



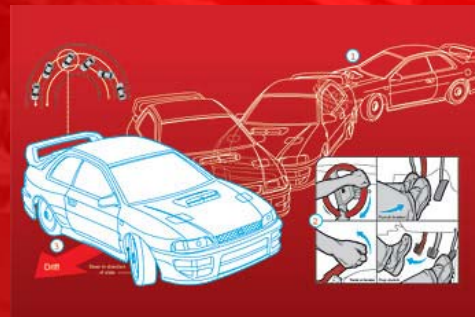
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## What is Drifting?

*Drifting is a high-skill, high-powered motor sport that calls for drivers to control a car while it slides sideways at a high speed through a marked course. It is similar to rally racing, but is done on a closed, paved course. It is judged on execution and style rather than just who finishes the course the fastest, similar to skateboarding and freestyle motocross.*





## ***Drifting In the Media***

*"Like skateboarding, drifting is starting to look like the next pop fusion of consumer culture and rebel aesthetics, the perfect vehicle to market T-shirts and toys and Mountain Dew. This coming year, drifting will appear in megastores and multiplexes and family amusement parks."*

***Wired Magazine***

*".....drifting may change the way we look at motor sports forever"*

***AutoWeek***

*"Catch My Drift? Driving daredevils now skate on rubber"*

***Wall Street Journal***





## **What is Formula Drift?**

*The Formula Drift Championship was created by Slipstream Global Marketing, Inc. Slipstream made history by bringing to America the first ever D1 Grand Prix event back in August of 2003. After the success of D1, the Slipstream team saw the need for a viable North American professional drifting championship; one that provides a medium for competition cars that are sold here, aftermarket parts that are available in stores here and drivers with abilities to promote these cars and parts here. Thus the birth of Formula Drift.*

*The Formula Drift Championship is the only professional series outside of Japan and is the only professional drifting championship in the world to be sanctioned by a recognized motor sport organization, SCCA Pro Racing. Formula Drift provides the largest prize purse of any competition series.*

*Formula Drift is also the ambassador for the sport of drifting; exposing the sport to those outside of the tuner market world. Since its creation, Formula Drift, with its drivers/teams, were the first to perform drifting demonstrations at Champ Car, USAC, NASCAR Busch North & Featherlite Southwest, World Challenge and other motor sports events.*





## ***Need For Speed Underground Formula Drift Championship***

### ***2004 Attendance***

*Round One – Road Atlanta – 6,200 in attendance*

*Round Two – Reliant Center – 6,000 in attendance*

*Round Three – Infineon Raceway – 7,000 in attendance*

*Round Four – Irwindale Speedway – 9,000 in attendance*





## ***Need For Speed Underground Formula Drift Championship***

### ***2004 Sponsors***

*Electronic Arts, Inc. – Need For Speed Underground 2*

*Circuit City*

*JCW Sport Compact*

*Mazda*

*Mopar*

*Rockford Fosgate*

*Cooper Tires*

*Dunlop Tires*

*Falken Tires*

*Toyo Tires*

*Yokohama Tires*

*Modified Magazine*

*Urbanracer.com*

*Champion Toyota/Scion*

*Chevron/Texaco*

*Discount Tires/Americas Tire Company*

*Exedy Racing Clutches*

*Griffin Thermal Products*

*JBL/Infinity*

*Sparco*

*Superior Nissan*





*Formula Drift*  
*2005 Championship*

*6 round championship*

*Target regions:*

*Southern California*  
*Northern California*  
*Texas*  
*Atlanta*  
*Northeast*  
*Chicago*





## *Formula Drift*

### *Marketing Promotions and Public Relations*

- *Pre-season guides profiling teams, drivers, cars and venues are created and 100,000+ distributed.*
- *Viral promotions via an average of 100,000 flyer/coupons promoting the event is produced and distributed per FD round. Distribution done via direct mailings, shop mailings and person-to-person distribution.*
- *Online/electronic advertising via banner ads, downloadable coupons, news announcements, email blasts and pre-event articles.*
- *Print advertising via selected and targeted media outlet and media partners.*
- *Video advertising via local TV commercials and in movie theater commercials.*
- *Radio advertising is done with regional partner station.*
- *Dedicated public relations firm to create publicity for the Championship and the drivers.*





## *Formula Drift Demographic Information*

*The following information was compiled via a random selection online survey available on the Formula Drift website. The survey was conduct from August 16, 2004 till October 1, 2004. Over 700 surveys were received from respondents. More detailed analysis of the information maybe requested from Slipstream Global Marketing, Inc.*

*The demographic information presented here is the property of Slipstream Global Marketing, Inc. and the Formula Drift Championship. Any re-printed use must be credited to Slipstream Global Marketing, Inc. and/or Formula Drift and must have expressed written approval from Slipstream Global Marketing, Inc.*





AGE	%
15 or younger	5.62
16 to 20	40.45
21 to 29	41.01
30 to 39	8.99
40 to 49	2.81
60 or older	1.12

SEX	%
Male	88.2
Female	11.8

EDUCATION	%
Some High School	22.73
Graduated High School	17.05
Some College	45.45
Graduated College	13.64
Graduated Graduate School	1.14

INCOME	%
\$24,999 or less	33.94
\$25,000 to \$34,999	20.61
\$35,000 to \$44,999	15.76
\$45,000 to \$54,999	7.88
\$55,000 or more	21.82





HOURS ONLINE PER WEEK	%
0 to 7	22.03
8 to 14	30.51
15 to 30	23.73
31 or more	23.73

PREFERRED SEARCH ENGINE	%
Google	43.18
Yahoo	31.82
MSN	14.2
AOL	6.82
Other	3.98

GAMING SYSTEM OWNER	%
Yes	89.89
No	10.11

TYPE OF GAMING SYSTEM	%
Other	43.4
Sony Playstation 2	32.7
Microsoft Xbox	15.72
Nintendo Game Cube	8.18





#### WHERE PARTS ARE BOUGHT

	%
Online	42.35
Specialty/Tuner shops	41.76
Large chain stores	12.94
Mail order	2.94

#### PRIMARY DRIFT EVENT AWARENESS

	%
Formula Drift	90.64
Drift Showoff	5.26
D1GP	2.92
Drift Association/Club 4AG	1.17

#### SOURCE OF DRIFTING INFO

	%
Others	39.33
US videos	29.21
Websites	17.42
Japanese videos	9.55
US magazines	3.37
Japanese magazines	1.12

#### DRIFTING PARTICIPATION

	%
Just watch	71.75
Watch and drive in some local events	18.08
Watch and drive in as many events as possible	9.6





#### MOBILE OWNERSHIP

	%
Yes	85.96
No	14.04

#### PRIMARY MOBILE PHONE CARRIER

	%
Verizon	22.88
T-Mobile	19.61
Other	15.69
AT&T	15.03
Cingular	15.03
Nextel	8.5
Virgin	1.96
Boost	1.31

PRIMARY AUTO DRIVEN	%
Nissan	29.31
Toyota	15.52
Honda	14.94
Acura	8.05
Other American	4.6
Mitsubishi	3.45
Dodge	2.87
Infiniti	2.3
Subaru	2.3
BMW	1.72
Ford	1.72
Scion	1.72
Mazda	1.15
Mercedes	1.15
Pontiac	1.15
Other Asian	1.15





*"The Formula Drift Championship chase starts with the drivers, their team and crew. This outstanding, dynamic and diverse group of people play a crucial role in the success of the Championship. By supporting them, you support the Formula Drift Championship and the sport of drifting."*

*- Formula Drift*





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