

The Ultimate Expression

Endurance Sportscar Racing

Sanctioned by

INTERNATIONAL MOTOR SPORTS ASSOCIATION

IMSA

INTERNATIONAL MOTOR SPORTS ASSOCIATION

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IMSA | COMPETE & INNOVATE



MOTOR RACING IS FUELED BY PASSION & COMPETITIVENESS. WE AT IMSA ENABLE THE AUTOMOTIVE INDUSTRY TO COMPETE & INNOVATE THROUGH OUR PLATFORM.

OUR VISION IS TO SEE THIS PLATFORM'S IMPACT TRANSCEND MOTORSPORT, ENABLING THE ADVANCEMENT OF ALL – THROUGH TECHNICAL INNOVATION, INCLUSIVENESS, AND RESPONSIBLE ENVIRONMENTAL EFFORTS.

Successful organizations provide insight and leadership to their customers & business partners that build lasting relationships and give them a long-term market position. Likewise, the IMSA platform—and, by extension, the Partner/Manufacturer/OEM ecosystem—offers similar opportunities. The immense wealth of talented people and state-of-the-art resources accessible through the platform create infinite possibilities for partners to align with and be part of the transformational era ahead of us. The IMSA Platform is a welcoming paddock where;

- The automotive industry chooses to compete & innovate
- Drivers from a variety of backgrounds can participate and succeed
- New technologies are applied to drive positive environmental impact

Partners can achieve great success thru the resources of the IMSA platform by participating in a rapidly evolving, technologically advanced environment, allowing them to align brand storylines and activate their customers through the IMSA association.

It is an exciting time to be part of the unprecedented transformation occurring with Endurance Sports Car Racing in North America;

John Doonan
President, International Motor Sports Association
IMSA

ACURA

ALFA ROMEO

AMG
DRIVING PERFORMANCE

ASTON MARTIN
RACING

LEXUS
RACING

CADILLAC RACING

CHEVROLET

Ferrari

Ford

HONDA

HYUNDAI

LAMBORGHINI
SQUADRA CORSE

BMW M

mazda

McLaren

PORSCHE

TOYOTA

WHERE THE AUTOMOTIVE INDUSTRY CHOOSE TO COMPETE

IMSA
WeatherTech
SportsCar Championship

IMSA
MICHELIN
Pilot Challenge

IMSA
VP Racing
SportsCar Challenge

FERRARI
CHALLENGE

TROFEO
PIRELLI

SUPER TROFEO

LAMBORGHINI
SQUADRA CORSE

idemitsu
MAZDA
MX-5 CUP
PRESENTED BY: BFGoodrich

PORSCHE
CARRERA CUP
NORTH AMERICA

TITLE PARTNER
VISIT
CAYMAN
ISLANDS

INNOVATION & DESIGN

Where the automotive industry choose to compete

OUR VISION IS – A PLATFORM FOR ULTIMATE EXPRESSION

To compete effectively, manufacturers, component suppliers, and marketing partners seek a platform to showcase their new & advanced technology.

Manufacturers met the recently announced 2023 hybrid series Grand Touring Prototype (GTP) with unprecedented enthusiasm. Heads of Motorsport Divisions were unanimous in believing that their Board Members see IMSA as the best place to demonstrate their brand values and develop storylines.

GTD emphasizes performance, style, and sustainability. They are allowing participating manufacturers to bring forward a new generation of endurance sportscars that carry significant design cues aligned with road-going products, new hybrid powertrain systems, and other advanced technologies—making these cars the most technologically advanced sports cars racing in North America—setting IMSA part from other series.

Also, running in other GT classes are manufacturers' finest, most highly tuned examples of road-going cars. A record number of 18 manufacturers are committed, with several new generation models joining the grid.





"The Project GTP Hypercar is a unique convergence of form and function and showcases Cadillac's future performance aesthetic from the upcoming race car to amazing production vehicles."

Chris Mikalauskas, Exterior Designer, Cadillac.

