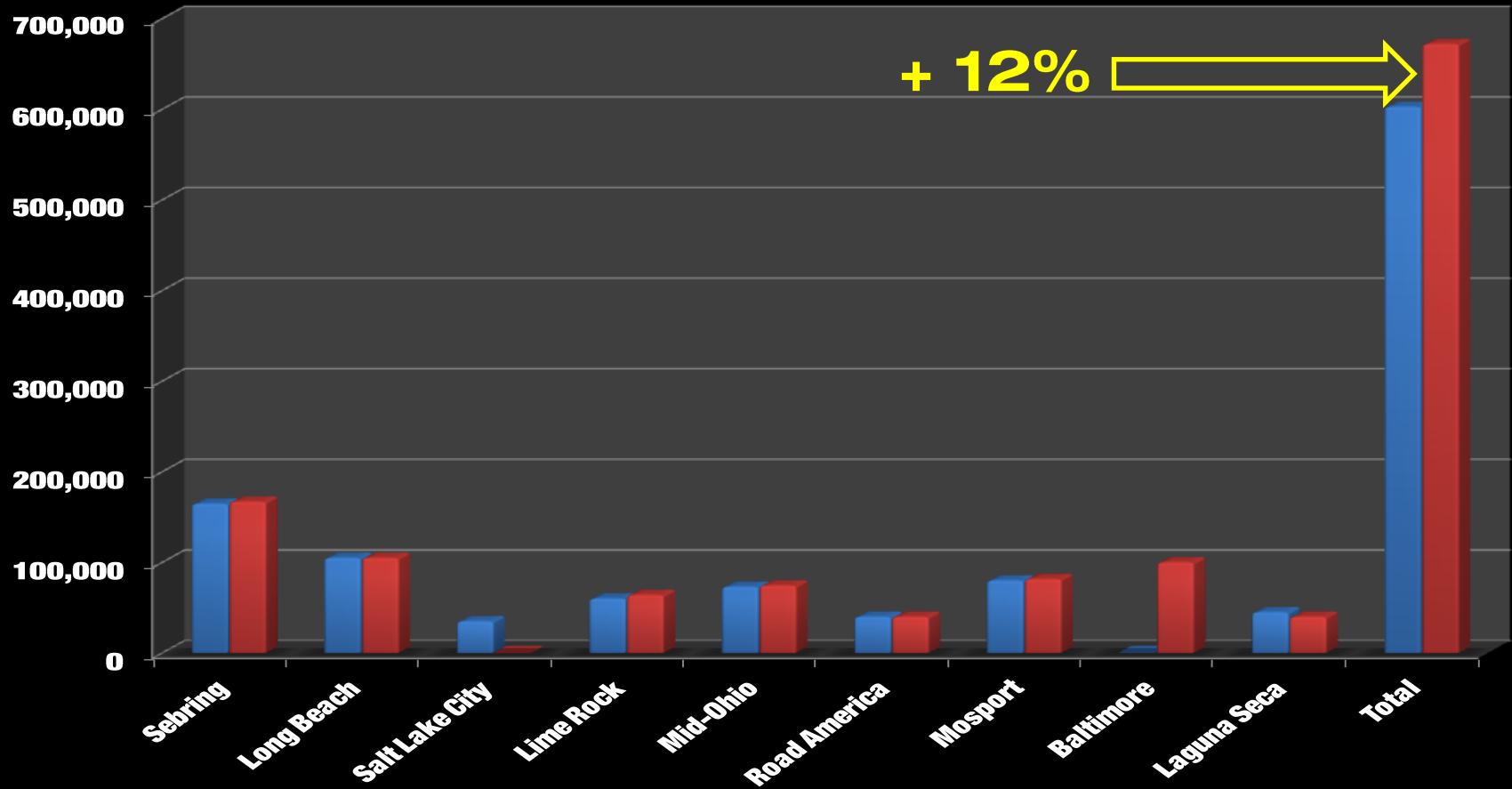


Baltimore Grand Prix

Our Fans – Our Customers' Customers



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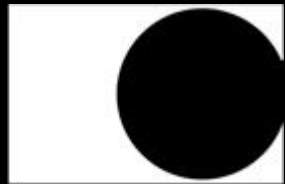


ALMS Attendance Up 12% Year To Date





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CHUBB



JW MARRIOTT.
HOTELS & RESORTS



THE RITZ-CARLTON
HOTEL COMPANY, L.L.C.



Marketing Communications – New Partnership



Integrated Marketing Communications – New Approach

1

Job #1 is to
grow the fan
base

4

Preach
beyond the
choir

2

Shift to digital /
social media

5

Capture data
at every turn

3

Every dollar
produces a
result



American Le Mans Series presented by Tequila Patrón

WATCH & WIN
A TRIP FOR TWO TO MODSPACE
American Le Mans Series Monterey presented by Patrón

WATCH JULY 10, 1:00 PM ET ON
ESPN2
CLICK TO ENTER

Shift To Digital / Social Media Marketing

- Overall site traffic up 24% versus year ago; growth rate more than doubled
 - 1.7 million visits up from about 1.4 million visits at this time last year
- Visitors resulting from search 24% higher YTD than prior year
- Continuing growth: July 2011 is the 4th highest number of unique visitors in history for single month
 - Breaking traffic numbers every month
- Expanding the audience according to plan: 35% of visits from new users
- Visits from 156 different countries (top is Canada, then UK, Germany and France)

Web Images Videos Maps News Shopping Mail more -

race car videos

About 19,000,000 results (0.11 seconds)

Everything
Images
Videos
News
Shopping
More

Commerce, GA
Change location

Show search tools

[SCary BMW E36 race car.O my god! damn fast - YouTube](#)
www.youtube.com/watch?v=eSJ-HzNWJGM
7 min - Apr 20, 2006 - Uploaded by cargodclub
SCary BMW E36 race car.O my god! damn fast. cargodclub 12 videos.
Subscribe Alert icon ... You need Adobe Flash Player to watch this ...

[Cool Animated Car Race \[The Original\] - YouTube](#)
www.youtube.com/watch?v=Uiz7pfuCayM
3 min - Aug 17, 2006 - Uploaded by CrazyWhenDrunk
Cool Animated Car Race [The Original]. CrazyWhenDrunk 3 videos.
Subscribe ... Alert icon. You need Adobe Flash Player to watch this ...

