

FASTFACTS

2009 will feature the NMRA Keystone Automotive Ford Nationals' 11th Anniversary Tour with seven events around the U.S. As the #1 All-Ford motorsport show in the U.S., the NMRA has the most racers, fans and sponsors. NMRA racers compete for the largest all-cash contingency program in Ford Racing—over \$4,000,000 in 2008! Every NMRA event is featured in *5.0 Mustang & Super Fords* magazine, *Muscle Mustangs & Fast Fords*, *Mustang Monthly*, *Modified Mustangs & Fords* and *Race Pages*, the NMRA's own in-house publication. All NMRA events are aired on national television on Inside Drag Racing, and on the web on *StangTV.com*.

Event Attendance and Participation

The NMRA Ford Nationals attracts the most blue oval spectators and racers through aggressive promotion and solid rules.

- Average Spectators Per Event13,525
- Average Race Cars389
- Average Show Cars Per Event251
- Average Vendors Per Event45

Spectator Demographics

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

- Male/Female76% Male / 24% Female
- Average Age35.5 Years Old
- Household Income More Than \$75K/Year34%
- Average Household Income\$54,700 Per Year
- Races Attended Per Year9.6

NMRA's Family of Sponsors

The NMRA 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 NMRA's major sponsors:

- Keystone Automotive
- Roush Performance
- Edelbrock
- Nitto Tire
- Diablosport
- Vortech
- Ford Racing
- ProCharger
- Steeda
- BFGoodrich Tires
- MSD Ignition
- Tremec

National Event Coverage

The NMRA has developed strong editorial relationships with major media outlets that reach many millions of qualified Ford motorsport enthusiasts.

- Inside Drag Racing200,000 Viewers
- Power TV Network137,000 Viewers
- 5.0 Mustang & Super Fords101,415 Circulation
- Muscle Mustangs102,327 Circulation
- Mustang Monthly56,689 Circulation
- Modified Mustangs & Fords69,110 Circulation
- Race Pages25,000 Per Issue
- NMRADigital.com52,252 Visitors Per Month

NMRA Series Promotion

The NMRA became the #1 All-Ford motorsport show through aggressive series promotion designed to attract both fans and participants.

- **National Magazine Advertising:** The NMRA advertises the series schedule and individual events in *5.0 Mustang & Super Fords*, *Muscle Mustangs & Fast Fords*, *Mustang Monthly*, *Modified Mustang & Fords* and *Race Pages*.
- **Radio Advertising:** The NMRA purchases radio advertising in most markets on the top-5 radio stations.
- **Keystone Automotive Dealer Promotion:** Keystone Automotive, the NMRA's series sponsor and the largest automotive parts wholesaler in the U.S., places point-of-purchase displays with all customers in each region of an NMRA event.
- **Direct Mail:** The NMRA sends direct mail event flyers for every event to the NMRA's mail list and the race track's mail list.
- **Guerilla Marketing:** The NMRA distributes flyers at speed shops, automotive shops, regional car shows, swap meets and specialty events to cross-promote each event.
- **Yearly Series Poster:** The NMRA produces a full-size event series poster that is bound into the May issue of *Race Pages* each year.

NMRA Contingency Program:

The NMRA has the largest all-cash contingency program in Ford racing with over 80 participating brands. This program has been developed over the past ten years by providing a strong value to our sponsors and assurance that our contingency checking and reporting system is accurate and honest. NMRA's image program provides high-resolution racer photography free of charge to all NMRA sponsors.