

# CHAMP CAR ATLANTIC CHAMPIONSHIP

**KILISPORT**

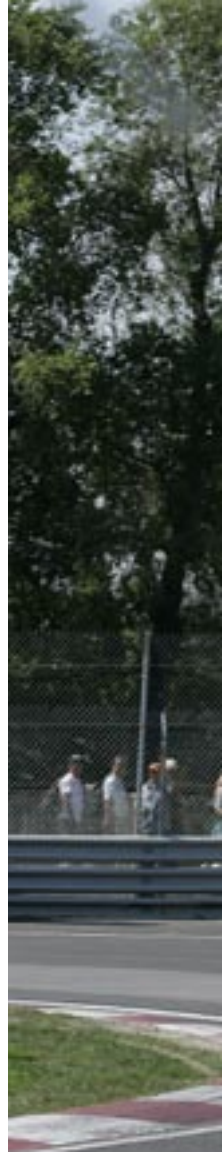
Corporate Sponsorship Opportunities



FUSING THE GLAMOUR, ENTHUSIASM, AND COMPETITIVE SPIRIT OF MOTORSPORTS WITH YOUR CORPORATE STRATEGY.

## Kilisport: Corporate Sponsorship Opportunities

Champ Car Atlantic Championship	01
Champ Car World Series	03
2006 Champ Car Atlantic Championship Schedule	04
Anatomy Of A Champ Car Atlantic Car	08
Not All Cars Are Created Equal	11
Champ Car Atlantic Marketing Potential	12
Sleek, Fast, & Sexy Marketing	14
Champ Car Atlantic Demographics	16
Champ Car Atlantic Fast Facts	17
Kilisport Contact Info	20
Companion DVD	BC





## Champ Car Atlantic Championship

The Champ Car Atlantic Championship, formally the Toyota Atlantic Championship, is truly the premier open-wheel driver development series in North America. Former drivers of the Champ Car Atlantic Championship have gone on to race and become champions in series such as Champ Car, Formula 1, Indy Racing League, American Le Mans, Grand Am, and much more.

Champ Car Atlantic is heading into its 33rd season in 2006 and will continue to train the champions of tomorrow. Kilisport, Ltd. is dedicated to training top-level prospects on the best tracks of North America covering the U.S., Canada, and Mexico.

[www.ChampCarAtlantic.com](http://www.ChampCarAtlantic.com)





## Champ Car World Series

As the premier open-wheel racing league in North America, the Champ Car World Series not only produces some of the most exciting races you will find, but also produces some of the finest drivers in the world. A good number of these drivers get their start in open wheel racing in the Champ Car Atlantic Championship. Past Atlantic graduates that have found their way into the Champ Car World Series include Paul Tracy, Bobby Rahal, Alex Tagliani, rising American star A.J. Allmendinger, and much more.

The Champ Car Atlantic Championship travels with its bigger sibling to nearly a dozen premier race tracks on the North American continent. This creates a tremendous entry level sponsorship opportunity for a company to find its way into each exciting race weekend without the high price tag of the Champ Car World Series. Your product and/or services are exposed to the whole of the Champ Car audience and your company is exposed to the whole of the other Champ Car sponsors.

[www.ChampCarWorldSeries.com](http://www.ChampCarWorldSeries.com)

## 2006 Champ Car Atlantic Championship Schedule

April 7-9	Long Beach, California
May 12-14	Houston, Texas
May 19-21	Monterrey, Mexico
June 16-18	Portland, Oregon
June 23-25	Cleveland, Ohio*
July 7-9	Toronto, Ontario, Canada
July 21-23	Edmonton, Alberta, Canada
July 28-30	San Jose, California
August 11-13	Denver, Colorado
August 25-27	Montreal, Quebec, Canada
TBA	TBA

\* denotes double race weekend





**SALONPAS**

PAIN RELIEVING PATCH



**IMPERIAL  
CAPITAL BANK**



# CHAMP CAR ATLA

## Anatomy Of A Champ Car Atlantic Car



# NTIC CHAMPIONSHIP





#### CHASSIS INFORMATION

**Manufacturer** Swift Engineering  
**Type** 016.a  
**Bodywork** Carbon/Epoxy  
**Steering** Rack & Pinion  
**Oil System** Dry Sump  
**Gearbox** 5-speed sequential

#### ENGINE INFORMATION

**Manufacturer** Cosworth  
**Displacement** 2.3-liter  
**Cylinders** Four  
**Intake** Fuel-Injected  
**Horsepower** 300bhp at 9,500 rpm  
**Top Speed** 175+



