



American Le Mans Series presented by Tequila Patrón



# State Of The Series Address

American Le Mans Series Presented by Tequila Patrón

October 1, 2010



American Le Mans Series presented by Tequila Patrón



Jean-Claude Plassart  
Remy Brouard  
Pierre Fillon



Lee Slezak  
Bob Larsen



John Glenn  
Tom Ball



Geoff Lee  
Joey Green



American Le Mans Series presented by Tequila Patrón



Down To The Wire In All Four Classes



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The worst market crisis in 60 years

Bond insurers  
spark new fears  
over credit crisis

Bears sink their claws  
into embattled banks

MARKET TURMOIL

Equities  
heading  
for bear  
territory

Goldilocks gives way  
to the sombre bears

Traders see Fed  
rate cut as sign  
it is spooked

More gloom for US homes market

Recession fears trigger big losses

Goldman fears US recession

Deepest Recession Since Great Depression



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Petit Le Mans Powered By Mazda2 – One Year Ago



American Le Mans Series presented by Tequila Patrón



Le Mans Prototype Challenge – One Year Ago



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.

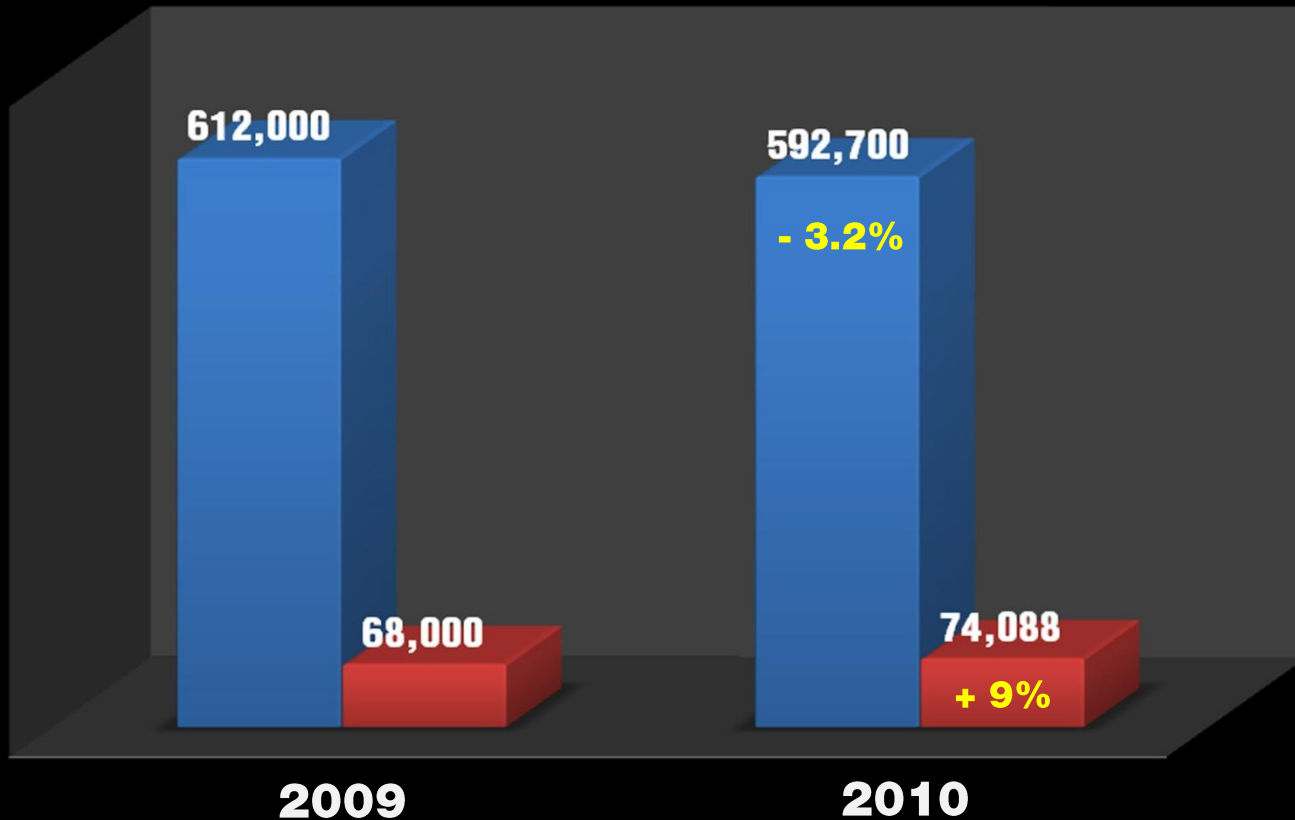


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Our Fans – Our Customer's Customers





## Spectator Attendance YTD 2009 Vs. 2010

- Economy, loss of St. Pete and declines at MRLS and Miller have hurt total attendance
- Balanced by strong performances at Sebring, Lime Rock, Mid-Ohio and Mosport



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## Sales And Marketing

- Thanks to Tequila Patrón, achievement of a long awaited goal: Series presenting sponsor



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JAGUAR  
**75**  
 YEARS  
 LOOKING FORWARD

A RACE 75 YEARS  
 IN THE MAKING.