More videos for race car videos »

[American Le Mans Series presented by Tequila Patron - 26th video](#)
www.americanlemans.com/primary1.php?cat=video - Cached
Qualifying And Race Videos. Loading Player ... Classes of Competition (pdf) Race Car Comparisons (pdf) Anatomy of a Pit Stop (pdf) Safety First (pdf) Leader ...
You visited this page.

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Panelists named to hear race protests; Infineon gets busyweek before annual event.
Next-generation car to debut at St. Pete; Must-see video: New Hampshire ...
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gtchannel.com/ - Cached
1 day ago - Car video network, featuring drifting videos, car racing videos, new vehicle tests, motor sports events and car comparison races.

[The Official Site of NASCAR News, Video, Drivers, Tracks](#)
www.nascar.com/ - Cached
4 hours ago - ... site of NASCAR, the National Association for Stock Car Auto Racing ...
drivers, schedules, news, video, results, merchandise, fantasy, ...

ALMS
outperforming Indy,
NASCAR and third
overall when
searching for
“Race Car Videos”

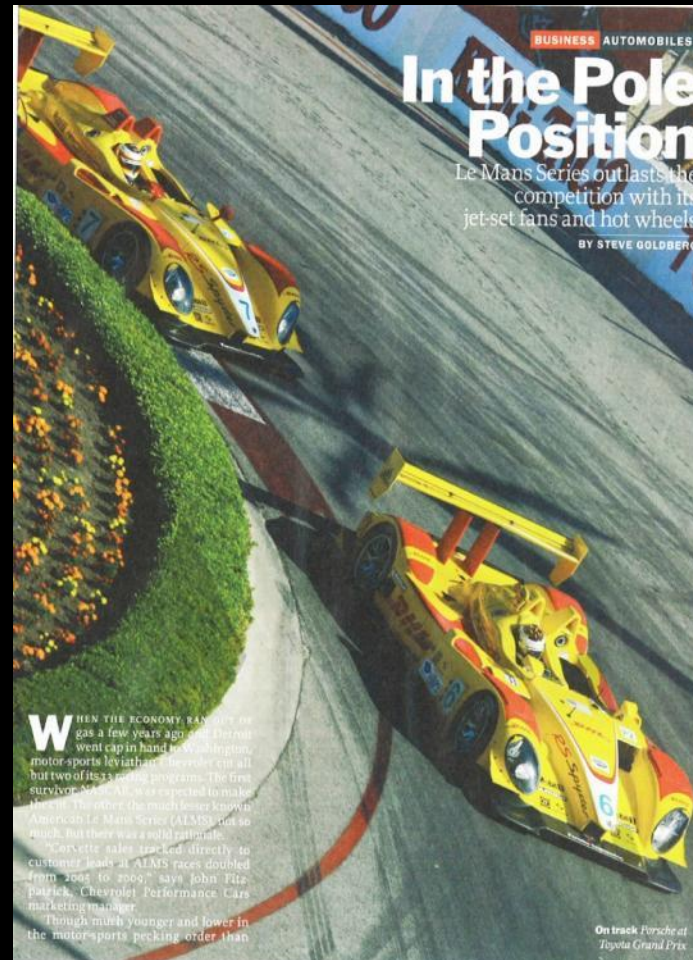
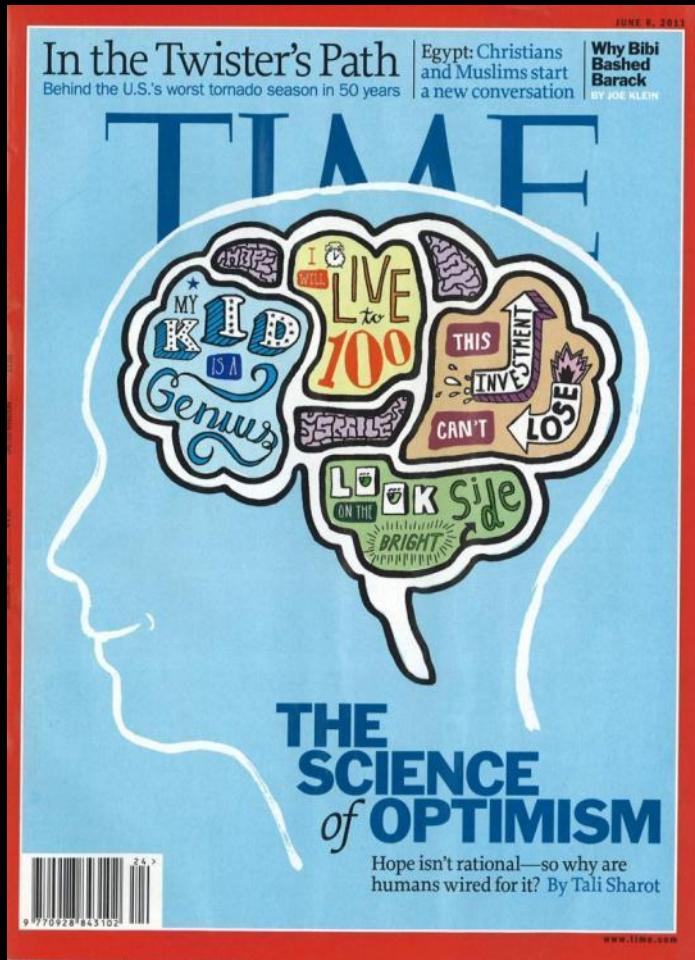
Indy

NASCAR

Search Marketing Works



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Media Exposure – National & General Audiences

- Broadening the outreach



MOTOR TREND

The Greenest Machine At Sebring: Dyson's Isobutanol-Powered Mazda

by Robert Fischer and Steven Wild
March 21, 2011



At this past weekend's American Le Mans Series opener at Sebring, Dyson Racing stood out by fielding what was arguably the greenest car on the grid. The Dyson car, sporting No. 16, is the campaigned by the father and son team of Rob and Chris Dyson. Chris is a team Dyson co-driver, along with Jay Cochran and Guy Smith.

