

Dean Stoneman

Commercial Introduction 2016



Return of a Champion



Return of a Champion

In 2010 Dean Stoneman had the world at his feet. He was F2 Champion and had impressed many in motorsport during an amazing year which culminated in a stunning test with the Williams F1 team.

The following year and with an eye firmly on Formula One, Dean agreed to race in the Renault World Series as team mate to current F1 star Daniel Ricciardo. Preparation was well under way for the exciting season ahead when he was given devastating news. Dean was diagnosed with advanced testicular cancer and would have to put his career on hold whilst he underwent intensive treatment.

Despite all expectations and with the help of leading Cancer experts, Dean made an incredible recovery and just like he had done to many of his racing rivals in motorsport, he had beaten Cancer with courage, steely determination and against all odds.

Dean's inspirational story has caught the attention of many people both inside motorsport and the wider world, including leading media outlets and has become one of the today's great sporting comeback stories.

In 2013 Dean made his long anticipated return to motor racing and won his first two races in the highly competitive Porsche Carrera Cup GB Championship and won a further three in an amazing come back season.

Dean then returned to International single seat racing securing an incredible second place in the 2013 GP3 Championship at the Abu Dhabi F1 Grand Prix. 2014 saw Dean continue his comeback with 5 more wins to secure GP3 Vice champion position.

In 2015 Dean was part of the elite Red Bull Junior programme in the Renault World Series, before an incredible opportunity with the famous Andretti Autosport team took him over to the US for 2016.

WHO IS DEAN?

- Viewed as one of the most gifted drivers of his generation
- 2010 FIA Formula 2 Champion
- Age 26, Southampton based
- Ambitious, presentable and dynamic
- Great brand ambassador
- Tested for Williams F1 Team
- 2014 GP3 Vice Champion
- Indy Lights race winner 2016



DEAN'S CAREER

- 2016 [Indy Lights](#) [Andretti Autosport](#)
- 2015 WSR DAMS Red Bull
- 2014 GP3 Marussia and Koiranen
- 2013. Porsche Carrera Cup GB five wins. GP3 two races
- 2012.P1 Powerboat Superstock Champion and Williams Advanced Engineering test driver
- 2011. Rested from racing whilst receiving treatment to overcome serious illness
- 2010. Tested for AT&T Williams F1 Team
- 2010 Winner FIA F2 Championship, 6 wins, 12 podiums, 6 pole positions
- 2009 Awarded BRDC Super Star Status Formula Renault UK Championship - 4th overall
- 2008. Formula Renault UK Championship - Graduate Cup Champion . Autosport BRDC Young Driver finalist
- 2007. Formula Renault UK Winter Cup Formula Renault BARC - Vice-Champion
- 2006. Super ICC British Champion
- 2005. Junior Gearbox Karting, 4th overall. Raced JICA Super One Karting
- 2004. JICA Super One Karting in France & Italy Stars of Tomorrow JICA Karting
- 2003. JICA Super One Karting Stars of Tomorrow JICA Karting
- 2002. Junior Rotax Max Karting
- 2001. Minimax Karting Championship
- 2000 Formula Cadets Karting



AWARDS

F2 Championship Trophy
Monaco, December 2010



John Cobb Trophy, December 2010



★ BRDC Superstars
Award 2009



McLaren Autosport Awards

- ★ Young Driver Finalist 2008
- ★ Rookie of the Year finalist 2010

JOHN COBB TROPHY - 2010

- The John Cobb Trophy - an annual award given by the British Racing Drivers' Club to the driver who has achieved successes of the most outstanding character during the past season. Previous winner Lewis Hamilton.
- Dean was presented the prestigious award by Damon Hill OBE, the BRDC Chairman, at London's Savoy Hotel which was attended by BRDC members and their guests for the club's annual awards.



AT&T WILLIAMS F1 TEST



As part of his prize for winning the Formula 2 title, Dean was invited to test for the Williams F1 Team in Abu Dhabi on 16 October 2010

HE IMPRESSED...!

