

JONNIE LINDBERG



**INTRODUCTION TO A
UNIQUE PARTNERSHIP
OPPORTUNITY**



JONNIE LINDBERG

Jonnie Lindberg is a world-renowned drag racing champion who is skilled at both driving and tuning.



PERSONAL

Born: September 1, 1989
Hometown: Stockholm, Sweden
Residence: Brownsburg, Indiana, USA

SKILLS

- Professional Funny Car driver
- Talented race car tuner
- Adept fabricator and machinist

CAREER HIGHLIGHTS

- Stunning Debut – Reached final round in each of first two Professional Funny Car starts (2017 NHRA Gatornationals and 2017 NHRA Toyota Nationals)
- Fast start – made quickest Funny Car licensing run ever at 3.91 seconds in Las Vegas in fall 2016
- 2016 World Champion – NHRA Top Alcohol Funny Car
- Winner – 2016 U.S. Nationals, the most prestigious drag racing event in the world
- Winner – 2016 Summit Racing NHRA Nationals; brother Johan won same category in Europe on the same day
- Winner – 2016 NHRA Four-Wide Nationals
- Winner – 2016 Circle K NHRA Winternationals
- History maker – first driver to win major championships in both United States (NHRA) and Europe (FIA)
- 2015 World Champion – NHRA Top Alcohol Funny Car
- Record holder – broke 5.3-second and 270-mph elapsed time and speed performance barriers at zMax Dragway in Charlotte, N.C.
- Winner – 2015 NHRA Four-Wide Nationals
- Winner – 2015 Circle K NHRA Winternationals
- Top tuner – called shots for brother Johan during 2014 FIA Top Methanol Funny Car Championship season
- 2013 World Champion – FIA Top Methanol Funny Car
- Mechanical prodigy – tuned brother Johan to 2010 FIA European Pro Modified Championship





JONNIE LINDBERG



Rare talent took Jonnie Lindberg from a boy tagging along with his hot rod-crazed older brother in his home country of Sweden to becoming a driver and tuner of international acclaim in the top ranks of the NHRA Mello Yello Drag Racing Series in the United States.

Lindberg discovered his mechanical prowess early on in life. He was a proficient fabricator and machinist early in his adolescence, and he really shined when it came to coaxing performance out of a supercharged engine. His emerging prominence as a tuner led to the opportunity to take the driver's seat at events throughout Europe and, eventually, the United States.

American competitors scoffed at the seemingly outlandish speed numbers generated by a young driver in Europe until that upstart driver pooled the resources together to cross the Atlantic Ocean and exhibit

his powerful Top Alcohol Funny Car against the best drivers in the world. What resulted is national record performances and back-to-back world championships in 2015 and 2016.

The emergence of Lindberg was noticed by team owners at the top levels of the sport, leading to an opportunity to take the wheel of the 10,000 horsepower Toyota Camry Funny Car owned by Jim Head in 2017. The selection was immediately validated with back-to-back final round appearances in Lindberg's first two events in the Professional ranks.

Fans intrigued by the story of a racer who followed his dream across continents have quickly become enamoured with Jonnie's do-it-yourself ethos and engaging personality. He is an emerging superstar on the racetrack who doesn't hesitate to sign an autograph or get his hands dirty in the pit area.

Lindberg is looking to create long-term partnerships with major companies and working toward common goals in order to further establish his team and elevate it to a championship-caliber level. Jonnie understands that partnerships must deliver to all parties, and while working hard to compete successfully, he will be focused on all elements of providing a platform to his stakeholders including engaging consumers and delivering measureable business results for his partners.

