



2013 Mazda Road to Indy Summit Review





# Summary

- 4<sup>th</sup> Annual Mazda Road to Indy Summit held March 21 in St. Pete and May 22-23 in Indianapolis
- USF2000, Pro Mazda and Indy Lights drivers participated in 12 seminars over the two-part Summit
- Seminars included media training, business of motorsports, performance thinking and fitness/wellness





# Business of Motorsports

The Mazda Road to Indy Business of Motorsports took place in St. Petersburg on March 21.

- Led by Mazda Motorsports John Doonan and Dean Case
- Media training by SportsCast Stars Training
- Driver brand building by IZOD IndyCar Series driver James Hinchcliffe





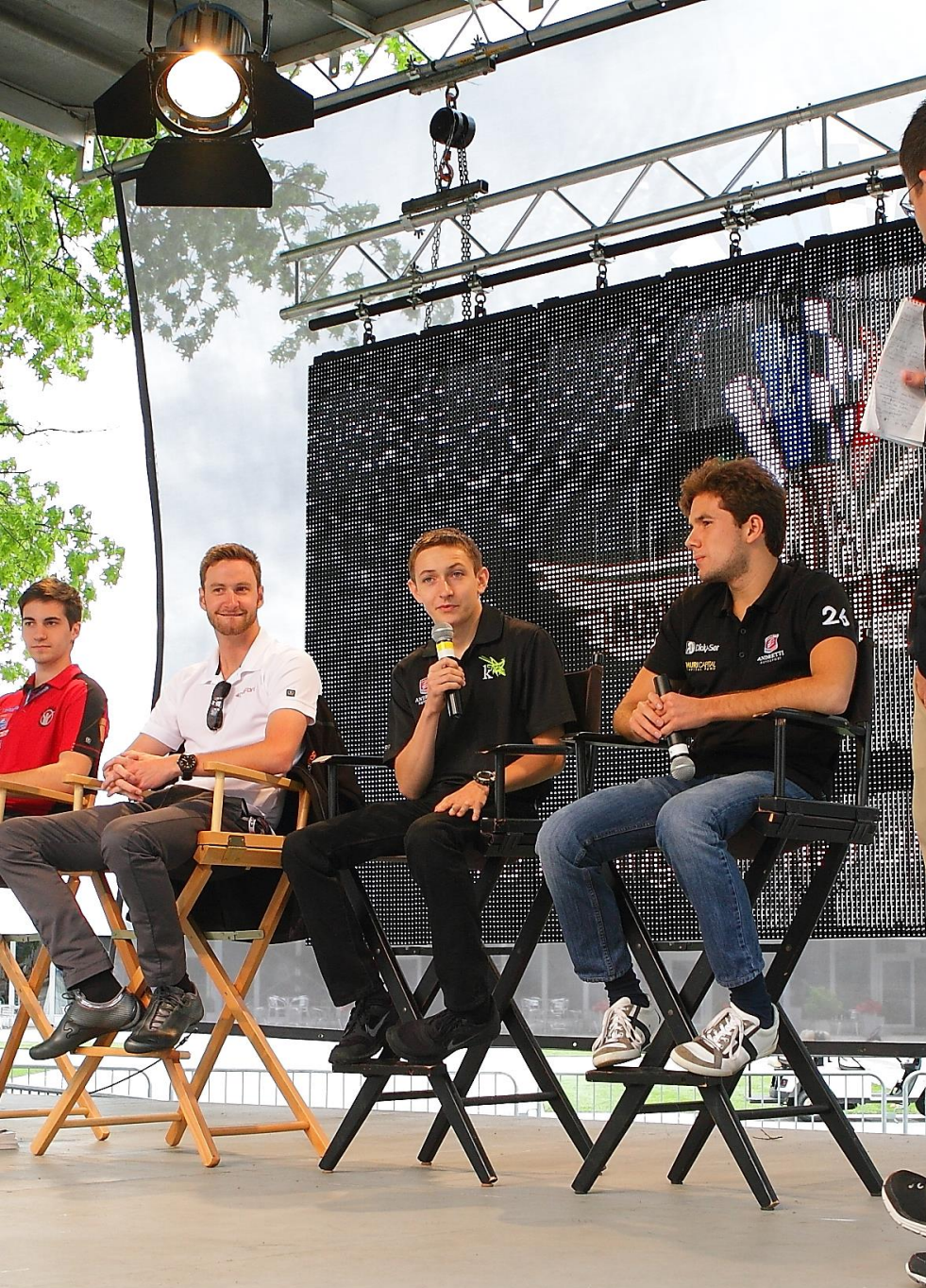


# Oval Clinic

- INDYCAR held its 3<sup>rd</sup> annual Oval Clinic seminar on May 10, 2013
- Hosted by driver coach Gerardo Bonilla
- Focus on essential skills of oval racing including passing, proper racing line, qualifying and race setups
- Panel of experts included Beaux Barfield, Sarah Fisher, Arie Luyendyk, Josef Newgarden and Johnny Unser