Since 1935, we have competed at the highest levels of motor sport. And to celebrate our 75th anniversary, we are returning to the racetrack to pit ourselves against the world's best.

Tune in to SPEED to watch Jaguar's historic return to racing in the American Le Mans Series.

PETIT LE MANS  
 SATURDAY OCTOBER 2 | SPEED 11:00 AM EDT  
 PLEASE CHECK LOCAL LISTINGS.



## Sales And Marketing

- Additions of Jaguar, Freescale, Battery Tender and Yancey's Fancy
- Growing Interest in Series from variety of automotive and non-endemic s



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Marketing – Opportunity And Momentum



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## 2010 Nielsen Custom Telephone Survey Highlights

- We expected a drop in HH income levels
- We found ALMS fans relatively un-affected by economy
- Median household income of \$125,000 has remained identical since 2008
- As expected, occupation and educational levels remain extremely high
- Fan age distribution younger over the last two years

■ 2008 ■ 2010



## American Le Mans Series Fan Age Distribution

- We are picking up more younger, affluent fans
- Both the 25-34 and 18-34 segments have doubled over the last two years



## 2010 Nielsen Media Research Survey Highlights Brand Preference Case Study – Tequila Patrón

- ALMS fans prefer Tequila Patrón six times more than any other brand
- 60% report they switched brand preference to Tequila Patrón as a result of American Le Mans Series




- 75% of fans report they prefer to purchase brands and services of companies associated with Series over those not associated with Series
  - Brand preference up sharply (+49%) since '08 shows that our marketing is working





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**Enter for a chance to win a**  
**2010 Corvette Grand Sport and a**  
**Trip to 2011 24 hours of Le Mans race in France**

Your chance to win is just 3 steps away.

- 1 Answer three simple questions.
- 2 Fill out the entry form.
- 3 Submit your form. Good Luck!

**ENTER NOW TO WIN A CORVETTE** →

**New 2010 Corvette Grand Sport Coupe**  
MSRP: Starting at \$54,770  
*Race-bred performance with surprising economy.*  
VIEW ALL MODELS →



## 2010 Nielsen Media Research Survey Brand Preference

- 90% say it's important or very important for auto manufacturer to develop technology through racing
- Majority (52%) willing to pay premium price for technology developed via racing



Global Leader  
Green Racing



presented by  
TEQUILA  
PATRÓN

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**USA TODAY**

**Sports » Golf**

## PGA Championship TV ratings drop 33%, online viewership up 689%

Updated 8/17/2010 9:33 AM ET



[Enlarge](#)

By Dan Young, Gannett Wisconsin Media

**By Michael Hiestand, USA TODAY**

CBS' PGA Championship golf coverage Sunday, despite its controversy and extra-hole playoff, drew an overnight rating down 33% from last year's comparable coverage.

CBS drew a 5.0 overnight rating, which translates into 5% of households in the 56 urban markets measured for overnights.

That's down from 7.5 last year, when Tiger Woods finished second to Y.E. Yang. The rating drop is surprising given that events that run long, for something like overtime, usually get a ratings boost.

CBS' golf Sunday ran about an hour and a half longer than what had been expected, and drew its highest ratings during that time period.

## The Value Of Online Content

- Increasingly “pan-media” measurement will leverage Series ROI

**Motor sports**

# ALMS a boon for race cars helping road cars

By Nate Ryan  
USA TODAY

American Le Mans Series President Scott Atherton concedes the circuit's premier class is no longer its fastest. But consolidating the LMP and GT divisions also has shifted the spotlight to a primary ALMS objective: connecting the racetrack to the showroom.

"To be completely candid, this is largely driven by economics, because our series is so closely tied to the auto industry, and it's been a very challenging time. But what also has occurred is the GT class has achieved a level of relevance beyond compare. It's a perfect example of manufacturers racing what they sell," he says.

While the LMP division was ravaged by reduced commitments from manufacturers such as Audi and Acura, the unified GT division has flourished with Corvette (formerly of GT1) joining Porsche, Ferrari, BMW and Jaguar.