“I think he has strong talent and is clearly a great competitor. We shall be watching closely.”

Patrick Head, Director of Engineering, Williams F1 Team

“He went quicker every lap he completed, worked well with his engineers and overall did a professional job for the team. We’re impressed by him”

Tom McCullough, Senior Test Engineer, Williams F1 Team



2016.....

This year will see Dean on the Mazda Road to Indy in Indy Lights presented by Cooper Tires





Serving as the final step in the Mazda Road to Indy, Indy Lights Presented by Cooper Tires has been preparing the next wave of IndyCar drivers for over 30 years.

Indy Lights cars are built on IL -15 Dallara chassis and powered by a Mazda two litre AER Turbo engine producing 450HP .

The cars have many features of their IndyCar cousins including a 50 HP Push-to-Pass boost





IndyCar Breeding ground....

Over 100 drivers have successfully graduated from Indy Lights up to the Verizon IndyCar Series and Indianapolis 500. 20 of the 33 (61%) starters in the 2015 Indianapolis 500 traveled through the Indy Lights series.

Recent graduates include:

- Gabby Chaves (2nd season in Verizon IndyCar Series)
- Sage Karam (3rd season in Verizon IndyCar Series)
- Carlos Munoz (2nd season in Verizon IndyCar Series)
- James Hinchcliffe (4th season in Verizon IndyCar Series)
- Josef Newgarden (4th season in Verizon IndyCar Series)
- Spencer Pigot (1st season in Verizon IndyCar Series)










Veteran graduates include:

- Helio Castroneves (3-time Indianapolis 500 winner)
- Scott Dixon (Indianapolis 500 winner and 2-time series champion)
- Ed Carpenter (2-time Indianapolis 500 pole-sitter)
- Tony Kanaan (Indianapolis 500 winner and series champion)



2016 Indy Lights Schedule from June 2016

<p>Series Test » June 7 Lexington, OH</p>  <p>Mid-Ohio Sports Car Course 2.258-Mile, 13-Turn Road Course</p> <p>Event Detail ></p>	<p>Rounds 9 & 10 » June 24 - 26 Elkhart Lake, WI</p>  <p>Road America 4.048-mile, 14-turn road course</p> <p>Event Detail ></p>	<p>Round 11 » July 9 - 10 Newton, IA</p>  <p>Iowa Speedway 0.894-mile oval</p> <p>Event Detail ></p>
<p>Rounds 12 & 13 » July 15 - 17 Toronto, Ontario</p>  <p>Streets of Toronto 1.755-Mile, 11-Turn Street Circuit</p> <p>Event Detail ></p>	<p>Rounds 14 & 15 » July 29 - 31 Lexington, OH</p>  <p>Mid-Ohio Sports Car Course 2.258-Mile, 13-Turn Road Course</p> <p>Event Detail ></p>	<p>Round 16 » September 2 - 3 Watkins Glen, NY</p>  <p>Watkins Glen International 3.4-mile, 11-Turn Road Course</p> <p>Event Detail ></p>
<p>Rounds 17 & 18 » September 9 - 11 Monterey, CA</p>  <p>Mazda Raceway Laguna Seca 2.238-Mile, 11-Turn Road Course</p> <p>Event Detail ></p>		

The 2016 season will feature television coverage of all events on NBC Sports Network (United States) and ESPN International.

- NBC Sports Network reaches over 80 million homes and ESPN International broadcasts are shown in over 20 different countries around the world.
- All 11 events (race two of double header weekends) aired on NBCSN and ESPN International
- Events recorded live to tape with most broadcasted on the same day that the event takes place
- One car receives in-car camera for each event; additional cameras available for purchase
- Complete race coverage in one hour broadcast, including pre and post race features and interviews
- Special behind the scenes and race weekend content available each race weekend on RoadtoIndy.TV



Road to Indy TV launched prior to the 2014 season. Not only does the program take viewers behind the scenes of the Indy Lights series and entire Mazda Road to Indy program, it's also supported by a full compliment of social media outreach.

