

## Perspectives on Motorsports: Then & Now

### Introduction & Background

- Born in Indianapolis
  - First Indy 500 1968
  - News Director, IRP 1974-76
  - Raced SCCA (Cal Club – 1979 – '81)
  - Ran Nortel IndyCar Sponsorship 1996-2000
    - Won 1997 Indy 500 (Treadway Racing)
    - Worked with Panther Racing 1998 – 1999
    - Personal Services Contract, Scott Goodyear 2000
- Ghost Wrote “Vanderbilt Cup Races of Long Island,” Published 2004
- Owner, [www.firstsuperspeedway.com](http://www.firstsuperspeedway.com) since 2009
- Vice President, Public Relations & Marketing, Indianapolis Motor Speedway, 2010 – 2013.
- Currently President, Mark Dill Enterprises, Inc.
  - Client – Sportscar Vintage Racing Association (SVRA)

### Increasingly Crowded Motorsports Landscape (America)

- NASCAR
  - Ladder Series
- IMSA - Tudor
- IndyCar
- Short Track
  - Open Wheel (USAC, Open Wheel, etc.)
- Global Rallycross
- Vintage Racing (SVRA)
- Motorcycles (Supercross, AMA, etc.)
- Robby Gordon Formula Off-Road Stadium Super Trucks
- Other: Off-Road ,TORC, SCCA, SCCA Pro, Trans-Am

### Industry Challenges

- Product Lifecycle
  - Car Culture Today
  - Appeal to Youth
    - IT Orientation vs. Automobiles – Path to Independence?
- Entertainment Alternatives
  - Mobile Devices & More
- Cost of the Sport
  - “Spec” Racing
  - Branding, Market Positioning & Differentiation – **the Role of History**
- “Niche Culture”
  - Large Markets Under Siege
  - Personalization – Disruption of TV – live streaming, MAV-TV, YouTube
- B2B vs. B2C

### Opportunity: Unoccupied Market Space

- A Generation of Underserved Fans
- Opening in the Market – **Authentic Racing, Cars With Character**
- Structuring for Success
- Andretti Autosport: Smart Business Diversification – GRC, Formula E
  - LBGP Concern Example