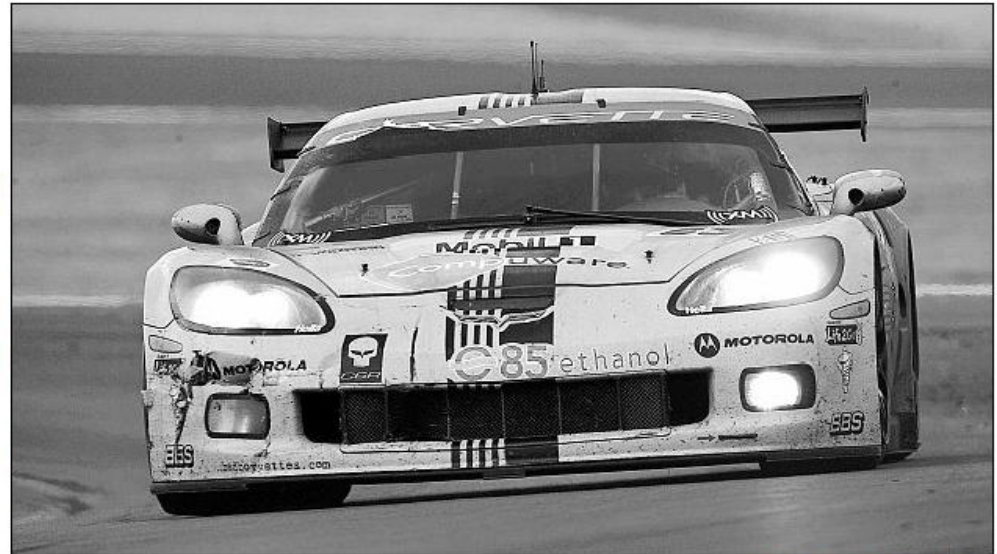
"It's ticking off the list of world-class GT cars," Atherton says. "And they're racing in our series to develop technological advances they can apply to the road cars. Where else in motor sports is

race car, including headlamps, fenders, brake ducts and floorboards) helped save the program when General Motors emerged from bankruptcy.

"GM had any number of race programs to keep, and they picked the two (NASCAR being the other) with the strongest return on investment," says Fehan, who says the team works hand in hand daily with the production line. "It underwent scrutiny from the outside world, too. Some of the brightest minds in the financial world said, 'You can't afford not to do this from the sales leads generation to technology transferring back into the product line.'"

Corvette driver Johnny O'Connell says, "Ideally, you'd love if each category was covered equally," but adds the GTs deserve more attention. "But people assume because the prototypes are faster, it's the better race and the better drivers. Anyone can drive a prototype, because they're glued to the ground. Driving the GT cars is way, way harder. The depth of talent in GT is way, way deeper than the prototypes. It's going to be a much more interesting fight for the fans."

Atherton says having slower cars as the focus is a good problem to have and



2008 photo by Ker Robertson, Getty Images

**Long road:** The Corvette team of Johnny O'Connell and Jan Magnussen, seen at Le Mans, will race in the 12 Hours of Sebring.

## Fun, fast times at Sebring's 12 hours

O'Connell reigns in USA's oldest endurance race

Mans Series champion. Of O'Connell's 38 career victories, a record eight class wins have occurred at Sebring, the legendary track (built as a World War II training facility).

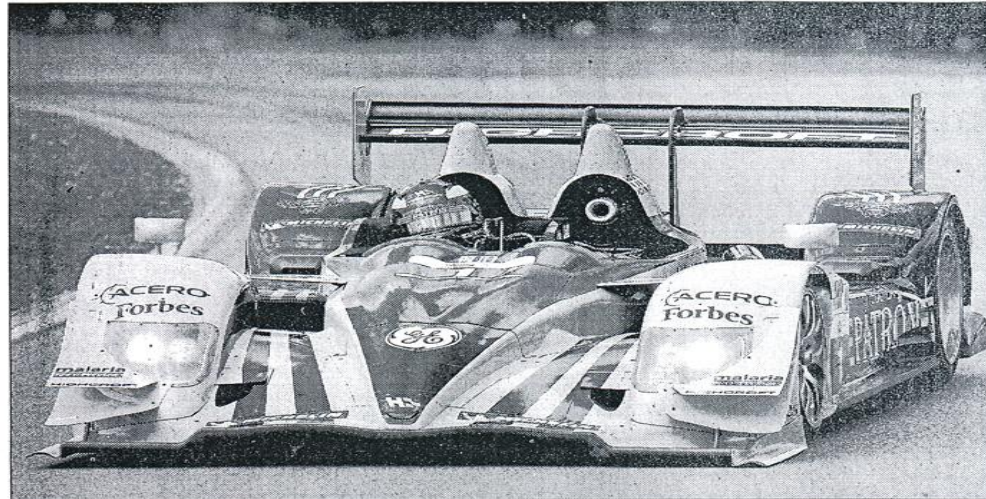
In the IRL's inaugural year of 1996, he made four starts and had two top-10s. He was headed toward a top-five at Las Vegas Motor Speedway when his

# Media Exposure – Frequency And Vibrancy

- Message frequency moves the needle and motivates public opinion

USA TODAY - WEDNESDAY, SEPTEMBER 8, 2010 - 5C

## Motor sports



By Chris Graythen, Getty Images

**Class leaders:** Drivers David Brabham and Simon Pagenaud in their Patron Highcroft Honda hold a healthy edge in LMP. Here, they are racing last month in the Mid-Ohio Sports Car Challenge.