- Facebook: 156,572 Likes
- Twitter: 2,780 Followers
- YouTube: Over 100,000 minutes of RoadtoIndy.TV content viewed

Additionally, Road to Indy TV overall content has grown exponentially since its start:

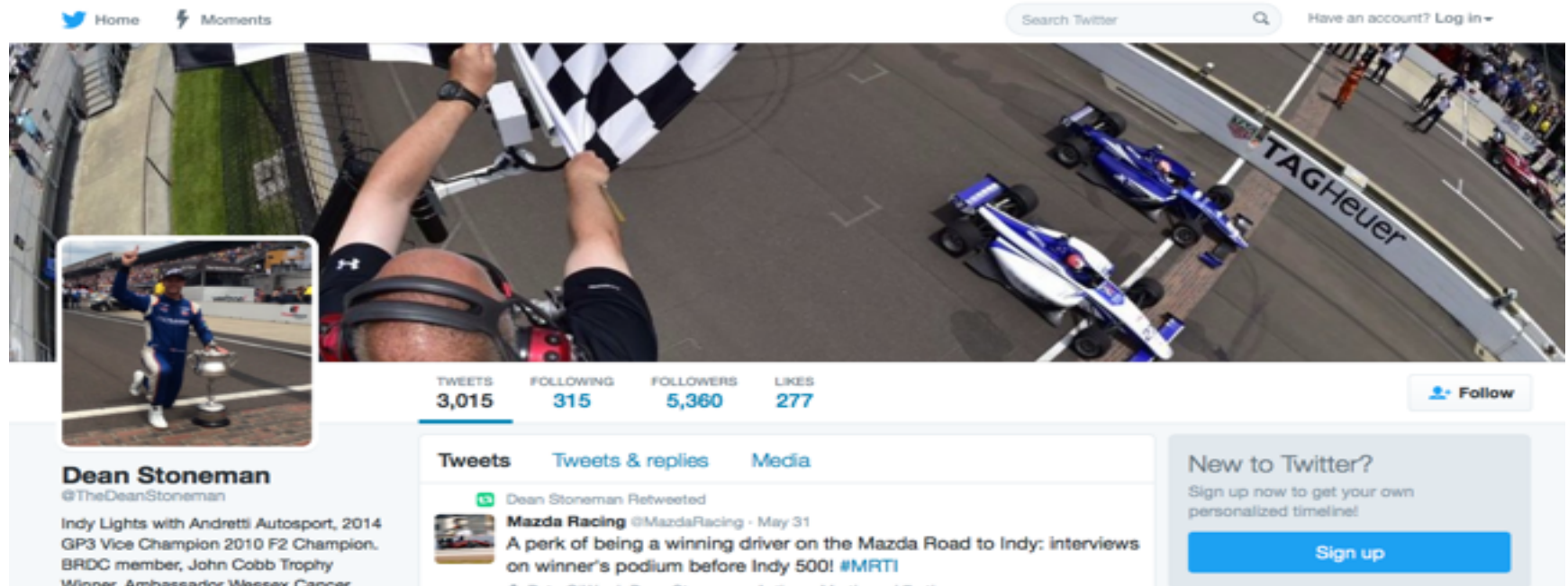
- Over 70 Million total impressions across Road to Indy TV website, social media and mobile
- Over 18 Million impressions across Road to Indy TV social media platforms alone
- Audience retention growth of 100% over last season
- Over 350,000 page views of the Road to Indy TV Mobile App



SOCIAL MEDIA

Extensive social media presence through:

- Presence on Facebook, Twitter and Instagram
- YouTube.com contains an extensive library of Deans race wins and successes
- Google alerts, Smart phone Apps, etc
- Series social media information on following page