NHRA CHAMPIONSHIP DRAG RACING

Established in 1951

The NHRA was originally founded as a means of getting hot-rodders off the streets

More than 120 tracks and 7,000 days of racing

Across the whole NHRA Network



Total fan base of 74.4 million

Throughout the United States

World's largest motorsports sanctioning body

With approximately 30,000 licensed competitors

NHRA IS A UNIQUE SENSORY EXPERIENCE



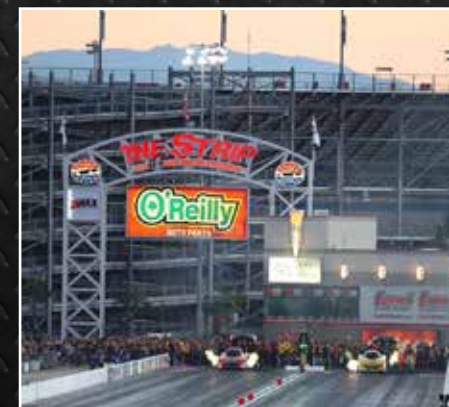
FREE LIVE PIT ACCESS



CHEST POUNDING NITRO



INCREDIBLE VISUALS



330 MPH SPEEDS



BEST NATIONAL FOOTPRINT IN MOTORSPORTS

UNMATCHED REACH – 34 of 50 DMAs



2020 NATIONAL EVENT SCHEDULE

Feb. 6-9	Los Angeles, CA
Feb. 21-23	Phoenix, AZ
March 12-15	Gainesville, FL
April 3-5	Las Vegas, NV
April 17-19	Houston, TX
April 24-26	Charlotte, NC
May 15-17	Atlanta, GA
May 29-31	Dinwiddie, VA
June 12-14	Topeka, KS
June 19-21	Bristol, TN
June 25-28	Norwalk, OH
July 9-12	Joliet, IL
July 17-19	Morrison, CO
July 24-26	Sonoma, CA
July 31-Aug. 2	Kent, WA
Aug. 13-16	Brainerd, MN
Aug. 21-23	Epping, NH
Sept. 2-7	Indianapolis, IN
Sept. 17-20	Reading, PA
Sept. 25-27	Charlotte, NC
Oct. 2-4	Madison, IL
Oct. 15-18	Ennis, TX
Oct. 29-Nov. 1	Las Vegas, NV
Nov. 12-15	Los Angeles, CA

HIGH INDEX IN KEY DEMOGRAPHICS

The NHRA is an ideal marketing platform to reach key male demos and reflects the middle class with a sizeable amount of fans having strong technical/vocational skills

	US POPULATION	NHRA FAN	INDEX
Male	48.7%	72.3%	148
Male 25-54	25.6%	33.6%	131
HHLd Income up to \$75k	64.4%	68.0%	106
HHLd Income \$30k - \$100k	55.8%	56.7%	102
Employed full-time	43.4%	43.6%	100
Blue collar occupation	21.9%	28.2%	129
Technical/vocational school	29.2%	36.5%	125

Personal / household demographics Scarborough USA+ -Release 1 2017

TV & DIGITAL

An exciting partnership with FOX, an innovative live stream, and social media content production has seen the NHRA dramatically increase viewer numbers.

FOX NETWORK

- Full coverage of all 24 events
- 17 LIVE Sunday shows, 7 same day coverage
- Four LIVE shows on the national FOX network
- Widespread international coverage via edited highlights package
- 72% INCREASE in viewer numbers during 2016 season
- 14.6 million MORE viewers
- 47% increase in viewers in 18-49 demographic
- Over 550 hours of total programming