## Petit Le Mans will be big

From staff reports

The largest field for a race in the American Le Mans Series in



For video previews of Saturday's NASCAR Sprint Cup Series race at Richmond International Raceway, click [motorsports.usatoday.com](http://motorsports.usatoday.com)

## Media Exposure – Frequency And Vibrancy

- Message frequency moves the needle and motivates public opinion



Global Leader  
Green Racing



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ALTERNATIVE TECHNOLOGY AMERICAN LE MANS SERIES

ALTERNATIVE TECHNOLOGY

# GREEN WITH ENVY!

While other championships pay lip service to the green agenda, the American Le Mans Series has reinvented itself to encourage innovative road-relevant technology. **By Chris Pickering**

**T**AKE A LOOK at the world's major race series. Without a doubt, they're an eclectic bunch, but they all face the same encroaching prospect of life in an increasingly environmentally aware world. So how many actually have an overtly green agenda at the moment? After a certain amount of head scratching at the Race Tech office we came to the conclusion there was only really one. Yes, Formula One has flirted with KERS – itself a somewhat questionable asset – but in terms

of all-round green credentials, the only top-flight championship that really figures is the American Le Mans Series.

We'll get on to what exactly makes the ALMS a green racing series in a second. For now, another question springs to mind: isn't it a bit strange that only one of the major championships has so far gone down this route? When you speak to the series' organisers the answer is a resounding no. Creating greener technology, so the



**ABOVE** At a time when the legislative net is being pulled ever tighter in most forms of motorsport, the American Le Mans Series offers competitors freedom to experiment  
**BELOW LEFT** Mazda's biobutanol-fuelled powerplant is run on the dyno prior to appearing

## Media Exposure – Frequency And Vibrancy

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# COMPETITION

EARTH DAY > NASCAR > INDYCAR > FORMULA ONE > CHECKERED FLAG



### AMERICAN LE MANS SERIES GRADE: A

There's no big surprise here, as the ALMS embraces the green culture far more aggressively than any other mainstream racing series.

The series announced in January 2008 that it would launch a Green Challenge at Petit Le Mans in October of that year, before implementing the competition for each race in the following season and beyond. The Green Challenge ranks race cars by their overall performance, level of fuel efficiency and amount of green-

house gases emitted. A Penske Porsche RS Spyder LMP2-class car and a Chevrolet Corvette GT1 entry won the first challenge.

Do many race fans care? Probably not, but it's a marketing angle that sets the ALMS apart and has almost certainly garnered the series more headlines—some in very mainstream outlets—than it would have had otherwise. Even before the Green Challenge began, the ALMS featured multiple diesels and plenty of ethanol-powered cars. Few series welcome innovation the way the ALMS does.

## COMPETITIVE ENVIRONMENT

Professional racing pursues various green initiatives, but there is a long way to go

### Media Exposure – Frequency And Vibrancy

- Message frequency moves the needle and motivates public opinion



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# The New York Times

ON THE WEB

## Porsche Hybrid Racecar to Compete in America

*by Stephen Williams*

*July 22, 2010*

The orange-and-white Porsche 911 GT3 R Hybrid that will race in Petit Le Mans at Road Atlanta this fall won't appear all that different from other Porsche GT cars on the grid, but the technology inside this one-off Porsche is special.

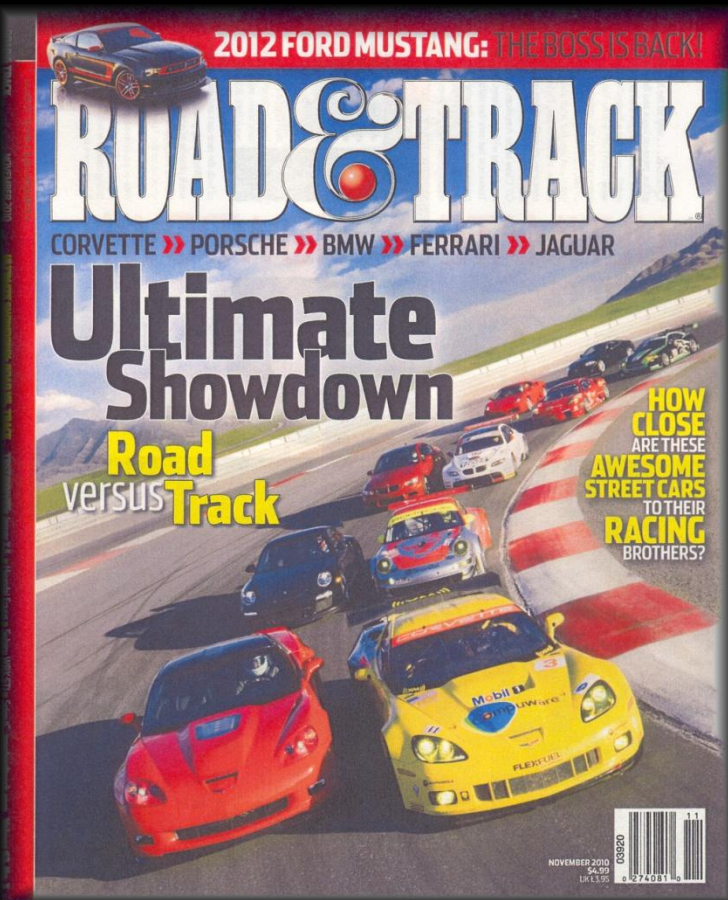
The racecar has two electric motors at the front wheels, which provide an equivalent of 160 horsepower to supplement the 480-horsepower flat-6 gas engine powering the rear wheels. Unlike conventional hybrids, there are no batteries. Under braking, the car converts kinetic energy into electric energy, storing it in a massive flywheel mechanism in the cabin, where the passenger seat would be.

