



2011 Preview



**Rallycross
Championship**



**Rally America
Championship**



Founder's Memo



Since 2004, Rally America has sanctioned a National Championship consisting of a mixture of Regional and National level rally events attracting thousands of spectators and world-class rally drivers and teams. As a result, the Rally America Championship is now considered North America's premier Rally championship.

For this year, we decided to add European style Rallycross as a new format to our six-round National Rally Championship and 33 Regional Rallies. Together with ESPN and several auto manufacturers, we have been closely watching Rallycross in Europe for the last couple of years, and have come to the conclusion that it is time American fans enjoy the exciting sport. The result is three Rallycross premier races at New Jersey Raceway Park this fall. These events will serve as the basis for a 2011 National Rallycross Championship featuring at least six events in varied types of venues across the nation.

Our goal is to be the premier sanctioning body for competition formats featuring rally cars. It is the reason we support the Rally Car competition at the Pikes Peak Hill Climb and serve as the organizer of ESPN's X Game's Rally competitions. In order to show our commitment to our objectives, we have decided to rebrand ourselves as RallyCar.

Doug Havir
Founder



About RallyCar



RallyCar vs. Traditional Motorsports

RallyCar is a good investment...

Traditional motorsport requires high-dollar investment to penetrate an extremely crowded media landscape. RallyCar events offer exposure to a largely uncluttered, diverse audience and a much higher potential return on investment. For example, X Games Rally TV broadcasts have ratings similar to a NASCAR Nationwide race, yet funding a team is a fraction of the cost.

...is growing...

All mainstream motorsports reported a softened economy resulted in decreased attendance for each series this year, while engagement with rally continues to grow. Event attendance has grown almost 50 per cent in the past two years. Additionally, penetration into culturally diverse markets has been high in youth motorsports – which are rooted in global motorsport traditions.

...and reaches a different audience.

Rally fans are also a different crowd, one that shows little crossover into the traditional motorsport mainstream. While 77 percent of those surveyed at X Games in 2009 said they attend other sporting events like baseball (53 percent) and football (43 percent), only five percent reported attending a NASCAR race.



About RallyCar

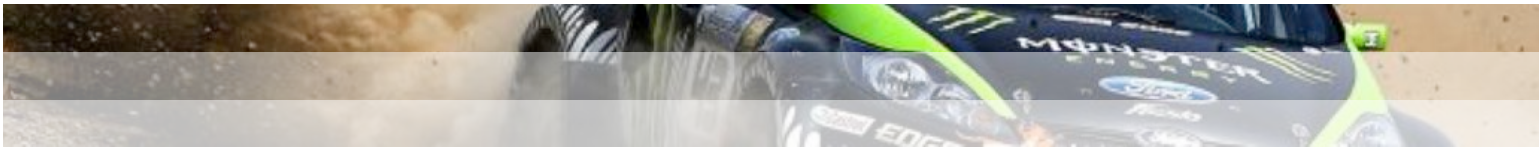


Cars

With manufacturer involvement comes high-quality sponsors, drivers and teams. Manufacturers find rally particularly interesting because it allows them to achieve high levels of personal identification with the hard fought 16-34 demographic. Rally cars are production-based “B” and “C” class cars typically viewed in the marketplace as “econoboxes” or “chick” cars. These events allow manufacturers to prove their durability and performance in the harsh, off-road environment. Top class cars are typically:

- Relatively small (less than 100” wheelbase).
- All-wheel-drive with three clutch-type limited-slip differentials.
Note: Sequential shift for Rallycross.
- 3,000 lb minimum.
- 4-cylinder turbocharged through a restrictor.
- ~500hp, and 500+ lb-ft torque.





About RallyCar



Drivers

Some of the most talented rally drivers and action sport athletes in the world compete in RallyCar events.