PUBLICITY

Dean regularly takes part in TV interviews PR photo-shoots, and editorials:

- Multi Media interviews
- Product endorsement activity
- PR Events
- Extensive media coverage of his personal story



RECENT HEADLINES

Like a rolling Stoneman

The Briton was utterly peerless in the wet, and went on to take a double win and big points lead

Stoneman closes on Palmer

Five points separate the leaders in the Abu Dhabi event

WINS RACE OF HIS LIFE

Dean Stoneman will make his GP3 debut at the season finale in Abu Dhabi

Brit won 2010 F2 title before being diagnosed with testicular cancer

By William Edder Last Updated: October 16, 2013 12:30pm

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Daily Mail

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Dean Stoneman wins closest Freedom 100 by 0.0024 seconds

By ASSOCIATED PRESS

PUBLISHED: 14:32 EDT, 27 May 2014 | UPDATED: 14:32

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INDIANAPOLIS (AP) — The weekend of the 100th anniversary of the Indianapolis 500, Dean Stoneman edged out Ed Jones in the F1 Speedway history, his win in the Indy Lights race of the 100th.

Stoneman drafted off Jones down the backstretch outside as they entered turn 3. The two were side-by-side for much of the race.



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NBCSN
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pre-CT

BOSN
harks vs. Penguins
game 2
pre-CT

UPCOMING EVENTS

Live Extra
harks vs. Penguins
game 2: Moscow View
pre-CT

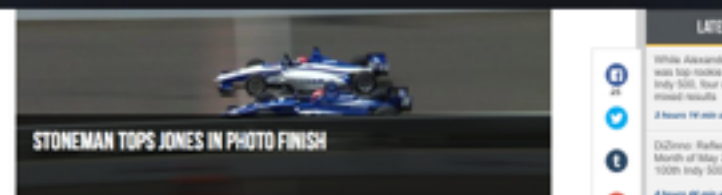
LIVE EXTRA

Dean Stoneman wins Indy 500 support race by 0.002 seconds

Dean Stoneman won Friday's Freedom 100 by 0.0024 seconds after a one-lap shootout to end the race.



NFL NHL NBA MLB SOCCER NASCAR GOLF MOTORS HORSE RACING OLY



STONEMAN EDGES JONES IN CLOSEST FINISH EVER AT IMS IN FREEDOM 100 (VIDEO)

By Tony DiDoro May 27, 2014, 1:37 PM EDT

INDIANAPOLIS — No words other than "wow" to summarize the immediate aftermath of the Indy Lights Presented by Cooper Tires' Freedom 100 at Indianapolis Motor Speedway.

Leave a comment

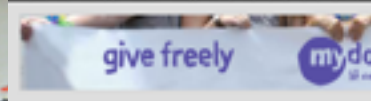


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Dean Stoneman stunned by support GP3 performance

By Pablo Estrella

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Dean Stoneman admitted he was stunned by the support he got during his return to the sport after being one of the stars of the world's best drivers.

Stoneman made his return to international motorsport for the Abu Dhabi event, his first in single-seaters since he was diagnosed with testicular cancer at the end of 2010.

The former Formula 2 champion had a weekend at Yas Marina, finishing just behind winner Timo Glock in race two, finished in sixth place in the first race.



Indy Freedom 100



2016 Indy Freedom 100 -Winner!

Dean won the Freedom 100 at this year's Carb day part of the 100th Running of the Indy 500

The closest victory in the history of racing at IMS - Dean won by 0.00024 of a second in an epic last lap.