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- Message frequency moves the needle and motivates public opinion



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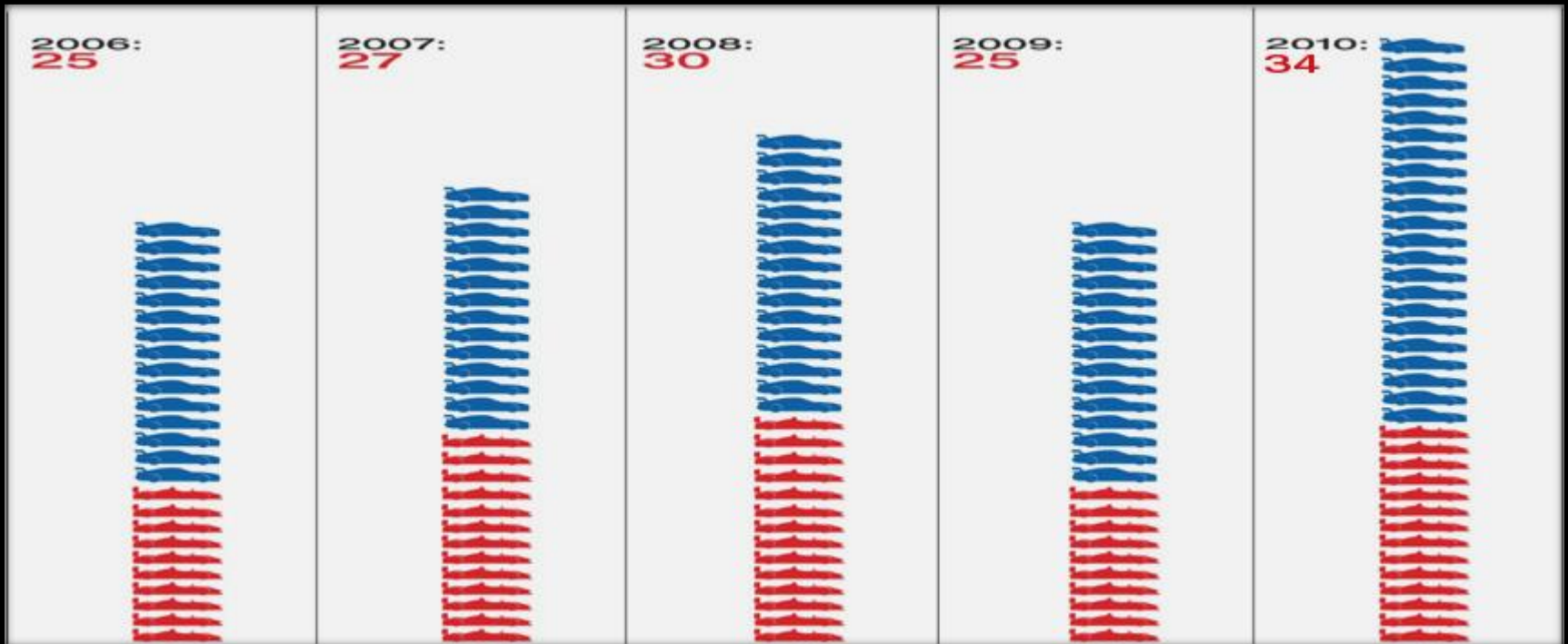




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## Competitor Involvement



## Car Count Trends



## Not Just Quantity – High Quality

- Overall Wins by 13 Drivers, 5 entrants and 6 manufacturers



## LMP – Thrilling, Unpredictable

- 8 Pole winners, 5 different winning teams



## GT – Best In Class, Best In World

- 6 manufacturers, 4 tire manufacturers, 12 teams, separated by tenths of a second