Competing in the top-tier LMP1 class, the Dyson uses an environmentally friendly, 2.0-liter four-cylinder MZR-R Mazda powerplant (the only four-cylinder car in the race) pushing more than 500 horsepower, mounted in a Lola chassis. The Dyson team,

the only privateer entry in LMP1, finished sixth at the 59th running of the 12 Hours of Sebring. Rob Dyson was happy with the result: "We punched above our weight all day," he said.

The Greenest Machine at Sebring: Dyson's Isobutanol Powered Mazda imageThe green juice that powers Dyson's green machine is Isobutanol, a fuel which can be produced by several natural methods including the decay of organic materials such as cellulose. Currently, five different fuels are approved for the ALMS series: Low Sulfur Diesel, E-85 Ethanol, E-10 Ethanol, Isobutanol, and Electric Hybrid (although none are using this in 2011). No cars burn traditional gasoline... goodbye 'gasoline alley'!

Media Exposure – National & General Audiences

- Broadening the outreach



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Media Exposure – National & General Audiences

- Broadening the outreach



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Media Exposure – National & General Audiences

- Broadening the outreach



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The screenshot shows a Reuters news article. At the top, there is a navigation bar with 'REUTERS' and 'EDITION: U.S.' followed by social media icons and a search bar. Below this is a menu with categories like Home, Business, Markets, World, Politics, Technology, Opinion, Money, Life & Culture, Pictures, and Video. A banner for Prudential Investments is visible, advertising 'MORNINGSTAR 4- AND 5-STAR RATED FUNDS'. The article is categorized as 'ARTICLE' and features a photo of a yellow race car. The headline reads: 'American Le Mans Series Presented by Tequila Patrón Helping Reduce Dependence on Petroleum'. The text of the article states that the series reduced its petroleum usage by nearly 50 percent in its most recent race. It also includes a 'Follow Reuters' section with links to Facebook, Twitter, RSS, and YouTube, and a 'MOST POPULAR' section.



Media Exposure – National & General Audiences

- Broadening the outreach



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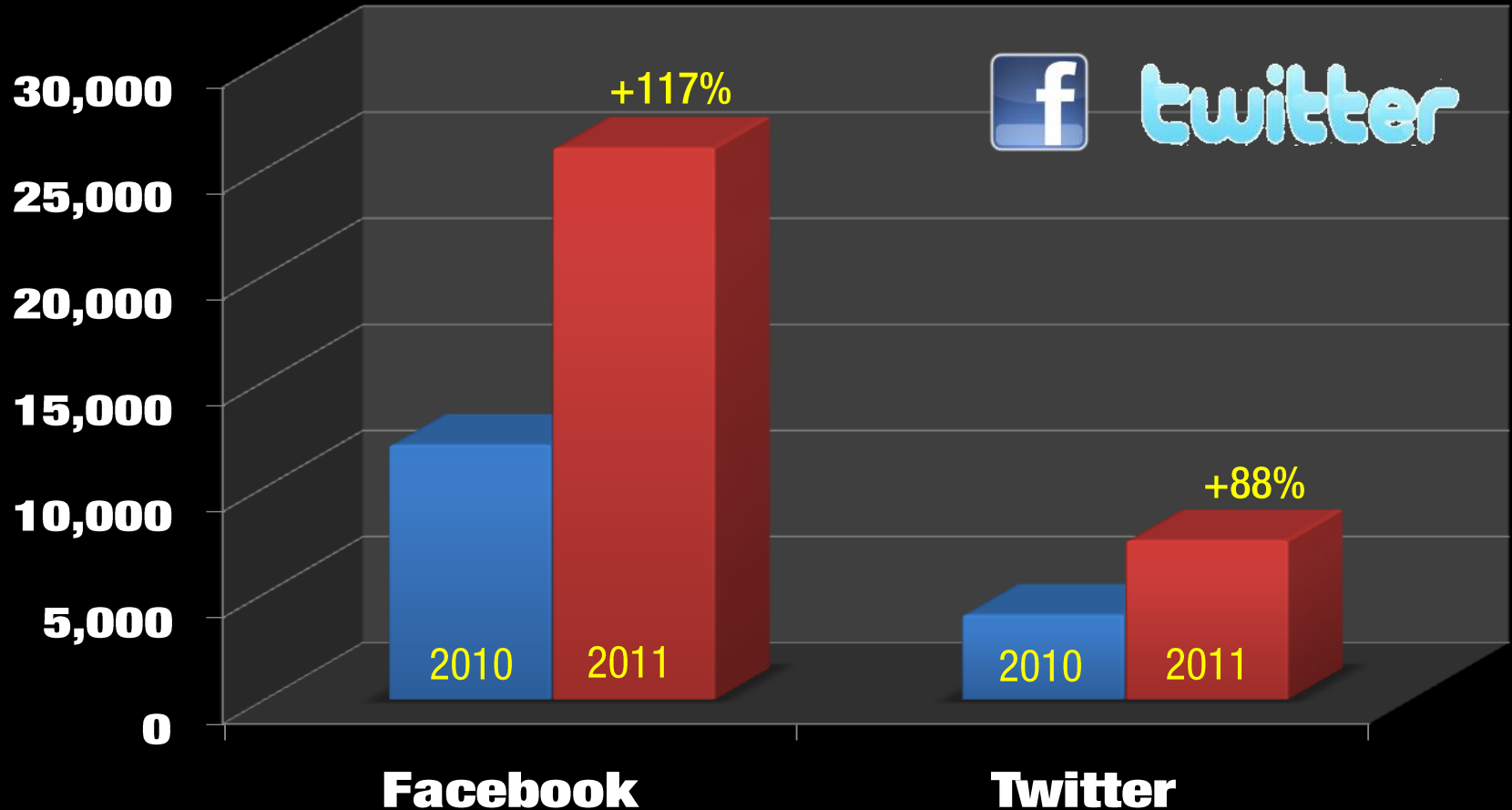