EXECUTIVE SUMMARY

Dean Stoneman is a young and extremely talented racing driver from Southampton UK

- He was the 2010 FIA Formula 2 Champion which led to a test with the Williams Formula One Team. He has been honoured with a number of industry talent awards and his career is now firmly back in the spotlight. Dean is a full member of the British Racing Drivers Club the BRDC.
- Dean is deeply ambitious and aims to race at the highest level. The latest chapter of his career will see him be a leading force in the Indy Lights Championship with Andretti Autosport
- Dean is now looking for commercial partners who wish to benefit from the success and profile 2016 will generate. So far he has already won an amazing race at the Indy Freedom 100 with more victories no doubt to follow
- Sponsorship is essential for Dean to compete over the next three years. This presentation outlines the opportunity and illustrates how Dean has already proved his potential as a leading professional racing driver. His profile has been increased further still after taking 2011 off from racing to overcome serious illness. His achievements on and off the track are truly inspirational and are being recognised both in professional motorsport as well as the wider world making Dean a natural brand ambassador.

B2B OPPORTUNITIES

- ➡ An association with Dean Stoneman and his 2016 racing programme will provide many opportunities for active B2B engagement
- ➡ There are countless examples of effective B2B benefits through active motorsport involvement
- ➡ Dean's management will work with you to identify and realise valuable synergies where they exist for mutual commercial benefit
- ➡ Motorsport is a high-profile world of technology, lifestyle, youth and excitement that provides many opportunities for like-minded individuals and companies to exploit these attributes

.....unlimited possibilities through success and imagination.....

36%

\$75,000+

Household Income



\$73,000

Average HHI



57%

College Educated

Age

Average Age	48.9
18 - 34	23.4%
35 - 49	24.1%
50 - 64	32.6%
65+	20.0%

Gender

Male	69.0%
Female	31.0%

Employment

Employed Full or Part-Time	59.3%
Retired	20.8%
Full-Time Student	2.6%
Homemaker	4.4%
Other*	12.9%

Household Income

Less than \$35,000	28.7%
\$35,000 - \$49,999	17.9%
\$50,000 - \$74,999	17.2%
\$75,000 - \$99,999	14.4%
More than \$100,000	21.7%

Homeowner

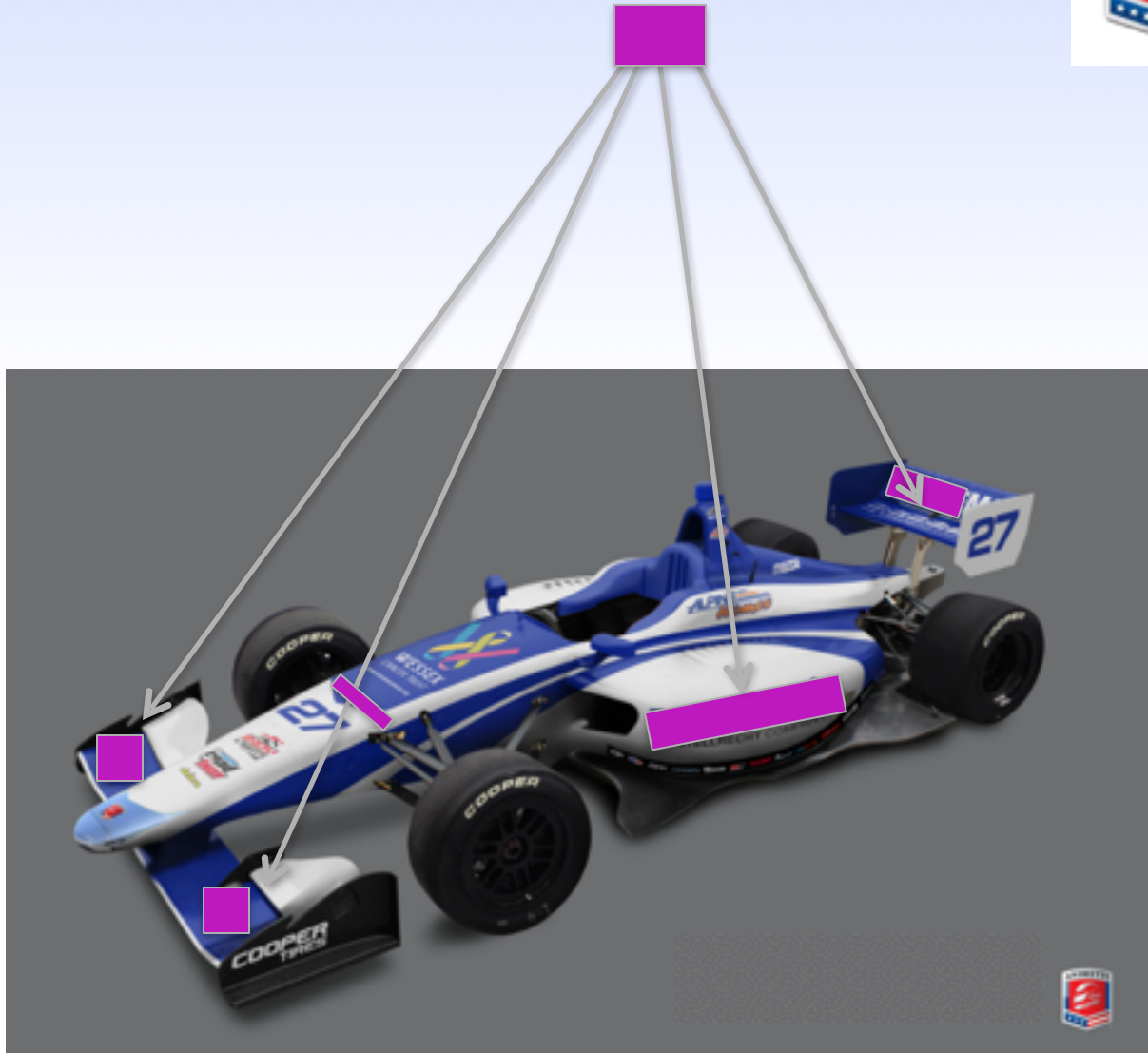
Own Residence	68.0%
Rent Residence	28.7%
Other	3.3%