## GTC – Outstanding Addition To ALMS Fields

- 4 different race winning teams
- Outlook is for “Graduates” to GT



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LMPC



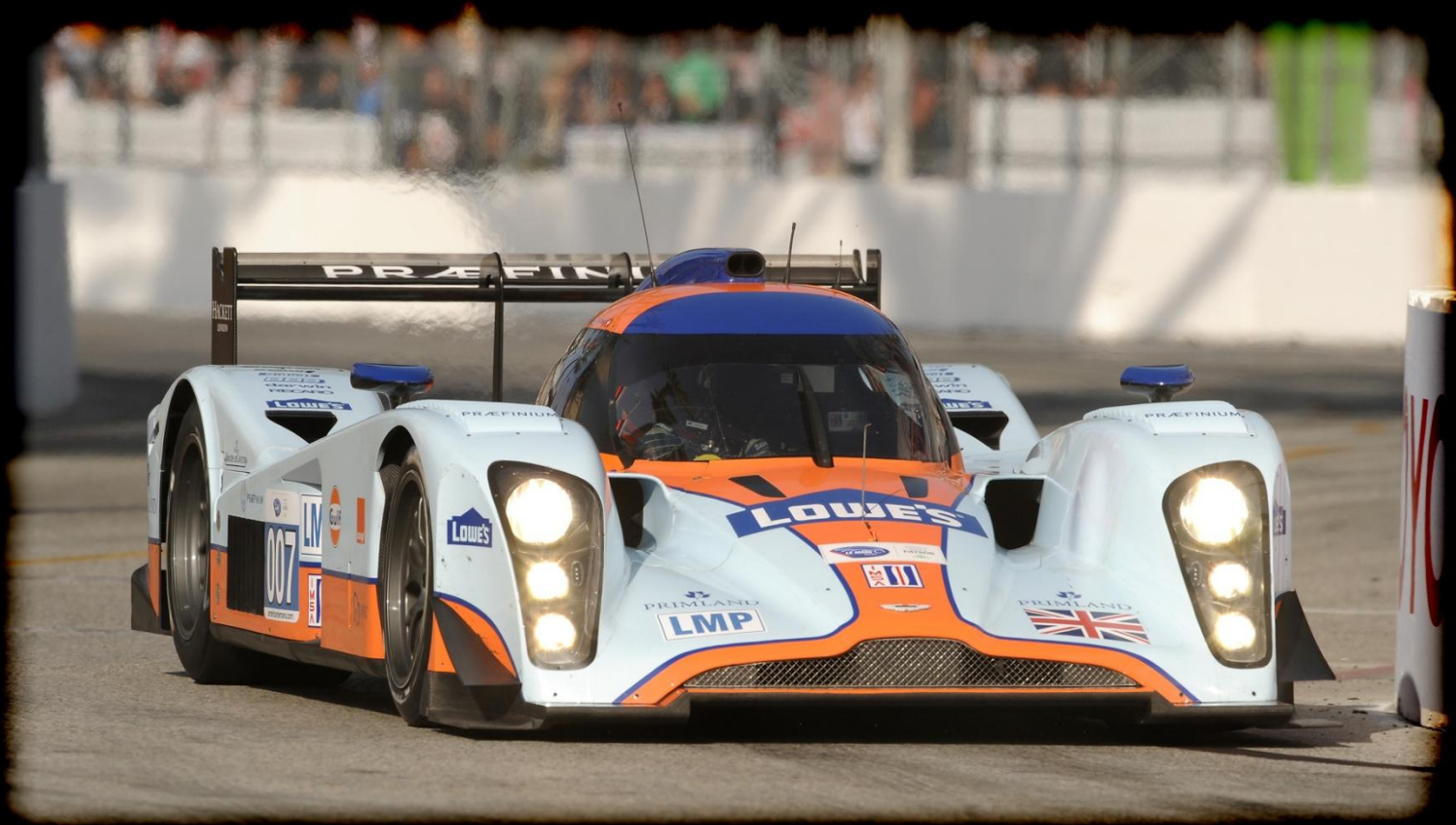
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New Prototype Content For 2011 And Beyond



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LMPC And GTC – Continuing Success



LMPC And GTC – Continuing Success



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American Le Mans Series presented by Tequila Patrón



Television, Production Services And Digital Media



American Le Mans Series presented by Tequila Patrón



## Strong Television Partnership A Hallmark Of Series

- SPEED now available in 80 Million homes in U.S. and Canada



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## Expanding The Audience Beyond Our Core Fans

- A new docu-drama format
- On target, positive reaction from non-core fans



## Valuable International TV Footprint For Our Partners

- Live, 20, 30 or 50 minute highlight shows plus anthology offerings
- Hundreds of millions of households worldwide
- Arguably, best international TV distribution other than F1



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## Streaming Webcast Coverage

- Every race, all qualifying available for view on [SPEEDtv.com](http://SPEEDtv.com) or [Americanlemans.com](http://Americanlemans.com)
- Monterey Sports Car Championship and Mid-Ohio Sports Car Challenge webcast live on [Americanlemans.com](http://Americanlemans.com)



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## Races Broadcast Live On Both Sirius And XM

- Live broadcasts
- Over 22 Million subscribers



The screenshot shows the homepage of the American Le Mans Series website. At the top, there are navigation links: NEWS, SCHEDULE, RESULTS, PADDOCK PASS, RACEHUB, and MICHELIN GREEN X CHALLENGE. The main content area features a large article titled "SERIES AND PORSCHE GO TO WASHINGTON" with a sub-headline "Making an impact on and off track with Porsche 911 GT3 R Hybrid". Below the headline is a photograph of a driver in a white shirt and sunglasses standing next to an orange and white Porsche 911 GT3 R Hybrid race car. To the right of the main article is a "Recent News" section with several short news items, each with a date. Below the main article is a "FAN EVENTS" section listing events at Mall of Georgia and STATS. On the right side, there is a "Countdown to Racing" section showing the time remaining until the next event, and a "Next Event" section listing "Petit Le Mans - Round 9".

