



2011 Mazda Road to Indy Summit Review



Summit Overview

The Mazda Road to Indy Summit was expanded to two parts in 2011, with the first part being held March 24, 2011 at the Honda Grand Prix of St. Petersburg. The second portion of the program was held May 25-27 at the Indianapolis Motor Speedway. The USF2000 Oval Clinic opened up the month for the Mazda Road to Indy, occurring May 6 at the Indianapolis Motor Speedway. The Summit was made available to the teams and drivers participating in USF2000, Star Mazda and Firestone Indy Lights, plus select drivers from the United States Auto Club. Highlights include:

- Business of Motorsports presentation by Mazda
- Public relations and media training
- Team shop tour with Target Chip Ganassi Racing
- Social media training from INDYCAR driver James Hinchcliffe
- Mazda Road to Indy feature pace lap on Carb Day at IMS





USF2000 Oval Clinic

The USF2000 Oval Clinic kicked off the month at the Indianapolis Motor Speedway. Drivers from all levels of the Mazda Road to Indy participated as a panel of driver experts, including two-time Indianapolis 500 winners Al Unser Jr. and Dan Wheldon led a curriculum including:

- Qualifying setup vs. race setup
- Adjusting for changing track conditions
- Track laps around IMS
- Communication with spotters





Business of Motorsports

The Mazda Road to Indy Summit offered a one of a kind seminar on the business of motorsports in St. Petersburg and Indianapolis.

- **Business of Motorsports presented by Mazda**
 - ✓ How to market yourself as a driver
 - ✓ Sponsorship acquisition
 - ✓ Building a brand as a driver
- **Public Relations and Media Training by Bob and Annie Goodrich of SportsCast Stars Training**
 - ✓ ABC's of interviewing
 - ✓ Proper interview techniques
 - ✓ How to present yourself to media and fans
- **Social Media presented by INDYCAR and James Hinchcliffe**
 - ✓ Proper etiquette of social media
 - ✓ How to utilize social media to your advantage
 - ✓ Social media techniques
- **Career Growth and Development presented by TCGR's Mike Hull**
 - ✓ What Target Chip Ganassi Racing looks for in a driver
 - ✓ How to set yourself apart from other drivers on and off the track
 - ✓ The importance of networking





Autograph Sessions & Fan Q&A

The Mazda Road to Indy held autograph sessions in St. Petersburg and Indianapolis as part of the Summit program and included drivers from the Firestone Indy Lights, Star Mazda and the USF2000 series. Drivers from each series also participated in a fan Q&A session at the Indianapolis Motor Speedway

- First session on Saturday of race weekend at St. Pete, second session on Community Day at Indianapolis Motor Speedway
- Over 35 drivers participated in each of the two sessions
- Petri Suvanto (USF2000), Tristan Vautier (Star Mazda) and Josef Newgarden (Firestone Indy Lights) participated in the fan Q&A session on Community Day at IMS





Target Chip Ganassi Racing Shop Tour

Mazda Road to Indy participants were invited to tour the Target Chip Ganassi Racing facility as part of this year's Mazda Road to Indy Summit.

In addition to seeing the inner-workings of a championship INDYCAR team, the drivers were also treated to one on one time with TCGR's engineering staff.

TCGR's engineering staff covered the importance of driver/team communication and what they look for in feedback from their drivers.





History of the Indy 500

In an effort to showcase the history and tradition of the Indianapolis 500®, Mazda Road to Indy Summit participants were invited to a lesson in the history of the Greatest Spectacle in Racing from IMS Historian Donald Davidson. Topics covered included:

- How/when the Indianapolis Motor Speedway was founded
- The history of the Indianapolis 500
- Q&A session with IMS historian Donald Davidson





Mazda Road to Indy Reception

The Mazda Road to Indy Reception was a chance for all teams, drivers and partners to interact and network with the hopes of building quality relationships for the future.

IZOD IndyCar Series CEO Randy Bernard addressed the attendees about the Mazda Road to Indy program. Topics covered included:

- The state of INDYCAR
- Importance of the Mazda Road to Indy program
- Q&A for driver participants





Mazda Road to Indy Pace Laps

For the first time ever, the Firestone Freedom 100 at the Indianapolis Motor Speedway was paced by more than just the Indy 500 pace car. Participants from the Mazda Road to Indy program paced the Firestone Indy Lights field in front of over 100,000 spectators on Carb Day and a live TV audience on VERSUS.

- Petri Suvanto/Cape Motorsports (USF2000)
- Tristan Vautier/JDC Motorsports (Star Mazda)
- Michael Lewis/Tony Stewart Racing (USAC)





Winner's Introductions

Winners from the USF2000, Star Mazda and USAC "Night Before the 500" event at Lucas Oil Raceway, as well as the Firestone Freedom 100 winner, were honored on the morning of the Indianapolis 500. Each winner was introduced on the IMS victory podium and interviewed on the video board before 400,000 spectators at the Greatest Spectacle in Racing.

- Petri Suvanto (USF2000 race winner)
- Connor De Phillippi (Star Mazda race winner)
- Josef Newgarden (Firestone Freedom 100 winner)
- Darren Hagen (USAC race winner)





Mazda Road to Indy Media Coverage in May



THE INDIANAPOLIS STAR

The★Star
THE KANSAS CITY STAR

RACER
GLOBAL RACING NEWS. FAST



THE TENNESSEAN





Mazda Road to Indy Grads Finish 1-2-3 at Indy

1. **Dan Wheldon** - 1999 USF2000 Champion and Firestone Indy Lights graduate
Bryan Herta Autosport -full-time Firestone Indy Lights team entrant
2. **JR Hildebrand** - 2006 USF2000 Champion, 2009 Firestone Indy Lights Champion
3. **Graham Rahal** - Star Mazda and Firestone Indy Lights graduate