Education

High School Graduate	34.9%
College Graduate	46.7%
Graduate Student or More	10.2%
Vocational/Technical	37.0%

Branding Opportunities

Commercial partners will enjoy prominent branding options and Association with the famous Andretti Autosport team



Highly visible positions on driver race suit



CONTRACT FEATURES

Contract Options

Driver Branding

Branding options include driver racesuit.

Branding only needs to be discreet to have a positive and relevant effect.

Car Branding

Car Branding can be applied to reinforce your position as a business with international reach.

Race Hospitality

This is an unbeatable way to entertain and impress business associates and to build relationships away from the office.

Driver Appearances

Probably the best way of motivating a workforce is a personal visit by a star driver. Dean Stoneman is a very effective motivational character and will create strong motivation within any organisation with his determination and success.

Driver and Team images

Use of these images together with quotes and endorsements offer a powerful combination of relevant and effective marketing and communications tools.

Merchandise Programme

This will undoubtedly prove to be a huge success. Branded clothing and accessories will be sold worldwide.

Showcar

A dedicated replica race car can be supplied for use as a static or mobile focal point and attention-grabber.

FOR VISIONARIES AND ALTRUISTS ONLY....

Dean Stoneman a winning edge to your business

- ★ Dean is a winner. His comeback saw one of the UK's brightest young motor racing talents return to the international stage.
- ★ Dean's incredible story of overcoming Cancer is to receive extensive media coverage providing a brand association with a amazing human achievement. He is already making waves in the US with an incredible double victory in the 2016 Grand Prix of Indianapolis and the coveted Freedom 100
- ★ People who support Dean now will benefit from his success and the media exposure expected for this incredible sportsman. They will also become a solid part of Dean's "Racing Family". All partners will enjoy a long and productive relationship on the way to IndyCar and the Indy 500.
- ★ In years to come commercial partners will be able to enjoy the satisfaction of knowing that their support helped to get a talented and courageous young Brit to become one of the most recognised names in the sport.

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