TRAVIS PASTRANA
International motocross superstar; Nitro Circus founder



DAVE MIRRA
BMX veteran; most-medaled X Games athlete in history



KEN BLOCK
Gymkhana innovator; WRC driver; DC Shoes co-founder



TANNER FOUST
Two-time drifting champion; pro stunt driver; TV host



KENNY BRACK
Indy 500 winner; survived biggest crash in Indy history



BRIAN DEEGAN
Motocross pro; truck racer; Metal Mulisha founder



ANDREW COMRIE-PICARD
X Games rally veteran; rally champion; TV host



RHYS MILLEN
Drift champion; stunt driver; Pike's Peak record holder



SAMUEL HUBINETTE
Two-time Formula DRIFT champion; pro stunt driver



About RallyCar

Fans

A high quality, targeted demographic

- Young, educated & skilled
- Tech Savvy: Internet users, video game players
- Outdoor, travel & adventure enthusiasts

- > 68% Male
- > 68% are between 16 and 34 years of age
- > 74% have completed High School + 1-3 years of College

High-earning potential

- > 69% of fans earn income over \$50,000
- > 24 % of fans earn income over \$100,000

Top 3 Occupations

- Automotive
- Computer–Hardware/Software
- Engineering/Architecture

Dedication

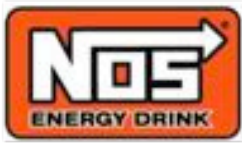
- 50% will travel more than 100 miles to attend a rally
- 25% will travel more than 200 miles to attend a rally
- 40% plan to attend a rally 6 months in advance



About RallyCar



Involved Sponsors





About RallyCar



Media Plan

Television

Partnership with ESPN/ABC family of networks for broadcast.

Radio

Local-market advertising buys, press release distribution, promotional partnerships.

Internet

Informative and engaging web content, including social media push on Facebook, Twitter and similar.

Print

Regular media engagement through press releases, event invitations and ride-a-longs. Ad-buys to promote events and athletes. Key athletes attract large-scale exposure from action-sports and automotive media, as well as non-endemic press. Spectator guides produced for each event.

Press & Video Coverage

Newspapers - New York Times, Wall Street Journal, USA Today, Washington Post, Chicago Tribune

Magazines - Automobile, Motor Trend, AutoWeek, Import Tuner, Off-Road, Maxim, Sports Illustrated, Men's Health, Grass Roots Motorsports, etc.

Websites – viral videos and video news releases: Rally-America.com, YouTube.com, WorldRallySport.com, Off Road.com, etc.

Television - ESPN Sport Center, Speed Report, Wind Tunnel, NBC Today Show, ABC Evening News, Jay Leno, etc.



Contacts



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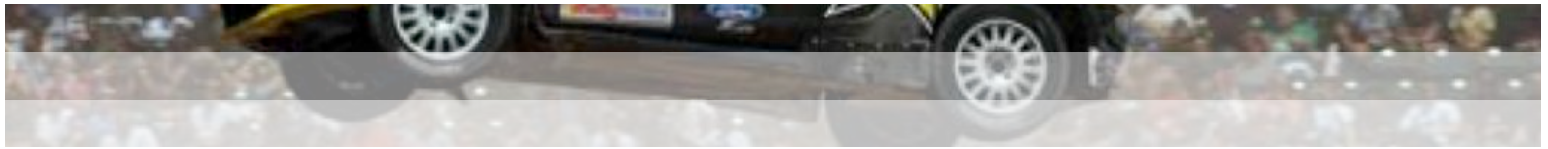
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X Games Rally & SuperRally



X Games Rally is the ultimate, extreme four-wheeled stadium motorsport event. New for X Games 2010 this July 31 is the addition of SuperRally. A select field of 12 top drivers from around the world is invited to compete. The format features four production-based rally cars racing side-by-side in timed heats through the Los Angeles Coliseum. Racing is broadcast live. The highlight of the course is a crossover jump in the center of the stadium with the vehicles traveling 70 feet and flying 30 feet above their competitors in aggressive, door-to-door racing.



The media value for sponsors is enormous due to the live national TV broadcast on ABC Sports and ESPN as well as follow-ups on ESPN2 in the US and through numerous global networks.

- 111,000 people attended the 2009 X Games.
- 1.3 Neilson rating with 1.6 million household impressions.
- US TV: 44 million viewers on ESPN, ESPN2 or ABC during the four-day 2009 event.
- International TV: 252 million viewers live in 121 countries
- 800,000 online video views during four-day window.
- Additional platforms: iTunes, Xbox Live, ESPN Mobile, ESPN.com/action, ESPN360.com.