CADILLAC RACING



DIVERSE & INCLUSIVE

Empowering drivers from a variety of backgrounds to participate

OUR VISION IS – A PLATFORM FOR THE ADVANCEMENT OF ALL

IMSA is blessed with diverse talent, enabling them to achieve their sporting. Dreams and aspirations are fundamental commitments.

One such example, the IMSA Diverse Driver Development Scholarship, which promotes and empowers drivers from various backgrounds, is entering its 2nd year. Open to females or ethnic minorities with outstanding past race results, have shown potential in junior racing categories and can create an effective business plan to compete in an entire season.

While there have been notable successes over the past decades, a concerted effort is needed to truly integrate women in all areas of the sport. We are incredibly fortunate to have Lyn St. James as our Ambassador for our women in motorsport initiatives.

This scholarship & other initiatives are just the beginning of what IMSA is striving to become: a more diverse and welcoming paddock for anyone, not just drivers, with a passion for working in motor racing.



Jaden Conwright, 2022 Recipient

"Lamborghini Squadra Corse cares a lot about the growth of young drivers as our commitment in Youngster Programs demonstrates.
I wish Jaden a bright 2022 IMSA season at the wheel of our Huracán GT3 EVO."

Giorgio Sanna, Lamborghini Head of Motorsport


42
SSR
NTE SPORT
MOTUL
MICHELIN

SUSTAINABLE

Application of new technologies that drive positive environmental impact

OUR VISION IS – A PLATFORM FOR ENVIRONMENTAL CHANGE

As the leader of Endurance Sports Car racing in North America, IMSA takes its environmental responsibility very seriously, recently initiating a revised IMSA Sustainability Program that adheres to the Green Racing program established in partnership with the U.S. Environmental Protection Agency (EPA), U.S. Department of Energy (DOE) and SAE International.

The 2023 season will strengthen partnerships with Michelin Tires and VP Racing Fuels, introducing new racing tires containing 20% sustainable materials and advanced bio ethanol fuel.

The new, exciting, Hybrid powered racecars in the Prototype series bring anticipated 10% energy savings. No coincidence to see Porsche and BMW joining Cadillac and Acura (Lamborghini 2024) for what promises to be a new era of sportscar racing.

All sanctioned race series will implement IMSA Sustainability, with 18 of the world's most performant manufacturers participating. Industry-leading participation ensures IMSA is where sustainable technology, developed in today's Sports Car Racing, informs products we'll all consume tomorrow for a greater good.


IMSA
uvex
WeatherTech
sparco
MICHELIN
IMSA

OPPORTUNITY FOR PARTNERSHIP

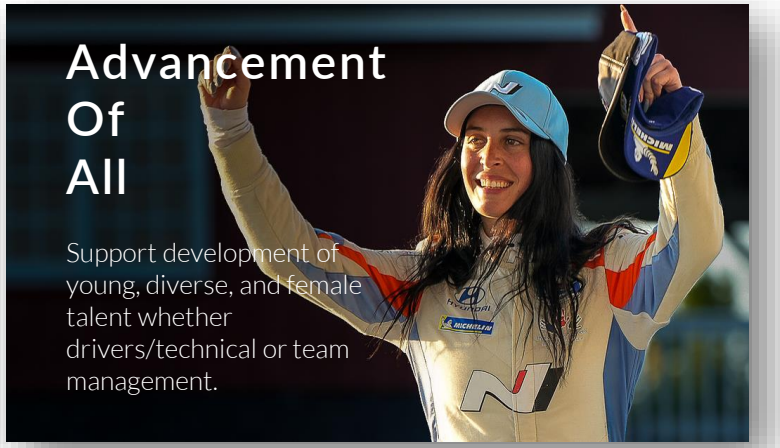
BE PART of the TRANSFORMATION

A new era of endurance sportscar racing will usher in at Rolex 24 At Daytona, January 2023