Media Exposure – National & General Audiences

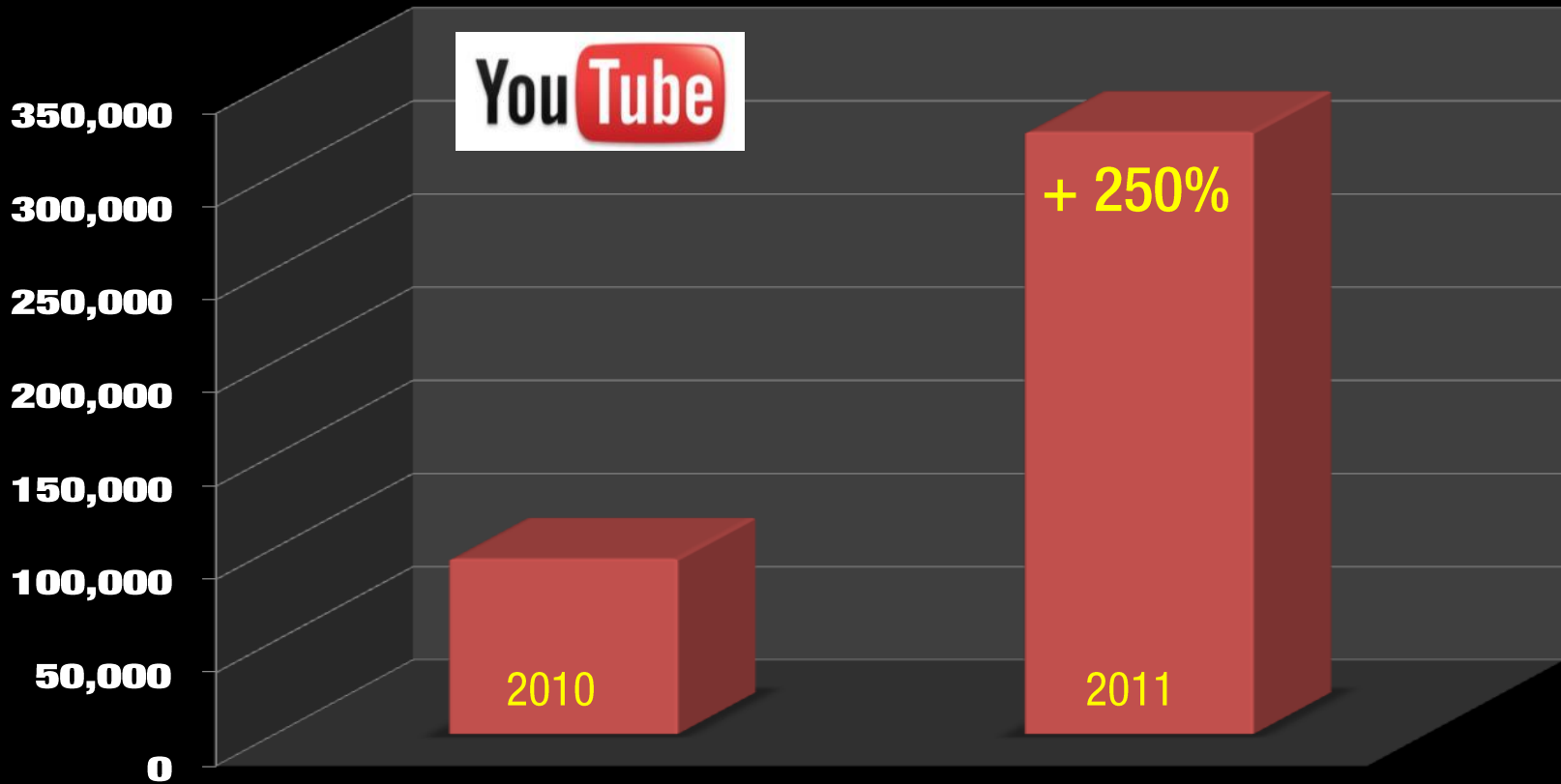
- Broadening the outreach



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Growth Of ALMS Social Media



Growth Of ALMS Social Media



LE MANS Series
 Global Leader Green Racing

presented by
TEQUILA PATRÓN

AUTOWEEK NEWS **YOKOHAMA SCHEDULE** **RESULTS** **PORSCHE Paddock Pass** **FALKED RACEHUB** **MICHELIN® GREEN X® CHALLENGE**

Calendar
 Event Schedule

ORECA READY TO SAY 'THANK YOU FANS'
 Sebring winner poised for another American victory



Gene/Lapierre/Minassian to share Peugeot 908 HDi at Petit Le Mans

Recent News

- ALMS and Road America Host Fundraiser Following Petit Le Mans - 2011.09.23
- INSIDE IMSA RACE CONTROL - 2011.09.23
- BRYAN SELLERS HEADS HOME TO CLOSE ALMS SEASON IN GEORGIA - 2011.09.23
- ORECA READY TO SAY 'THANK YOU FANS' - 2011.09.23
- U.S. DEBUT OF THE AUDI R18 TDI - 2011.09.23
- MOTORSPORTS ON MAIN BRINGS SUNSHINE TO THE STREETS OF GREENVILLE - 2011.09.23
- TEAM ORECA-SARAZI WILL PLAY ITS 'WILDS' CARD TO THE MAX - 2011.09.23
- Aston Martin and Red Bull Claim the Green in Monterey - 2011.09.23
- PETIT LE MANS ENTRY LIST: World-class - 2011.09.23
- MAZDA RACEWAY RECAP: An epic 6 1/2 hours - 2011.09.21

More News

americanlemons.com  Live Timing & Scoring | ALMS Radio  **ALMS** Press Pass

Fast Growing Web Performance In 2011

- More than 1.7 million visits YTD
 - Up from 1.4 million visits year ago
- 35% of the visits are new users
- Overall site traffic up 24% versus year ago
- Visitors resulting from search 24% higher YTD than prior year



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Countdown to ModSpace ALMS Monterey