About Rallycross Series



Rallycross
Championship

Action Sports meets Motorsports

RallyCar is introducing one of the most exciting forms of motorsports to the United States, as we bring European-style Rallycross racing to America. A blend of circuit racing, off-road racing and rally competition, the sport promises intense, crowd-pleasing action that can happen in a variety of diverse fan-friendly environments.

From a demographic perspective, its Motocross-style format is more familiar to the action sports base than any other style of auto racing and lends itself to TV. Six drivers line up to start at once, piloting high-horsepower compact cars through race traffic over a challenging short closed course that features jumps, unbanked turns, hills and transitions between pavement and gravel. Cars are eliminated through a series of heats until the main event.



Strategy is important. In every race, the drivers must pass through a longer track section for his so-called Joker Lap once. The Joker Lap is a section that must be at least two-seconds slower than the normal track, often on a different surface, and the drivers must decide when best to take it.



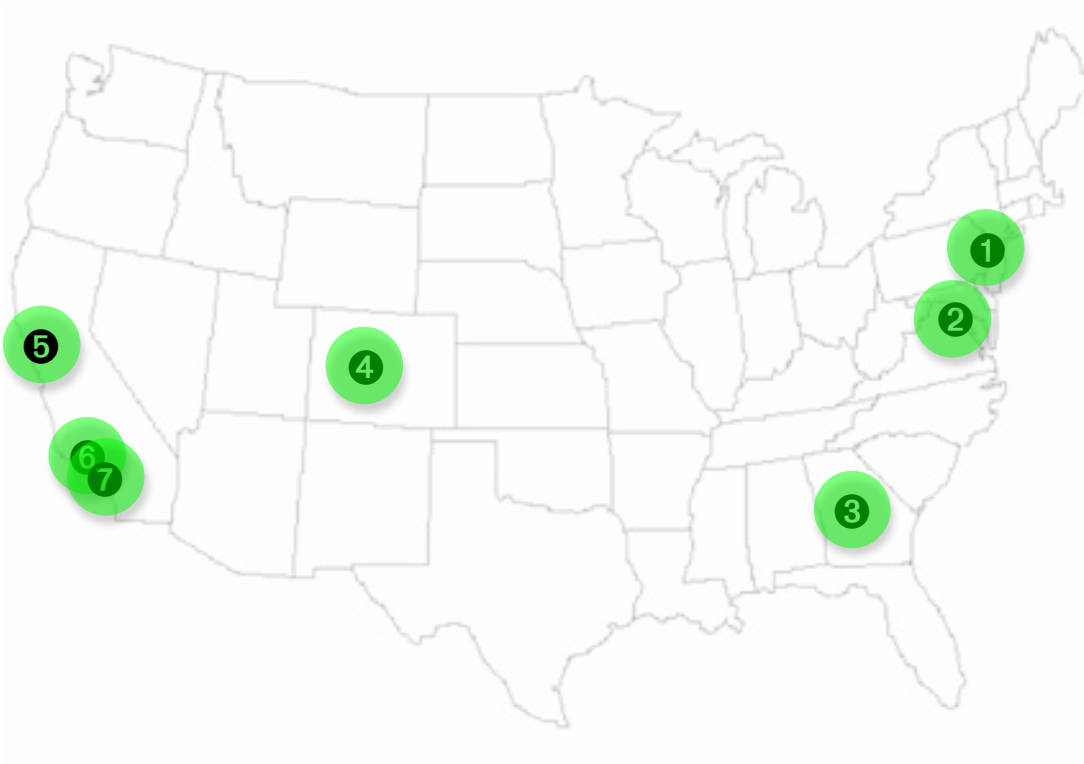
About Rallycross series



Rallycross
Championship

Market Strategy

The Series will strategically target venues within America's top DMAs. Venues types will vary between modified road courses, speedways, stadiums and urban street courses.