NHRA ALL-ACCESS

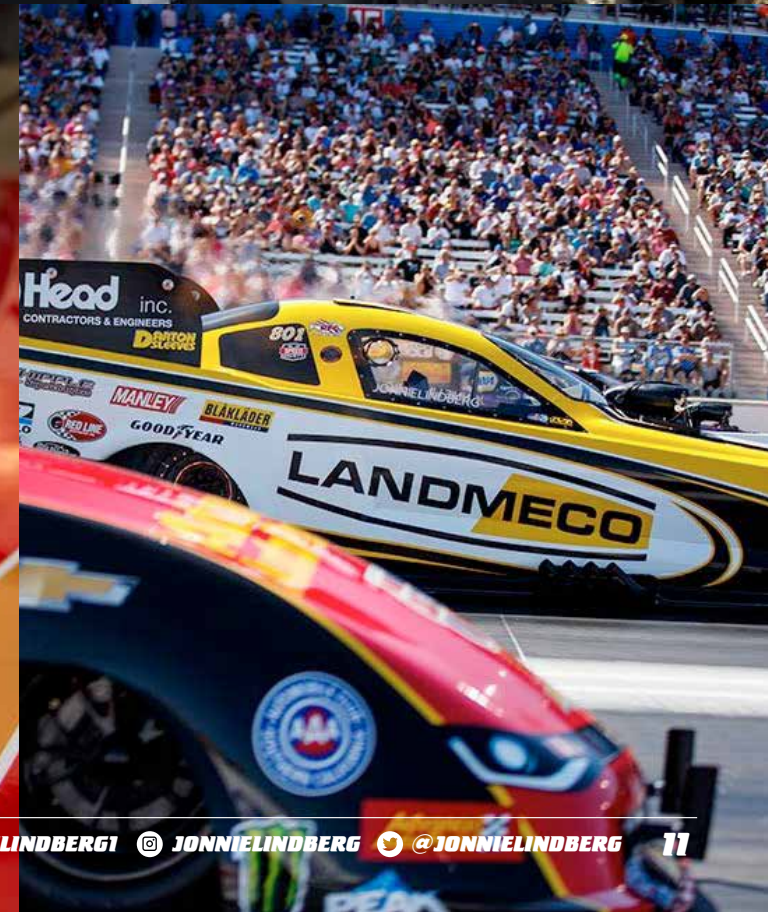
- Live stream of each day of all 24 events available across the globe

IN-HOUSE PRODUCTION

- All shows are produced in-house by the NHRA production team
- Live and same day coverage provides an entire event experience
- Focus on Olympic-style story telling and building racers such as Jonnie Lindberg as the stars of the sport
- Digital Content Production shares content via NHRA website and social media channels

NHRA DIGITAL & SOCIAL MEDIA

- 1.5 million unique viewers on NHRA website per month
- 9 million page views per month
- 1.34 million Facebook followers
- 653,000 Twitter followers
- 421,000 Instagram followers



Strategic and targeted media program and unique social media content to expose your brand to millions more.

The strategy will include pre-event releases targeting localized TV, radio, and press; pitching to specialist, trade, and lifestyle publications for outside event media; and unique lifestyle and product content for social media.

- 16,300+ Facebook followers
- 14,300+ Instagram followers



OPPORTUNITIES

With a pro-active approach to commercial partnerships, your opportunities are only limited by imagination.

PREMIER COMMERCIAL PARTNERSHIP

- Full team naming rights for 24 event NHRA Mello Yello Drag Racing Series
- Full branding on all race cars, transporters, driver and team apparel, media banners, website and social media channels
- VIP credentials at all 24 NHRA Mello Yello Drag Racing Series events
- VIP hospitality at agreed events
- Professional media and public relations approach, exposing brand and activations
- Motivational speaking & public appearances by Jonnie Lindberg
- Advertising likeness rights for Jonnie Lindberg and race team
- Consumer promotions
- Employee incentives
- Money Can't Buy experiences such as behind-the-scenes tours, meet & greets, workshop tours, etc.

ASSOCIATE COMMERCIAL PARTNERSHIPS

- Smaller branding on race cars, transporters, driver and team apparel, media banners, website and social media channels
- VIP credentials at agreed number of NHRA Mello Yello Drag Racing Series events
- Agreed number of motivational speaking & public appearances by Jonnie Lindberg
- Advertising likeness rights for Jonnie Lindberg and race team
- Consumer promotions
- Employee incentives
- Access to Money Can't Buy experiences such as behind-the-scenes tours, meet & greets, workshop tours, etc.



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