#### TIRE INFORMATION

**Manufacturer** Yokohama  
**Brand** Advan  
**Tread** Racing Slicks





## Not All Cars Are Created Equal

The Champ Car Atlantic car starts as a monocoque chassis of carbon fiber featuring downforce generating sidepods, front wing, rear wing and is similar to Formula One and Indy style cars. The U.S. built Swift chassis is the “spec” chassis for the championship. The chassis rides on 15-inch alloy wheels and low profile “slick” racing tires. The brakes consist of vented rotors with four piston alloy calipers and are capable of braking from 80-0 in 90 feet. The fully independent front and rear suspension are typically “pushrod” type with the shock/spring units mounted inboard on the chassis. The Champ Car Atlantic car is powered by a 2.3 liter Cosworth in-line, four cylinder, fuel injected, 16-valve, dual overhead cam engine with 300 horsepower. When coupled with a five-speed sequential transmission, the car sprints to 60 mph in 2.8 seconds and top speed of over 175 mph.

### Technical Specifications

**Width:** 78.75 inches

**Height:** 39.1 inches

**Wheelbase:** 106 inches

**Wing Height:** 43.3 inches

**Length:** 167.25 inches

**Weight:** 1265 pounds

# CHAMP CAR ATLA

## Champ Car Atlantic Marketing Potential

---



# NTIC CHAMPIONSHIP



## Sleek, Fast, & Sexy Marketing

Motorsports is one of the most well-established forms of sports marketing and the most popular spectator sport in the world. In 2004, it attracted an aggregate audience of over 13,000,000 and ranks third in the United States in most attended sports venues. Champ Car events are held throughout the U.S., Mexico, and Canada and give sponsors immense exposure in a number of diverse regions with nearly year-round exposure.

As an open-wheel racing series, the Champ Car Atlantic Championship offers the technology normally associated with the most advanced technology of Formula 1 and Champ Car World Series at a fraction of the cost.





### **Toyota Grand Prix of Long Beach**

Long Beach, California

Population: 461,522  
ADI: 16,566,100  
DMA: Los Angeles  
Rank: 2  
TV Households: 5,431,140  
% of US TV Market: 4.956  
'04 TV Rating: .2  
Network: SPEED  
'04 TV Audience: 150,000  
'04 Event Attendance: 170,000

### **Fundidora Park**

Monterrey, Mexico

Population: 1,333,492  
ADI: 3,800,000  
'04 TV Rating: .2  
Network: SPEED  
'04 TV Audience: 150,000  
'04 Event Attendance: 170,000

### **Portland International Raceway**

Portland, Oregon

Population: 529,121  
ADI: 2,822,800  
DMA: Portland  
Rank: 24  
TV Households: 1,086,900  
% of US TV Market: 0.992  
'04 TV Rating: .2  
Network: SPEED  
'04 TV Audience: 300,000  
'04 Event Attendance: 90,000

### **Burke Lakefront Airport**

Cleveland, Ohio

Population: 478,403  
ADI: 3,915,900  
DMA: Cleveland  
Akron  
Rank: 16  
TV Households: 1,556,670  
% of US TV Market: 1.420  
'04 TV Rating: .3  
Network: SPEED  
'04 TV Audience: 268,000  
'04 Event Attendance: 35,000

### **Molson Indy Toronto**

Toronto, Ontario, Canada

Population: 697,362  
ADI: 4,966,951  
TV Market Size: 1,562,102  
'04 TV Rating: .1  
Network: SPEED  
'04 TV Audience: 94,000  
'04 Event Attendance: 164,218

### **Edmonton, Alberta**

Edmonton, British Columbia, Canada

Population: 616,036  
ADI: 937,845

### **San Jose Grand Prix**

San Jose, California

Population: 1,682,585  
ADI: 7,039,362  
DMA: San Francisco  
Rank: 6  
TV Households: 2,359,870  
% of US TV Market: 2.153