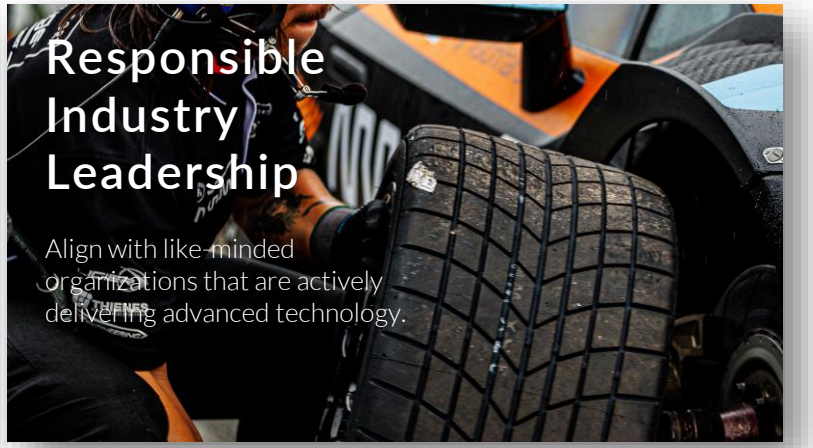
The Ultimate Expression

Connect with Automotive Industry Leaders delivering the highest levels of style, performance, and sustainability of their brand values.



Advancement Of All

Support development of young, diverse, and female talent whether drivers/technical or team management.



Responsible Industry Leadership

Align with like-minded organizations that are actively delivering advanced technology.

IMSA's platform brings together the world's premium automotive brands to compete & entertain in a manner that aligns with their brand & storylines, and where our partners & their customers, through association, can further their commercial goals.

WWW.IMSA.COM

IMSA PLATFORM - WHERE BUSINESS GETS DONE
Transform your business

KONICA MINOLTA

"We are incredibly fortunate to be partnered with IMSA. This alliance has afforded us many business opportunities we may not have otherwise encountered, facilitated through our on-site Konica Minolta Business Centers and conversations in the paddock with high-level contacts in an exciting and relaxed environment,

This mutually beneficial relationship has grown over many years, and we look forward to what the future brings as we enter this new age of racing hybrid vehicles.

Michael Mathé
Chief Of Operations & Sales Enablement
Digital Transformation Global Leader



IMSA FAN BASE IS WELL-INFORMED AND INFLUENTIAL
Engage tomorrow's decision-makers

Research(1) supports what we experience during race week: our fans embrace digital lifestyles, are concerned with environmental issues, and like to get informed through their own experiences.

IMSA platform resonators with this new generation of fans who like to be connected and are globally conscious and experientially driven. Our Fans have spending power, are knowledgeable, and are influential in their professional lives.

Fan engagement is on the rise, with attendances & viewership at record levels and changing demographics with higher female participation, younger age groups, and greater levels of affluence.