LIVE ON: abc ESPN2 ESPN3.com

ModSpace AMERICAN LE MANS MONTEREY
Presented by Patrón
Current Weather: Cloudy

WATCH LIVE | **LISTEN NOW** | **TIMING & SCORING**

SCANNER | LIVE CHAT | RACE LEADERS

Race Leaders | PERSONALIZE YOUR COVERAGE

PIRRO 148.506 MPH | LEADER

BRADHAM 146.358 MPH | -12.637 SEC

GAVIN 145.995 MPH | -16.337 SEC

SMITH 145.236 MPH | -17.588 SEC

HAND 145.236 MPH | -28.429 SEC

Leaderboard | TIME ELAPSED: 03:21:18 | LAP: 176 OF 1200

1 PIRRO LEADER | 2 DYSON -1.238 SEC | 3 FIELDS -1.836 SEC | 4 PICKETT -2.257 SEC | 5 BRADHAM -2.357 SEC

Lap-by-Lap | TIME ELAPSED: 03:21:18 | LAP: 176
Lap 175 — Pirro finds the front with Dyson on his bumper. Gavin moves to first in GT. [SEE FULL LEADERBOARD](#)

Next Race
September 15-17 1:30 p.m. PT
[Buy Tickets](#) | [See Race Details](#)

Tune in for this race! Sunday, September 18th at 1:00PM ET on **ESPN2**

Driver Standings Official 2011 Championship Point Standings [SEE ALL STANDINGS](#)

LMP1	GT	LMP2	LMP3	GTC
1 Guy Smith	1 Dirk Mueller	1 Christophe Bouchut	1 Gunnar Jeannette	1 Tim Pappas
2 Klaus Graf	2 Oliver Gavin	2 Luis Diaz	2 Eric Lux	2 Duncan Ende
3 Lucas Luhr	3 Bill Auberlen	3 Joao Barbosa	3 Jon Bennett	3 Jeroen Bleekemolen
4 Huzaid Al Masood	4 Wolf Henzler	4 Elton Julian	4 Elton Julian	4 Dion von Moltke
5 Chris McMurry	5 Jaime Melo	5	5 Kyle Marcelli	5 Bill Sweedler

Great Race-Day Experience

Dynamic, real-time, updates for a truly great race day experience.

Includes:

- Live Timing
- Driver-to Crew Radio
- In-car Cameras
- Live Timing
- Pit Notes
- Live Chat

All on one page!

New Web Site In 2012





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Forza Motorsport 4 – True Marketing Partnership

- 55 Million Xbox consoles worldwide; Best-selling console in the world
- 35 Million Xbox LIVE subscribers
- Another “Way To Watch ALMS”: ESPN3 via Xbox LIVE
- Their goal & ours: Bring the gaming community to ALMS & bring ALMS to gaming community
- Much ALMS content included with more on the way soon!
- To come: Unprecedented , never-before-seen activation strategy



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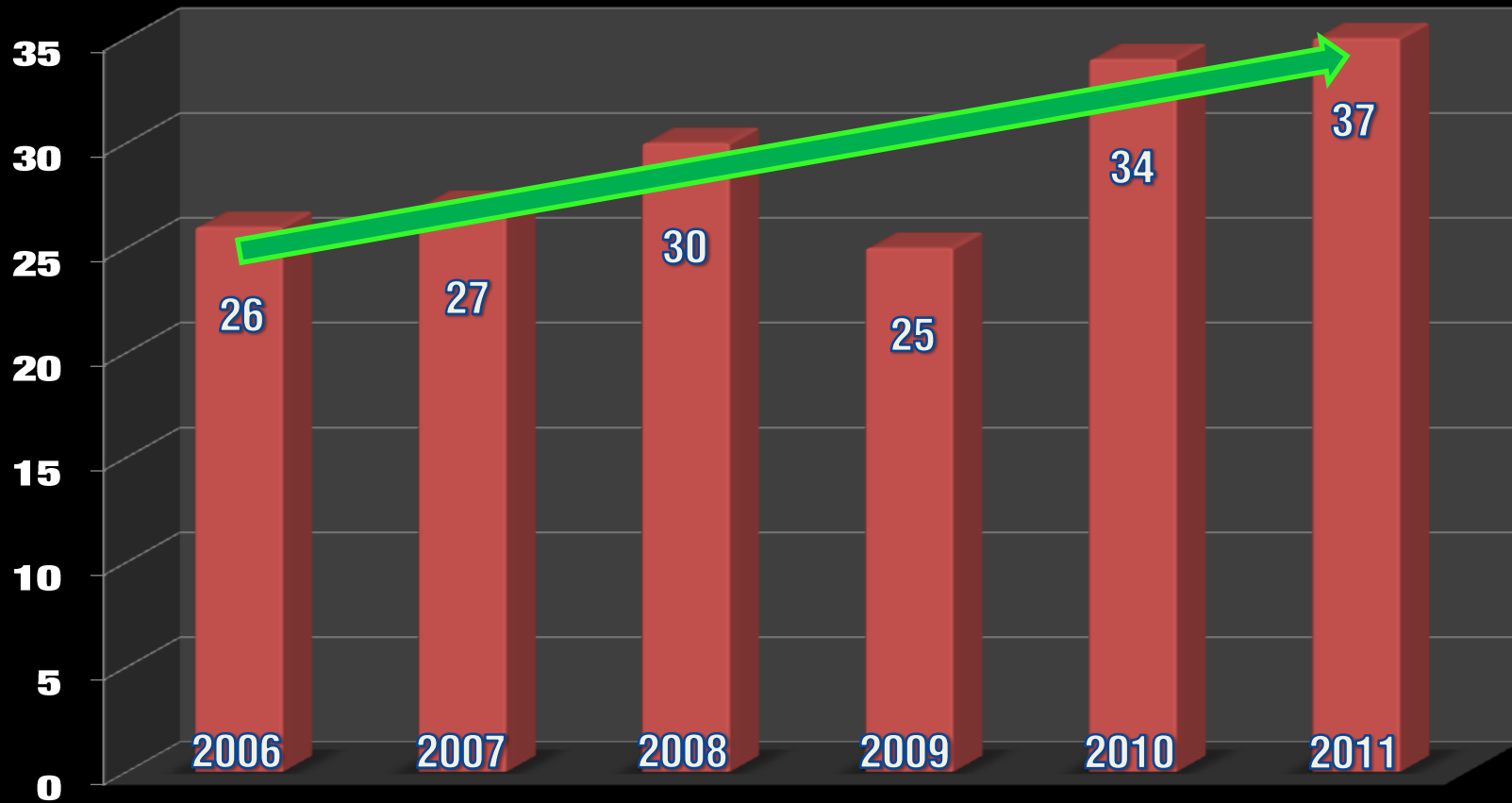
Building Partnerships