### **Grand Prix of Denver**

Denver, Colorado

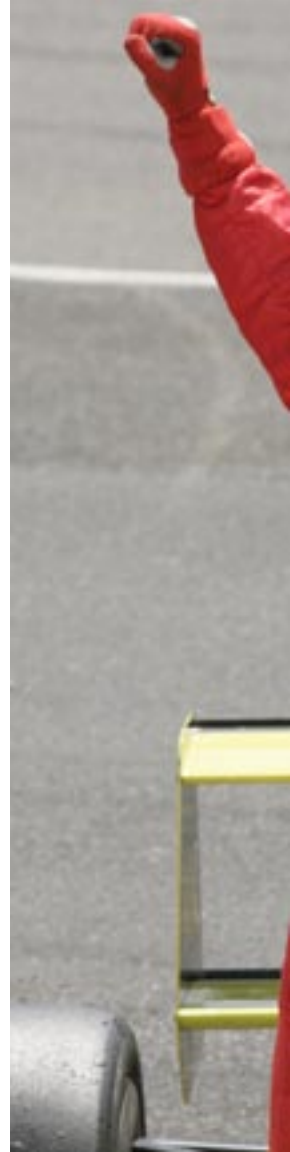
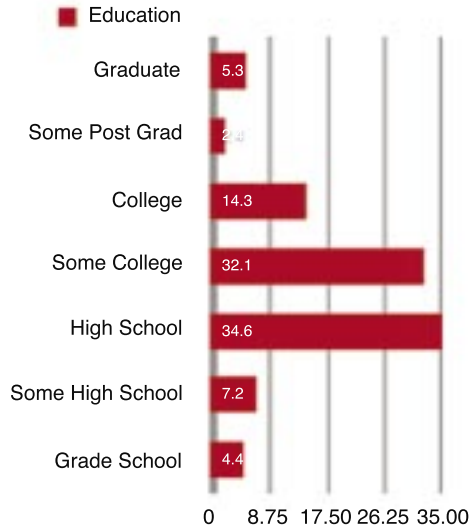
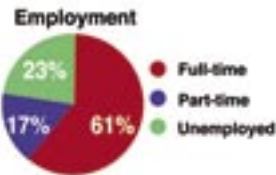
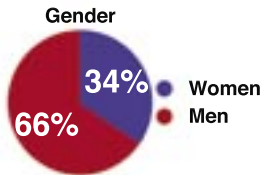
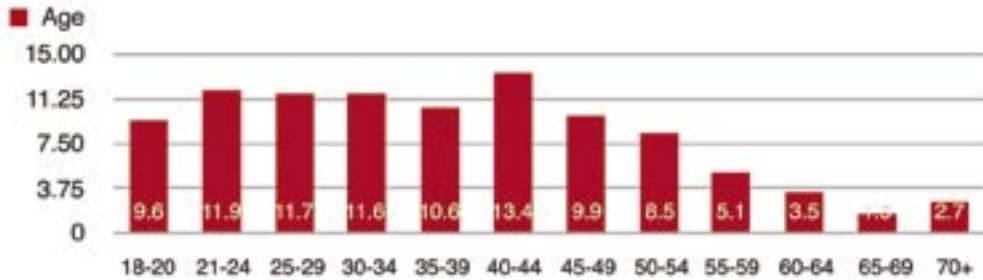
Population: 554,636  
ADI: 3,563,600  
DMA: Denver  
Rank: 18  
TV Households: 1,401,760  
% of US TV Market: 1.279  
'04 TV Rating: .1  
Network: SPEED  
'04 TV Audience: 110,000  
'04 Event Attendance: 112,000

### **Molson Indy Montreal Circuit Gilles Villeneuve**

Montreal, Quebec, Canada

Population: 1,056,513  
ADI: 3,593,669  
TV Market Size: 1,384,516  
Network: SPEED  
'04 Event Attendance: 133,762

# 2004 Champ Car Atlantic Demographics





## Champ Car Atlantic Fast Facts

- The richest open-wheel development series in North America
- Owned and sanctioned by Champ Car
- Races run in conjunction with Champ Car world series races
- Premier stepping stone to upper ranks of open-wheel racing
- Races on ovals, temporary, and permanent circuits
- Complete television package throughout north america on Speed and RDS (french canadian)
- Extensive public relations program
- Outstanding media coverage
- Controlled testing and rookie orientation program at all ovals
- Alumni drivers list is a "who's who" in racing



15

LEXMARK  
TOYOTA

Wright Patton  
Shakespeare

BOSCH



REPSOL

14

ADVAN

LEXMARK

LEXMARK

Red Bull

Castrol

## Kilisport Contact Information

### **Michael E. Cannell**

Team Owner / Team Manager

mike@kilisport.com

614.804.3709

### **David B. Roberts**

Director Of Sales

david@kilisport.com

239.464.1438

### **Corporate Mailing Address**

P.O. Box 1951

Powell, Ohio 43065

<http://www.kilisport.com>





Due to inconsistencies of DVD-R technology, this disc may not be compatible with all players. We have attempted to make it as compatible as possible with a broad range of DVD Players. If you experience trouble playing this DVD: first try another DVD Player, then try to play as a DVD Video in a computer. If you still experience trouble, don't hesitate to contact us.

## Kilisport DVD Brochure



Be sure to check out the DVD included in this package which features information documenting the Champ Car Atlantic Championship and its future. Also, get acquainted with the Champ Car Atlantic Championship through a musical slideshow.

This DVD also includes data that can be opened on your computer including Champ Car Atlantic Championship photos, video, and this brochure in PDF format.



**Kilisport, Ltd.**

<http://www.Kilisport.com>