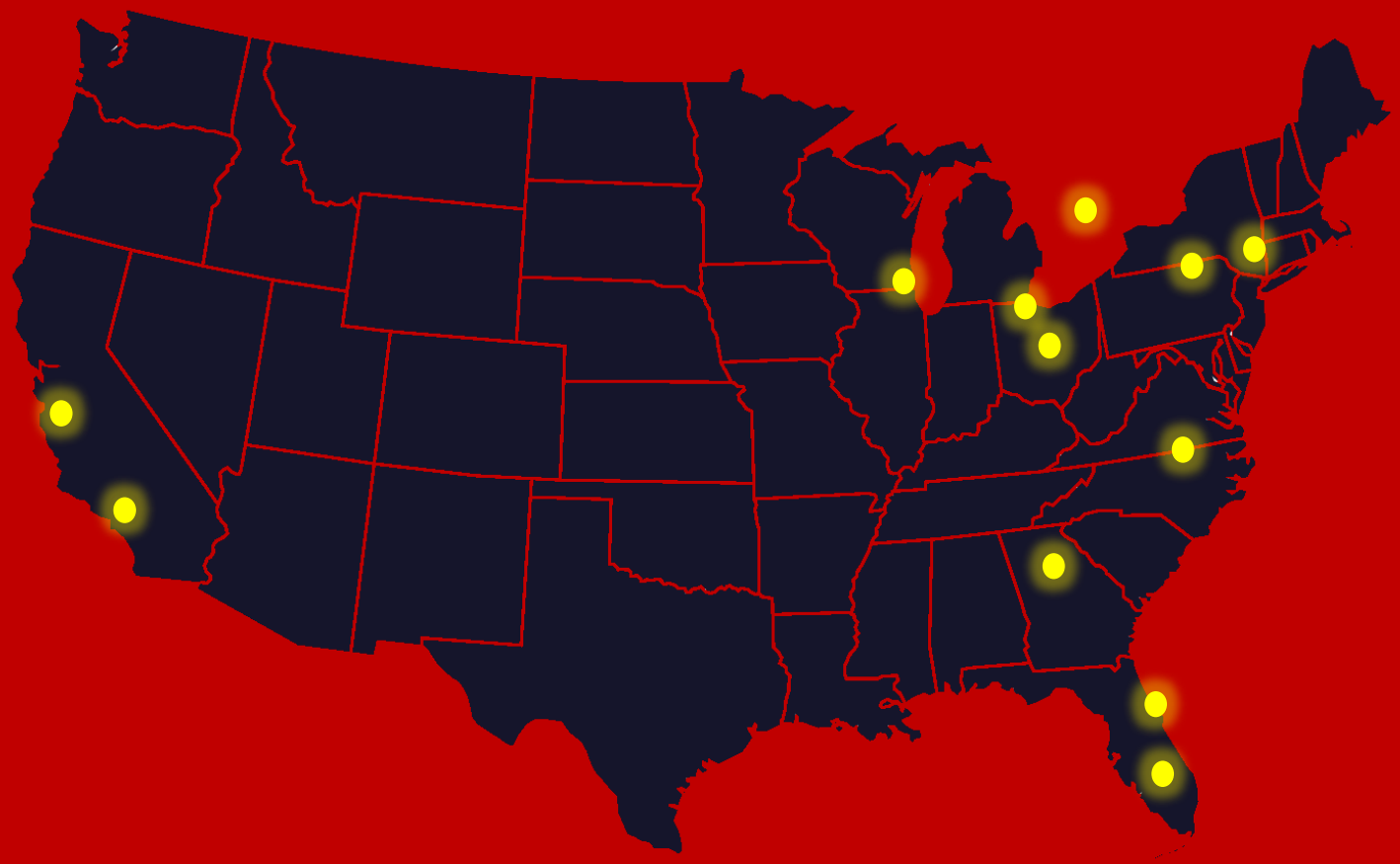
(1) 2021 Michelin-IMSA consumer research study by Navigate

PROXIMITY, REACH & FREQUENCY

11 Race weekends covering 16 of North America's top 20 Markets

2023 CALENDAR

26-29 January	Orlando	FL	Daytona International Speedway
15-18 March	Orlando	FL	Sebring
14-15 April	Los Angeles	CA	Long Beach Street Circuit
12-14 May	San Francisco	CA	Laguna Seca
22-25 June	New York	NY	Watkins Glen
7-9 July	Toronto	CAN	Motorsports Park
21-22 July	Boston/NYC	CT	Lime Rock
4-6 August	Chicago	IL	Road America
25-27 August	D.C/Charlotte	DC/SC	Virginia International Raceway
15-17 Sept	Chicago	IL	Indianapolis Motor Speedway
11-14 Oct	Atlanta	GE	Road Atlanta




AMR
9
HAGERTY
GTD PRO
SealMaster
molex
LEXUS

OUR RICH HERITAGE

An era will dawn at the 2023 Rolex 24 At Daytona when new Le Mans Daytona h (LMDh) prototypes will make their worldwide competition debut in the IMSA Grand Touring Prototype (GTP).

The International Motorsports Association (IMSA) has been North America's preeminent professional sports car road racing sanction authority for over five decades. IMSA has always created a stratified approach to automobile racing allowing car manufacturers, individual industries, component manufacturers, and individuals to participate in the sport at an economical, technical, and experience level they are comfortable with. Over the years, this has provided tremendous sports opportunities that previously were unavailable.

