

MICHAEL RAMIES

PARTNERSHIP OPPORTUNITIES

2010/2011



Global Leader
Green Racing

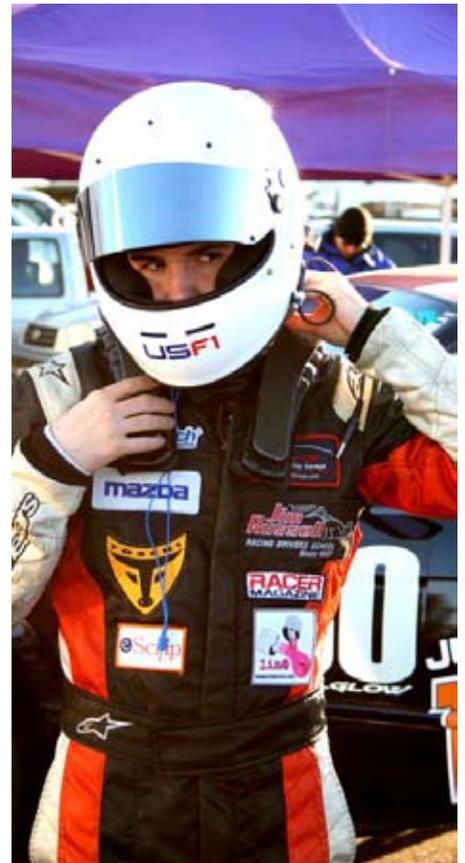
presented by
TEQUILA
PATRÓN



MICHAEL RAMIES

One of the hottest young racers to burst onto the scene in years, Michael Ramies has proven himself in just a short amount of time to be a promising new star. His youthful appearance makes him a sure-fire hit with the crowd, but this visage belies a fervor, a hunger to compete—and to win—that is unmatched by his peers. Ramies has amassed a number of wins, proving he is a true competitor with the capability to become one of the all-time greats. By teaming up with Michael Ramies, you're aligning yourself with an unequivocal winner.

One finds in Ramies an ideal representative for any brand. His image is sure to resonate with fans and consumers in multiple age demographics; thus, by teaming up with Ramies, your target audience is instantly and vastly expanded. Not only will your brand look its absolute best, it's also guaranteed to be seen by a larger market than ever before.



NAME	Michael Martin Ramies
BIRTHDATE	February 2, 1991
HEIGHT	5' 7"
WEIGHT	135 lbs
HOME TOWN	Portola Valley, California

PHYSICAL PREP

Weeklong routine of cardio and strength training, swimming, and karting. Daily high-intensity workout session. Light breakfast of protein, carbs, and fluids.

RACE DAY ROUTINE

Drinking lots of water and juice—hunger makes you think—and drive—better.

FAVORITE RACING MOMENT

Official Caparo T1 test at Silverstone, or being coached by F1 coach Rob Wilson at Bruntingthorpe.



MICHAEL RAMIES

AUTHENTIC WORLD CLASS RACING

The 24 Hours of Le Mans is one of the largest international sporting events in the world. The American Le Mans Series' authenticity is firmly rooted in the origins of the 24 Hours of Le Mans. Since that first race in 1923, automobile manufacturers have used this round-the-clock test of speed and endurance to develop technology and prove product durability. From those early days, people came in droves to marvel at the spectacle of men and machines racing against time, each other and the elements.

AUTO MANUFACTURER PARTNERS

The American Le Mans Series presented by Tequila Patrón boasts more partnerships with premium automobile manufacturers than other major auto racing championships combined. Why? Because OEMs test and prove their future technology and simultaneously market efficiently to hundreds of thousands of Porsche owners, BMW drivers, Ferrari aficionados, Jaguar drivers and Corvette fans. Exotic car lovers of all stripes buy tickets to see future of the automobile unfold at 180 mph and more.

We are unlike "spec" forms of racing such as NASCAR, where a committee decides how much progress to allow—if any. ALMS is a laboratory where the relevant future of transportation technology fascinates and attracts fans from all over North America.

THE PREMIUM MOTORSPORT BRAND

The American Le Mans Series presented by Tequila Patrón features the world's iconic brands of sports cars in a format—endurance racing—that provides spectators with exotic, colorful and thrilling entertainment . . . passing, passing, passing in every corner on every lap. Our unique multi-class structure means that diversity and technology reign supreme for the fans. Differences in closing speeds between Prototypes and GTs and each car's battle for its own class position on every lap makes for the most fan-pleasing motorsports action on the planet.

KNOWN BY THE COMPANY WE KEEP

The American Le Mans Series presented by Tequila Patrón is known by its partners. Porsche. Ferrari. BMW. Jaguar. Corvette. These iconic and desirable brands choose the American Le Mans Series unique platform as a key element of their marketing strategies because they know that our audience is their audience: In wealth, in education, in business leadership and in lifestyle.