- SCCA the official grassroots racing partner of ALMS
 - Broadening our audience
- Namesilo a co-promotional partnership with one of our race teams

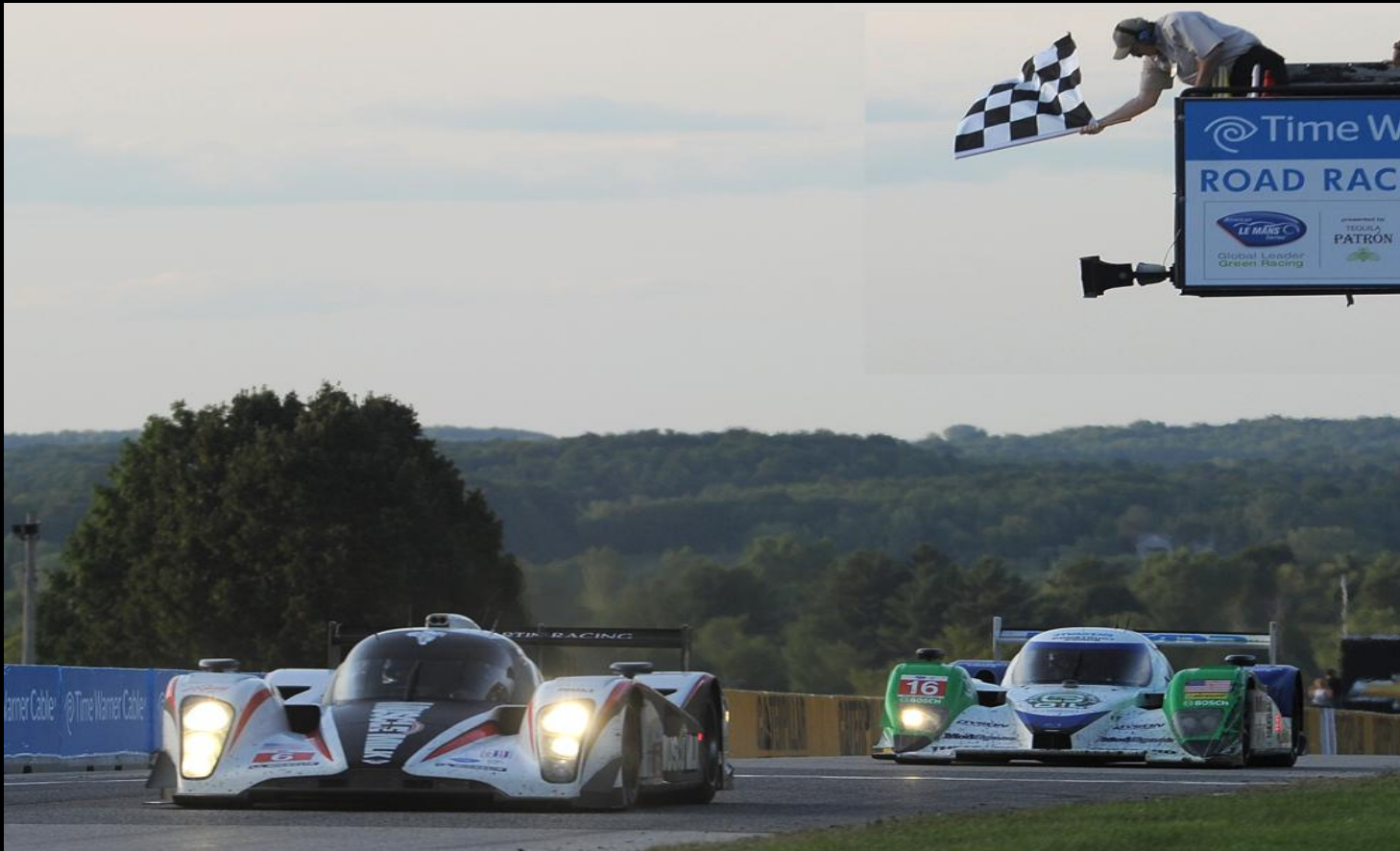




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Car Count – Clear Upward Trend



LMP1 – Close Competition

- Congratulations to Mazda, Dyson & Dunlop



LMP2 – Great Effort By Level 5

- We believe more to come here in 2012
- Cost-capped, Pro-Am format perfect platform for independent teams



GT – Best In Class, Best In World

- 4 manufacturer winners, 3 tire manufacturer winners, 12 teams
- Epic battles, incredible qualifying



LMPC – Continued Great Competition

- Quality teams and drivers
- Intensely close qualifying & racing



GTC – Outstanding Addition To ALMS Fields

- 9 different race winning drivers



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Forward Looking Relationship With ACO

- Long term renewal confirmed with the ACO
- ALMS will be a standalone championship in USA, Canada and potentially Mexico
- IMSA continues as our sanctioning body but with increased flexibility
- ALMS retains right to award automatic Le Mans entries
- Sebring 2012 will be round one of the WEC
- Pit area expansion to accommodate up to 60 entries



Looking Forward – Class Structure

- LMP1 – Use current 2011 regulations including “grandfathered” cars
- LMP2 – Current ACO regulations apply
- LMPC – No change
- GT – Current ACO regulations apply
- GTC – Current regulations apply