Market

- ① NJ
- ② Mid Atlantic
- ③ South East
- ④ Colorado
- ⑤ SF
- ⑥ X Games 17
- ⑦ LA

Track Format

- Road Course
- Urban
- Road Course
- Speedway
- Urban
- Stadium
- Speedway

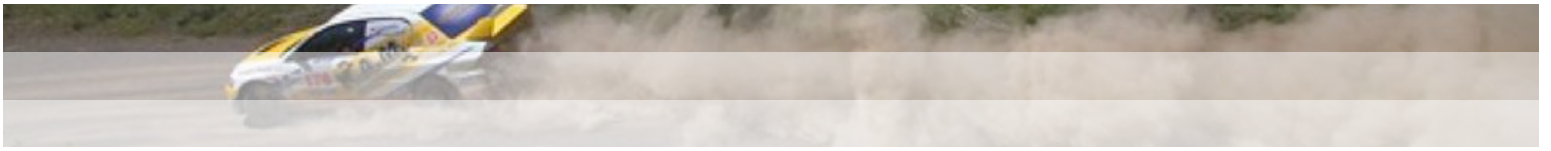
Outdoor Sports Meets Motorsports

Rally racing features real cars racing against the clock on closed-off sections of unpaved real roads. Speeds exceed 100 mph on tracks the width of a normal driveway where drivers jump and slide their cars in a demonstration of car control on the edge.



Competitive stages are timed sprints on roads that vary from five- to 30-miles in length. The lowest cumulative time wins. A typical event will last two days over 250 miles of roads.

The thrill for fans is in identifiable, production-based cars racing on real, closed-road courses. This globally popular motorsport showcases the durability and performance of the vehicles. The outdoors aspect attracts an active, engaged fan that extends beyond the typical track-based environment. Access to pits allows automotive enthusiasts an up-close view of teams and their cars as technicians work to compete in one of the most brutal forms of motorsport in the world.



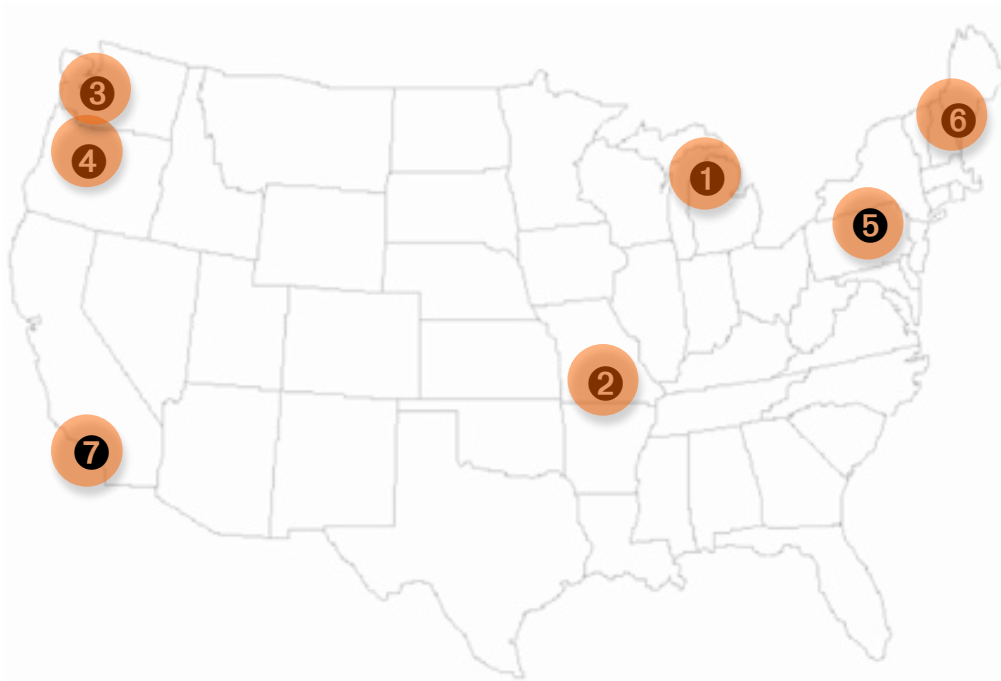
About Rally America Series



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Market Strategy

Locations near major centers draw fan bases from both urban centers, as well as enthusiastic rural-based fans who are closely engaged in a major motorsport event held close to home.



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| ❶ Sno*Drift | Atlanta, Michigan |
| ❷ 100 Acre Wood | Salem, Missouri |
| ❸ Olympus Rally | Aberdeen, Washington |
| ❹ Oregon Trail | Hood River, Oregon |
| ❺ STPR | Wellsboro, Pennsylvania |
| ❻ New England Forest | Bethel, Maine |
| ❼ X Games 17 | Los Angeles, California |