A UNIQUE MULTI-CLASS FORMAT

The American Le Mans Series presented by Tequila Patrón features the very cars and teams that compete at world-famous events such as the 24 Hours of Le Mans and the Twelve Hours of Sebring. While the prototypes headline the race, the GT cars race for points and honor on their own. That built-in conflict makes for the most exciting racing on the planet. A chess game at high speed.

GLOBAL LEADER IN GREEN RACING

The MICHELIN® GREEN X® Challenge rewards teams that go the farthest, fastest, consuming the lowest amount of petroleum while producing the least greenhouse gas impact. ALMS shows fans that green racing is fast and powerful and gives nothing away in fascination and excitement to less green forms of motorsport.

The ALMS is truly the global leader in green racing with alternative fuels like E10 and E85 blended with cellulosic ethanol and E20 blended with iso-butanol. In addition teams can compete with clean diesel and hybrid electric powertrains.

FOR THE FANS

Up to 25 Million fans in North America alone and a growing international audience, Our mantra, "For The Fans," guides the organization of our events. Starting with our staff's attitude and culminating with an open grid on race day, ALMS fan-friendly events have been imitated but never duplicated. We treat regular fans like motorsport royalty, not just like tickets. We provide VIPs with true "Money-Can't-Buy-It" experiences.



MICHAEL RAMIES

HARD TO REACH CUSTOMERS

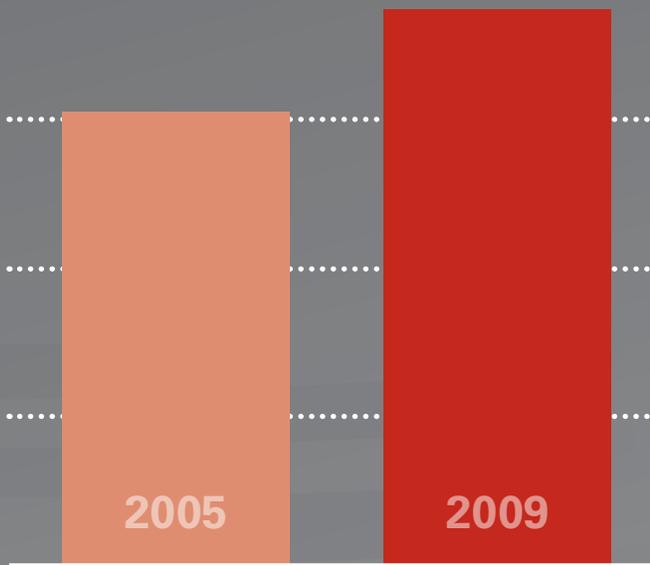
Passion for brands, high education level and high net worth mark the devotees of the American Le Mans Series presented by Tequila Patrón. It is often hard to reach these individual and corporate decision-makers via conventional advertising.

- Typical ALMS fan is highly educated, affluent, married male, 50 years of age
- 14.5% have a net worth of over \$1 Million
- 63.5% have completed Bachelor of Arts, Science, Master's or PhD degrees
- 55.8% own 3+ vehicles in their personal household fleet
- 18.4% own five or more vehicles in their personal household vehicle fleet

INTERNATIONAL TV AUDIENCE

The American Le Mans Series presented by Tequila Patrón has steadily developed its television distribution across the globe such that save for Formula One, it is one of the most widely distributed motorsports platforms in the world. Our international coverage features race-by-race live coverage across Europe via Motors TV and highlights programming throughout the rest of world via sports shows such as Motorsports Mundial, Planet Speed and Max Power.

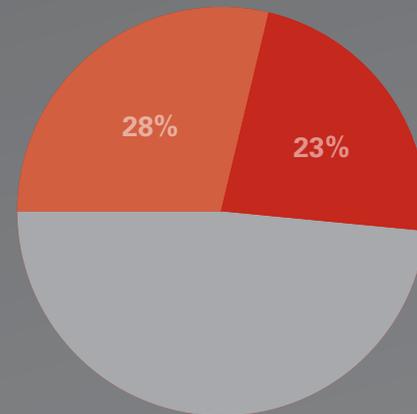
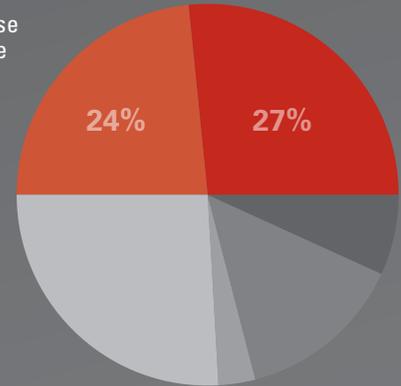
5 YEARS ATTENDANCE GROWTH



FAN DEMOGRAPHICS

PREFER BRANDS WITHIN THE SERIES

- Strongly Agree
- Agree
- Don't Know/Refuse
- Strongly Disagree
- Disagree
- No Effect



HOUSEHOLD INCOME

- < \$150K
- \$100-150K
- > \$100K

FAN AGE

- 55+
- 50-54
- 35-49
- 25-34
- 18-24