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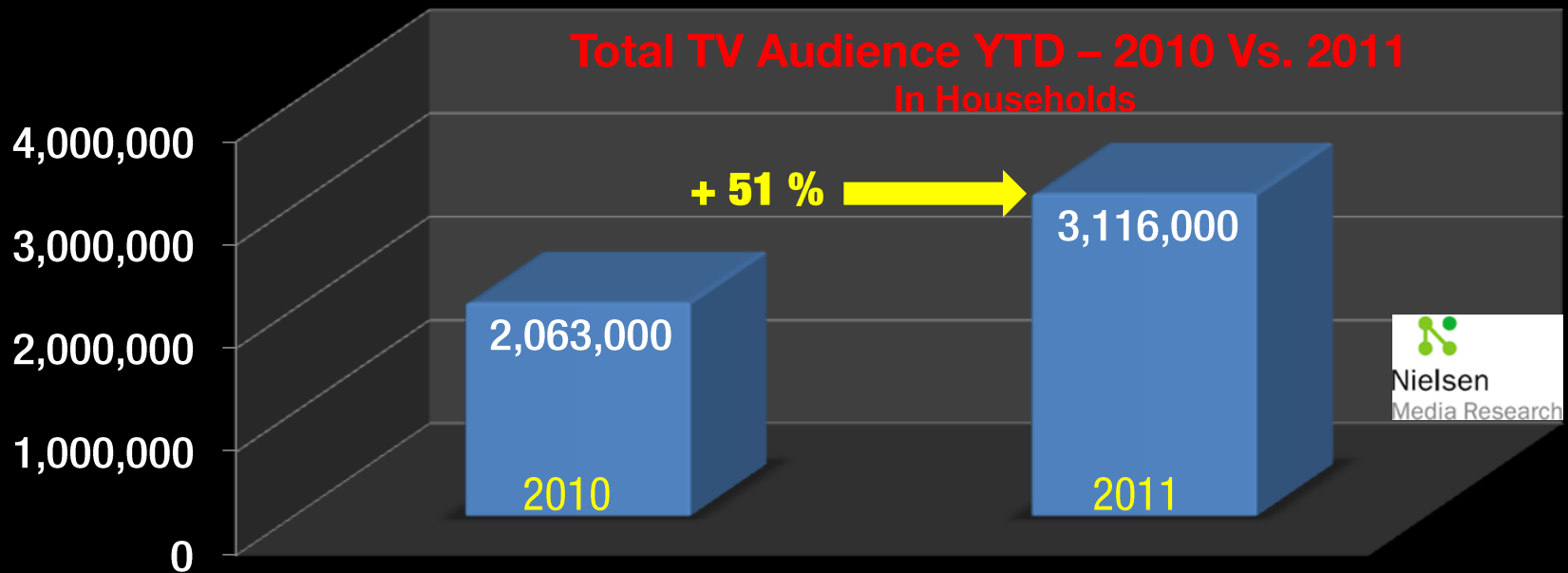
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ESPN2

ESPN3



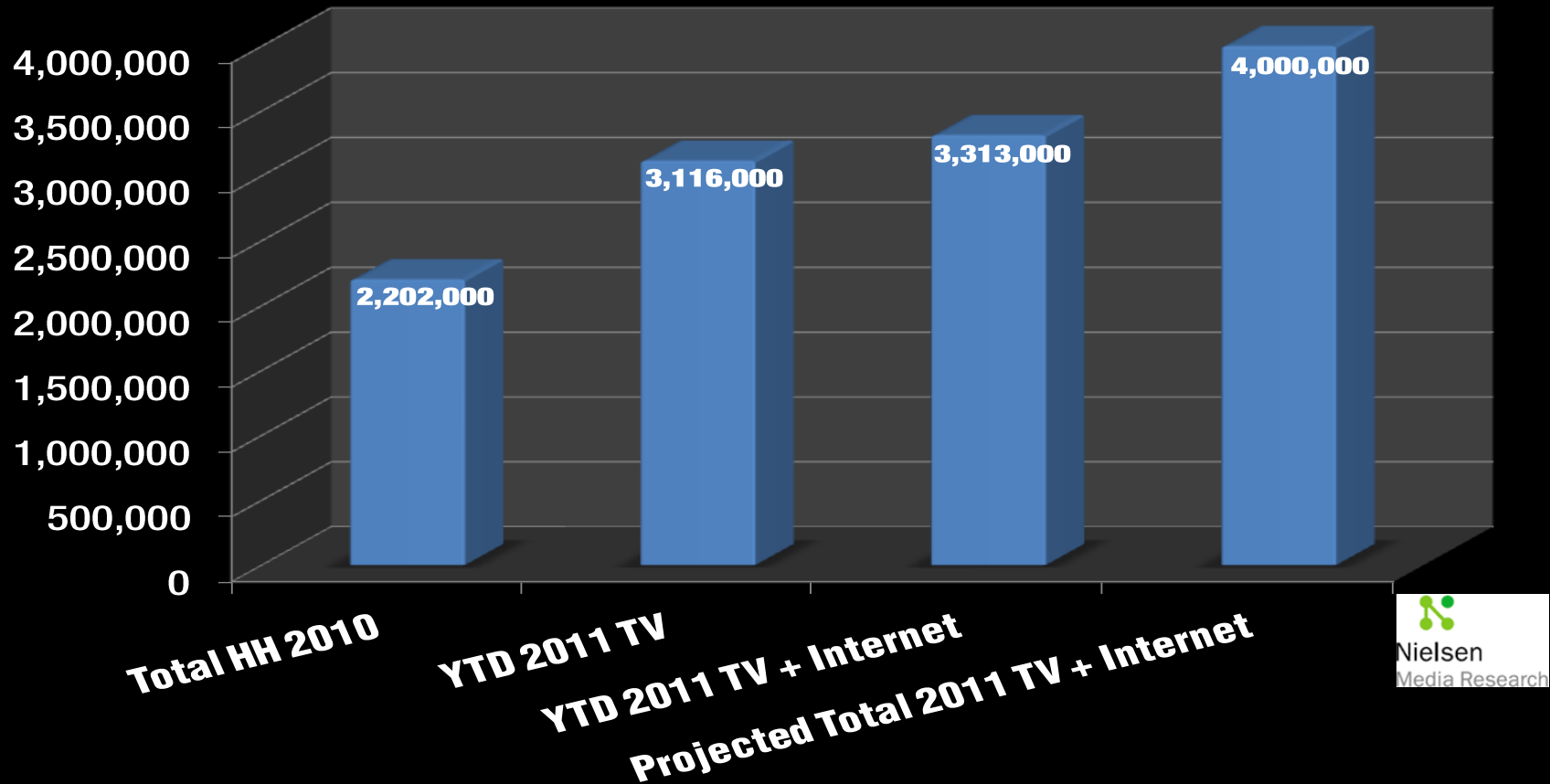


Television Performance -- By The Numbers

- Not including ESPN3, ALMS.com, Xbox LIVE



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Television Performance -- By The Numbers