## Autographs/Q&A

Drivers from the Mazda Road to Indy participated in Community Day festivities at IMS

- Full field autograph session for fans (35 drivers)
- Four Q&A sessions with USF2000, Pro Mazda and Indy Lights drivers for fans in the IMS Plaza







# PitFit Training

Led by PitFit's Jim Leo, the fitness and wellness seminar was held at PitFit headquarters in Indianapolis

- Explanation of important exercises for drivers to focus on
- Explanation of equipment most beneficial for driver workouts
- Session concluded with a modified workout circuit for interested drivers





## Curt Cavin/Media

Indianapolis Star motorsports writer Curt Cavin provided his insight as to how young drivers can work with the media

- Relationship building with media
- Story ideas/angles
- Setting yourself apart from other competitors
- Social media do's/don'ts



## A man in a black shirt and glasses stands at the front of a room, speaking into a microphone. Behind him is a large screen displaying a collage of images related to motorsports and racing. The screen includes the text "My Mission" and "Performance". The audience is seated at tables in the foreground, facing the speaker.

- Led by Dr. Jacques Dallaire
- Dr. Dallaire has worked with Fortune 500 companies and motorsports legends including Indy 500 winners and Formula 1 world champions
- Drivers participated in hands-on exercises including mental focus, concentration and avoiding negative thinking



EXIT



## Ed Carpenter Visits

2013 Indy 500 Polesitter and Indy Lights grad Ed Carpenter addressed the drivers of the Mazda Road to Indy. Ed focused on:

- Differences of qualifying vs. race mindset as a driver
- How to properly drive short oval tracks (USF2000/Pro Mazda compete at Lucas Oil Raceway Park in Indy)
- The importance of the Mazda Road to Indy system to a young driver's career







# RaceCraft 1 Simulators

- Led by Kelly Jones and Peter Olach of RaceCraft 1
- Showed the benefits of simulator training (both on-track and off-track)
- Cost-containment advantages of simulator use vs. on-track testing
- Covered how to effectively use simulators to your benefit as a driver



# Mazda Business/ROI



Dean Case of Mazda Motorsports presented to the drivers at the Summit. Topics included:

- The importance of partners to drivers careers
- How to help your partners achieve proper ROI
- Drivers were given “homework” assignments to visit Mazda dealers
- Review of Mazda products







# Freedom 100 Pace Lap

As the conclusion to the Summit, USF2000 and Pro Mazda points leaders were invited to lead the Indy Lights Freedom 100 pace lap

- USF2000: Scott Hargrove (Cape Motorsports with Wayne Taylor Racing)
- Pro Mazda: Matthew Brabham (Andretti Autosport)





# Indy 500 Intros



The Freedom 100 and Night Before the 500 race winners were introduced and interviewed in front of the crowd at the Indianapolis 500:

- Peter Dempsey (Freedom 100)
- Matthew Brabham (Pro Mazda)
- Neil Alberico (USF2000)





## Select Articles

<http://www.racer.com/third-annual-mazda-road-to-indy-oval-clinic-to-bolster-pro-mazda-usf2000-drivers/article/292153/>

<http://www.usatoday.com/story/sports/motor/indycar/2013/05/23/indy-500-american-drivers/2356549/>

<http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=d9787522-4097-4eed-ba99-c134a03378bb>

<http://www.news-sentinel.com/apps/pbcs.dll/article?AID=/20130520/SPO RTS/130519576/1002>

[http://www.thenownewspaper.com/sports/Setting+pace+2000 series/8423677/story.html](http://www.thenownewspaper.com/sports/Setting+pace+2000+series/8423677/story.html)

<http://www.cnn.com/video/data/2.0/video/bestoftv/2013/05/27/exp-point-peter-dempsey-indy-firestone-close-finish.cnn.html>

<http://sportsillustrated.cnn.com/racing/news/20130524/indianapolis-freedom-100-peter-dempsey.ap/#ixzz2VMCtQHOr>

<http://www.jconline.com/article/20130524/SPORTS0404/305240023/Moral-victory-Purdue-s-Simpson-IRL-Indy-Lights-Freedom-100>

## Media Coverage