## Americanlemans.com Re-Launched Last March

- Overall site traffic up 10% versus year ago
- Unique visitors up 7% versus year ago
- Average time per visit up 70%
- Traffic from 198 countries with heavy following in UK, Germany, France & Italy



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## Full Embrace Of Power Of Social Media

- Major priority for 2011
- Nearly 12,000 fans on Facebook
- Nearly 4,000 followers on Twitter
- Over 94,000 video views on You Tube



facebook

Search

Home Profile Account

Porsche – the official page

Wall Info Welcome Carrera GTS Family Tree ColorStyler >>

**PORSCHE**

The new 911 Speedster.  
Street of dreams.

Add to my page's favourites  
Suggest to friends  
Subscribe via SMS

<http://www.porsche.com/>  
<http://www.youtube.com/porsche>

13 friends like this.  
6 of 13 friends See all

**PORSCHE**

hybrid  
Mobil 1  
MICHELIN

1 2 3 4 5 6

## Opportunities For Social Media Content Sharing

- Keeping up with our partners and providing content
- Sharing ideas and opportunities with our partners



## Production Services / Content Development

- Becoming a full-fledged production unit
- Traditional broadcast video
- Feeding clients needs for online & social media content



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## Green Racing / MICHELIN® GREEN X® Challenge

- Global Leader. Green Racing.
- Supported by U.S. government agencies
- Acknowledged and applauded in the media
- Makes news and aligns with major shift in public opinion



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## Green Racing Leadership Works For ALMS Partners

- Green Expo at Petit Le Mans
- Future of Transportation Technology Presented By Freescale

# THE WALL STREET JOURNAL

SEPTEMBER 22, 2010, 4:40 PM ET

## Porsche Courts Green-Car Market With Two Hybrids

By Joseph B. White



Getty Images

Porsche showed off a hybrid version of its 911 GT3 race car outside the Department of Transportation in Washington this week.

Le Mans series race at the Road Atlanta race track in Georgia

Washington — Porsche AG is trying hard to add “green” to the list of words associated with its brand. The German manufacturer of ultra-quick, very expensive sports cars is showing off two vehicles outfitted with technology designed to boost both performance and fuel economy.

The more eye-grabbing of the two was the 911 GT3 R Hybrid, a race car that will run in the Oct. 2 American


www.usatoday.com

**USA TODAY**

**Money**

SECTION B

Wednesday, September 22, 2010



By Michael Mahut, USA TODAY

On display: The Porsche 911 GT3 R hybrid gets a look.

PHOTOS

**Porsche race car goes green**

The Porsche 911 GT3 R hybrid combines a gasoline engine with electric power, 5B



USA TODAY - WEDNESDAY, SEPTEMBER 22, 2010 - 55

**Autos**

**Porsche race car shows it's speedy being green**

911 GT3 R hybrid gets a burst of power at the touch of a red button

By Chris Woodard  
USA TODAY

Imagine tearing through the turns of a racetrack, fighting for every extra inch among other closely matched cars knowing that you have a secret weapon.

It's a little red button.

Push it, and the Porsche 911 GT3 R hybrid race car leapt ahead of the pack with a six-second burst of extra energy. And it's as high-tech as it comes.

Porsche showed off its hybrid race Tuesday in Washington, D.C., as proof that high performance and green technology can go together like a racing glove and a steering wheel. The car's yet another tilt on the idea of combining conventional engines with electric power in a way that adds speed or increases fuel mileage — or both.

More cars are getting hybrid technology — Hyundai Sonata and Infiniti's M are among the best — but none in the U.S. have also added extra energy storage with flowbatteries.

## Green Racing Broadens Series Media Reach

- Invited to Department of Energy, Washington, DC
- Coverage by AP, Wall Street Journal, USA Today, Forbes, many others



American Le Mans Series presented by Tequila Patrón

# 2011 SCHEDULE

AMERICAN LE MANS SERIES PRESENTED BY TEQUILA PATRÓN

- |  |   |  |   |  |  |
|--|---|--|---|--|--|
| <b>00</b> <b>WINTER TEST</b><br>February 9-10<br>Sebring, FL           | <b>01</b> <b>SEBRING INTERNATIONAL RACEWAY</b><br>March 19, Saturday<br>Sebring, FL | <b>02</b> <b>LONG BEACH</b><br>April 16, Saturday<br>Long Beach, CA                  | <b>03</b> <b>LIME ROCK PARK</b><br>July 9, Saturday<br>Lakeville, CT  | <b>04</b> <b>MOSPORT INTERNATIONAL RACEWAY</b><br>July 24, Sunday<br>Bowmanville, Ontario,<br>Canada | <b>05</b> <b>MID-OHIO SPORTS CAR COURSE</b><br>August 6, Saturday<br>Lexington, OH |
| <b>06</b> <b>ROAD AMERICA</b><br>August 21, Sunday<br>Elkhart Lake, WI | <b>07</b> <b>BALTIMORE</b><br>September 3, Saturday<br>Baltimore, MD                | <b>08</b> <b>MAZDA RACEWAY LAGUNA SECA</b><br>September 17, Saturday<br>Monterey, CA | <b>09</b> <b>ROAD ATLANTA</b><br>October 1, Saturday<br>Braselton, GA |  |  |

