

THE AMERICAN LE MANS SERIES



American Le Mans Series launches its race for relevance

"This kaleidoscope of diversity is sports-car racing, American Le Mans Series-style. Elsewhere in motorsports, a dreary era of enforced conformity has descended."

Road & Track, June, 2007

Focusing on key messages

- Address 2 key messages:
 - Relevance
 - Alternative Fuels
- Target both national and local media



World Class

These cars, drivers get passing grades

Le Mans Series at Long Beach just might steal the show

By Bill Center, STAFF WRITER

There are two major races this weekend at the 33rd Toyota Grand Prix of Long Beach.

The featured attraction is Sunday's Champ Car race featuring defending race champion and three-time series king Sebastien Bourdais, who is, arguably, one of the more gifted drivers racing in America today.

But that doesn't necessarily mean it will be the weekend's more interesting race.

Many believe Saturday's 100-minute sprint for American Le Mans Series cars will easily steal the show — particularly given the amount of passing anticipated.

"Great cars, a lot of action, team rivalries, it should be a lot of fun," said Ryan Briscoe, who co-drives one of the Team Penske prototypes on the ALMS tour.

Briscoe never has been on Long Beach's 1.98-mile, 11-turn street circuit.

"But this will be great racing, I promise

turned in the fastest lap recently in the ALMS race on the streets of St. Petersburg, Fla., and was in position to snare the overall victory when he was slowed by a late-race penalty. The team still finished 1-2 in the LMP-2 class.

Challenging the Porsche RS Spiders (which are also used by Dyson Racing) will be the Acura, which made an auspicious ALMS debut last month by placing second overall to the Audis in the 12 Hours of Sebring. Co-driving that car was the Andreini-Green trio of Bryan Herta, Dario Franchitti and Tony Kannan.

"The Porsche-Acura battle is in full swing," said Briscoe.

The four-car Porsche-Acura battle will be waged in the midst of a 28-car field at Long Beach. The speed difference from the Audis, Spiders and Acuras to the

cars in the field might be no surprise on the straights.

"I figure at the start of the race, we might have five laps of clear track," said Briscoe of the faster cars. "After that we'll be in traffic all the time unless there is a full-course yellow."

That's always a possibility at Long Beach as the cars weave through the narrow city

Herta right at home with Le Mans



pretty normal guy with the coolest job in the world."

Enjoying time with 'fastest growing

of race "24 Hours of Le Mans." Many a racing name, including Herta's 20th Green teammate Dario Franchitti and Tony Kannan, race in the 24.

Sal Herta appears unique because his big name who is racing in the series has shown to the series is that it is fan-friendly-supported, so the schedule is the cars is especially advanced. But that it is an endurance series can be done.

One of those appeal to Herta, who competed in the series in 2002 and is in his class in the season-opening "Hours of Enduro," last month.

Sal Herta has four classes — Le Mans Super 1 and 2 and Grand Touring 1 and 2.

He'll overall winter usually contest, or not should come from the most useful class — LMP1. He'll have been Green race LMP1.

That length is the shortest in the Le Mans series, which typically has races that are 2 hours, 45 minutes or 4 hours.

For Herta, this race is a sort of homecoming. He says his dream is to see his cars come from going to the Long Beach Grand Prix on a bid with his dad, Tom.

When his dad introduced him to the sport when he was 4, that excitement that

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"...many believe Saturday's 100-minute sprint for American Le Mans Series cars will easily steal the show – particularly given the amount of passing anticipated."

San Diego Union Tribune, April 20, 2007

Bringing the American Le Mans Series message to new markets

- Introducing and educating new media marketing about the American Le Mans Series
- Focusing in on growth and vitality of the American Le Mans Series



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Business messages

“The demos of the ALMS would skew above the NASCAR customer, but they still may enjoy doing a lot of things themselves...”

“...As we’re continuing to drive the project side of the stores and sell more premium merchandise, all of that dovetails nicely with the consumer who follows this series.”

-Robert Niblock, CEO, Lowe’s Street and Smith’s SportsBusiness Journal

Targeting Business Media – Increasing Your ROI

- Support partner involvement by delivering marketing messages to traditional business media
- Targeting both national and local business media:
 - Street & Smith’s SportsBusiness Journal
 - St. Petersburg Times

