



# FASTFACTS

The National Muscle Car Association (NMCA) is the oldest and most recognized muscle car organization in the U.S. 2009 will feature the NMCA Edelbrock Hot Rod & Muscle Car Nationals' 21st Anniversary Tour with seven national events. As the #1 muscle car motorsport show, the NMCA has the most racers, fans and sponsors. NMCA racers compete for the largest all-cash contingency program in domestic street-legal drag racing—over \$3,500,000 in 2008! Every NMCA event is featured on TV's Inside Drag Racing and in *Fastest Street Car*, the NMCA's own in-house publication, and on the web on *StreetLegalTV.com*.

## Event Attendance and Participation

The NMCA Hot Rod & Muscle Car Nationals attracts the muscle car spectators and racers through aggressive promotion and solid rules.

- Average Spectator Attendance .....13,124
- Average Race Cars Per Event .....421
- Average Show Cars Per Event .....149
- Average Vendors Per Event .....29

## Spectator Demographics

NMCA fans are quality consumers that actually support the performance aftermarket and represent hundreds of millions of dollars in parts sales annually.

- Male/Female .....79% Male / 21% Female
- Average Age .....37.5 Years
- Household Income More Than \$75K/Year .....37%
- Average Household Income .....\$53,500 Per Year
- Races Attended Per Year .....8.6

## NMCA's Family of Sponsors

The NMCA has the most sponsors because the series provides strong value and access to quality racers and fans for an affordable price. The following are just a few of the NMCA's major sponsors:

- Edelbrock
- Keystone Automotive
- Nitto Tire
- GM Performance Parts
- Vortech
- Comp Cams
- BFGoodrich Tires
- EATON
- MSD Ignition
- Ford Racing
- Motive Gear
- Tremec

## National Event Coverage

The NMCA has developed strong editorial relationships with major media outlets that reach many millions of qualified muscle car motorsport enthusiasts.

- Inside Drag Racing .....200,000 Viewers
- Power TV Network .....137,000 Viewers
- Fastest Street Car .....25,000 Per Issue
- NMCADigital.com .....29,472 Visitors Per Month

## NMCA Series Promotion

The NMCA became the #1 muscle car motorsport show through aggressive series promotion designed to attract both fans and participants.

- **National Magazine Advertising:** The NMCA advertises the series schedule and individual events in various performance publications.
- **Radio Advertising:** The NMCA purchases radio advertising in most markets on the top-5 radio stations.
- **Keystone Automotive Dealer Promotion:** Keystone Automotive, the official performance parts supplier of the NMCA and the largest automotive parts wholesaler in the U.S., places point-of-purchase displays with all customers in each region of an NMCA event.
- **Direct Mail:** The NMCA sends direct mail event flyers for every event to the NMCA's mail list and the race track's mail list.
- **Guerilla Marketing:** The NMCA distributes flyers at speed shops, automotive shops, regional car shows, swap meets and specialty events to cross-promote each event.
- **Yearly Series Poster:** The NMCA produces a full-size series poster that is bound into the May issue of *Fastest Street Car* each year.

## NMCA Contingency Program

The NMCA has the largest all-cash contingency program in all-domestic street-legal racing with over 65 participating brands. This program has been developed over the past six years by providing a strong value to our sponsors and assurance that our contingency checking and reporting system is accurate and honest. NMCA's image program provides high-resolution racer photography free of charge to all NMCA sponsors.