## 2011 American Le Mans Series Presented by Tequila Patrón Schedule

- Events in 7 of top U.S. DMAs Plus Canada's No. 1 DMA





American Le Mans Series presented by Tequila Patrón



The American Le Mans Series Presented by Tequila Patrón Welcomes New Partners



## The American Le Mans Series Presented by Tequila Patrón Welcomes New Partners

- Jay Davidson – Baltimore Grand Prix



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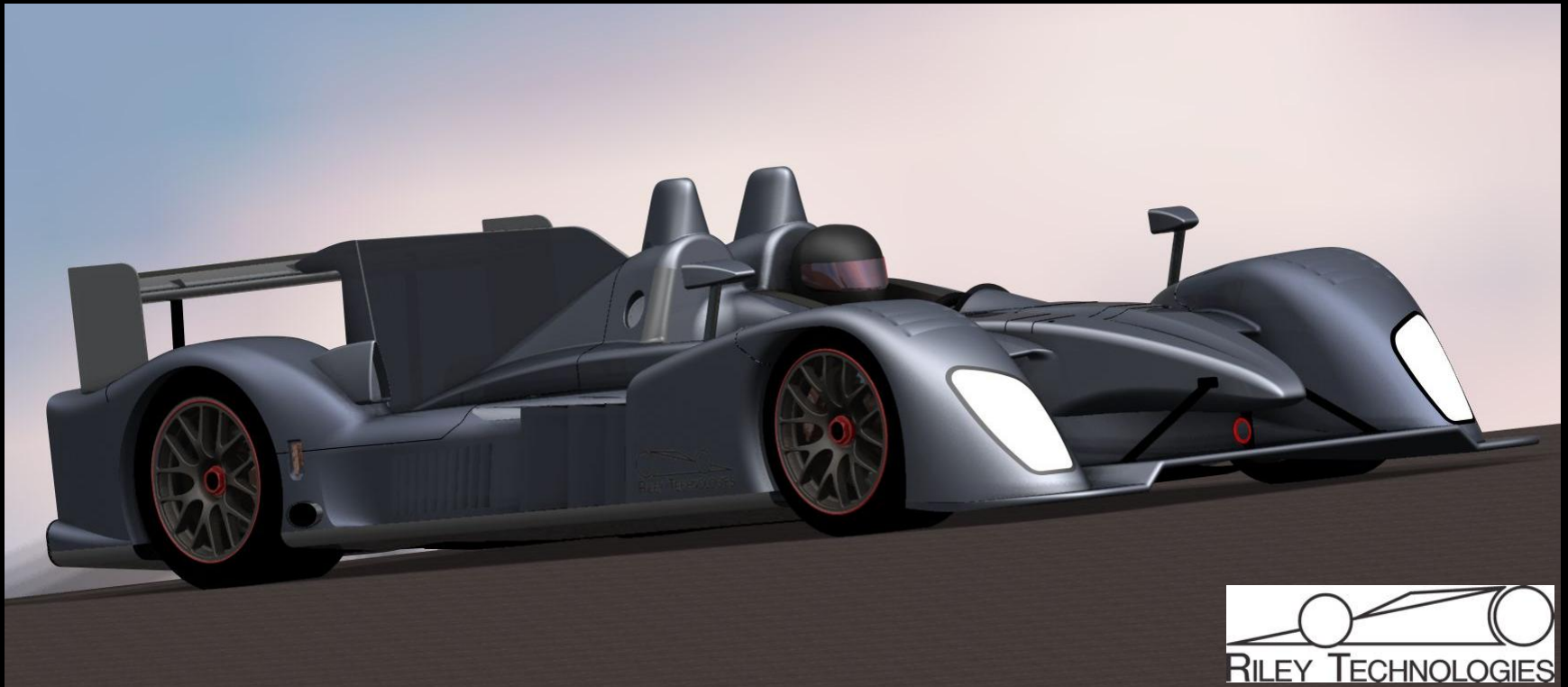


# The American Le Mans Series Presented by Tequila Patrón Welcomes New Partners

- **Eduardo Espindola -- West Racing Lamborghini Yokohama**



American Le Mans Series presented by Tequila Patrón



## The American Le Mans Series Presented by Tequila Patrón Welcomes New Partners

- Bill & Bob Riley -- Riley Technologies



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State Of The American Le Mans Series

Presented by Tequila Patrón

October 1, 2010