Starting with modified production street sports cars and performance sedans in the '70s and evolving into prototype racing cars up to today's new hybrid prototype GTP cars and modern supercar GT cars has provided the automotive industry with the opportunity to innovate, develop new technologies and perfect those for application to their street products. Advancing driver safety systems has been concurrent with the progress in automobile technology. All of this is within America's most competitive and entertaining racing environment, if not the world.

The GTP name hearkens to a previous "Golden Era" of the IMSA prototype competition. From 1981 to 1993, IMSA GTP featured innovative prototypes from various manufacturers. The original GTP era helped to develop emerging technologies such as antilock braking (ABS) and traction control, among others, while also emphasizing limiting fuel consumption.

The new GTP class will emphasize fuel economy, sustainability, and green initiatives, such as the single-specification hybrid powertrain system and other technologies relevant to participating manufacturers.

The GTP moniker is also appropriate given that each car will carry significant design cues and styling to align with each manufacturer's road-going products closely.



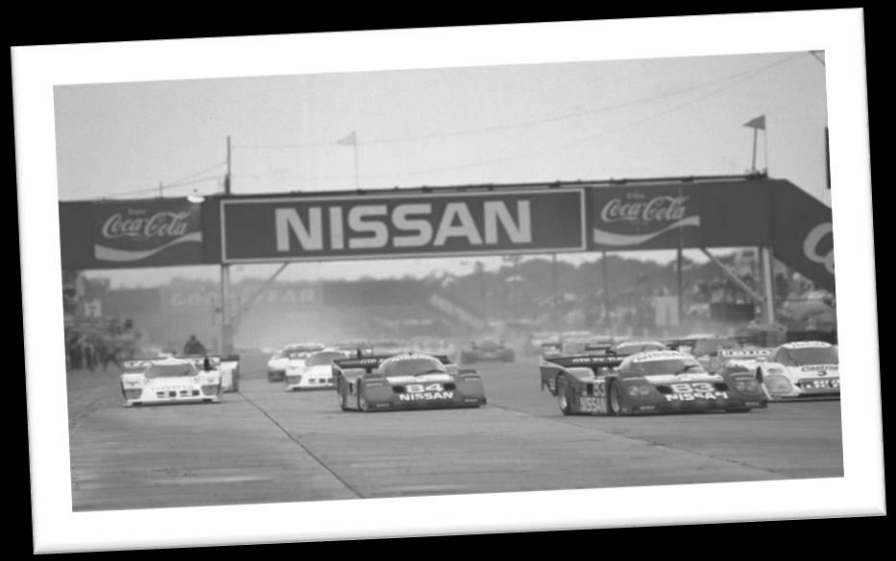
THE PROVING GROUND

IMSA's racing platforms have often provided the automotive industry with the optimum place to develop and test new technologies. They re-invent older processes in more recent, more modern ways in a competitive and entertaining environment.

Some examples of this include driver window and head restraint nets, safety fuel cells, turbocharging, ground effect aerodynamics for performance and efficiency, the first high-performance unleaded fuels brake by wire (electronic), fuel efficiency, structural strength chassis development, radial tire development for street and racing tires and many others.

Recognized worldwide, the passion for racing competition and innovation has been IMSA's driving force for over 50 years.

≈



Mid 1970s- driver window retention nets

1970's- the six-point safety harness

1977- turbocharging development after many years of stagnation

1983-93- ground effect aerodynamic development

1983-84- radial racing tires

1994- first unleaded high-performance racing fuel (Exxon)

The mid-1990s- HANS device (co-developed by IMSA racer Jim Downing

Mid-1990s- high-performance ABS brakes

1990's- flat shifting (electronic clutch control)

2001-in-car caution light system

2015- rear view driving cameras (not for backing up)

2021-brake by wire (electronic)

2023-Hybrid Electric

Executive Summary



> Think about your favorite sportscar brand and the ultimate expression of that brand; that, to me, is what LMDh / GTP is going to represent, the ultimate expression of how the car looks and how it performs.
>
> Adding the hybrid system becomes the **ultimate expression** of that brand's looks, performance, and sustainability.

John Doonan
President, International Motor Sports Association