- Projecting virtual doubling of 2010 audience, including ESPN3, ALMS.com



More Ways To Watch **But We're Not Finished Improving The Product!**

ESPN 3 • Qualifying – Streamed live on ESPN3

ESPN 3 • Race – Streamed live on ESPN3



ESPN2 • Race – Same or next day on ABC or ESPN2

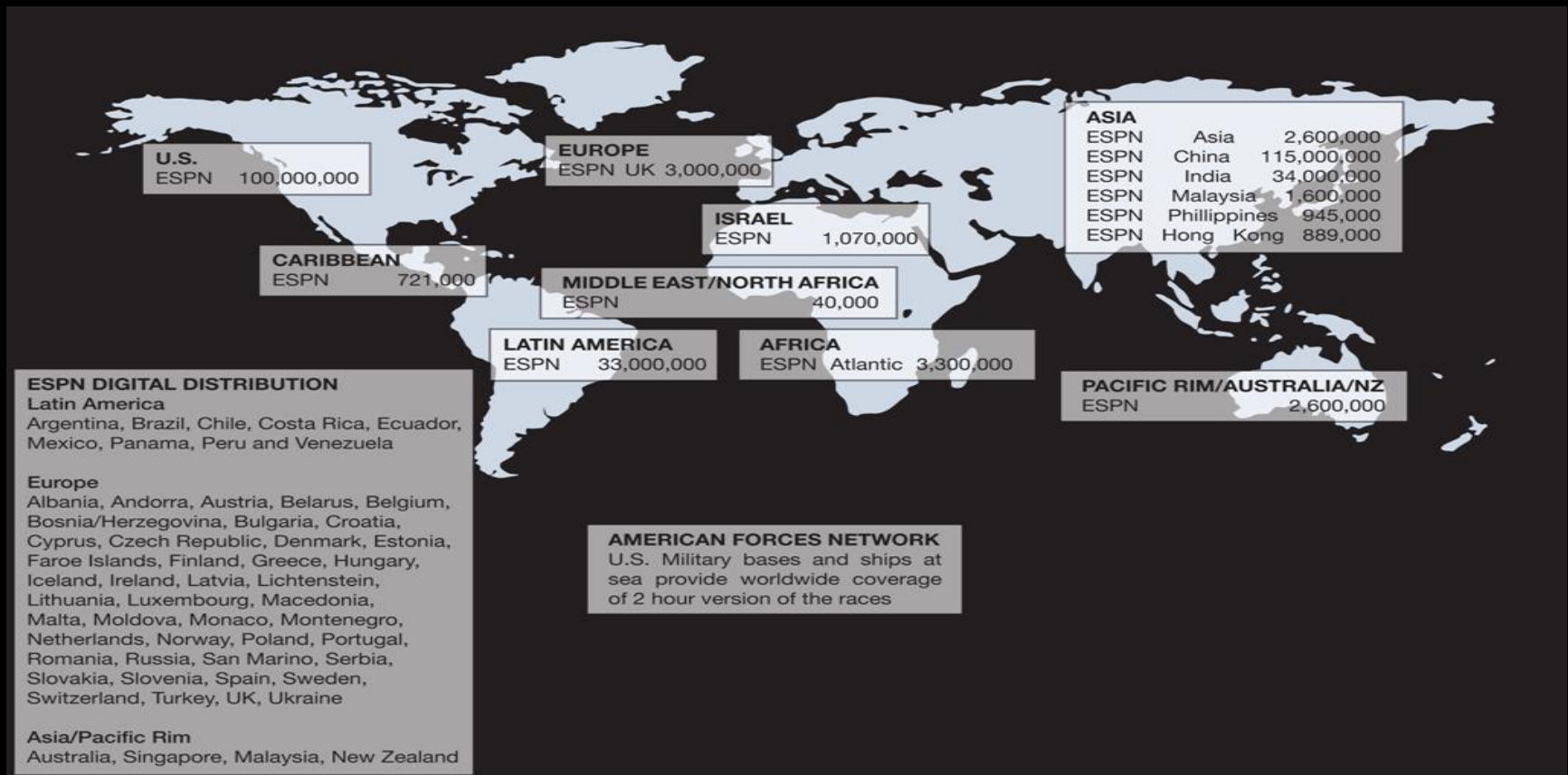


• Race – Available for viewing on Americanlemans.com after ABC or ESPN2 airing

ESPN2 • ABC Race Replay – Week following race on ESPN2



• On iPhones, iPads and soon other devices



ESPN International Distribution

- 196 Million potential households
- 1.7 million actual viewers in Latin America, S. Africa, Australia & UK alone*

• * Partial season result: Sebring through Mid-Ohio only



Television Production Brought In-House in 2011

- Producing content for our partners & teams
 - Servicing the media
 - Short subjects
 - Advancers
 - Web site and You Tube content



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Green Racing / MICHELIN® GREEN X® Challenge

- Introduced four consumer relevant alternative fuels
- Showcased multiple hybrid system race cars
- Lead motorsports organizations in relevant technology transfer
- Reduced petroleum used in our competition by almost half since 2007
- No other form of motorsport can make such claims



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“Embrace Change And Make History Or You Will Become History”



Green Racing 2.0 – Where To Next?

- Open to new alternative fuels, both bio-based and CNG
- On path to reduce total energy consumption of race cars
 - Fuel flow limitation under study
 - Go farther, faster but use less
- Continue to work with government agencies and industry partners but with assurance of respect for rules stability



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Pushing The Envelope



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American Le Mans Series presented by Tequila Patrón 2012 Schedule

March 17 Sebring		*	August 4 Mid-Ohio		LIVE
April 14 Long Beach		LIVE	August 18 Rd America		*
May 12 Mazda Raceway		*	Sept 1 Baltimore		*
May/June TBD			Sept/Oct TBD		
July 7 Lime Rock		LIVE	Oct 20 Petit Le Mans		*
July 22 Mosport		LIVE			

* Next day broadcast



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Looking Forward — *Forward Looking*

State of the Series

September 30, 2011