



## **2006 NHRA AT A GLANCE**

- ◆ The NHRA, founded in 1951 by Wally Parks, is the primary sanctioning body for the sport of drag racing in the United States.
- ◆ NHRA is the world's largest motorsports organization with 80,000 members, over 300,000 participants, 140 NHRA Member Tracks and 5,000 plus events annually.
- ◆ 33.8 million or 15.3% of the US population has an interest in NHRA Drag Racing.
- ◆ NHRA POWERade Drag Racing Series events attract over 2 million fans annually in 35 of the top 50 DMAs
- ◆ Nearly 200 hours of NHRA original programming is aired to nearly 90 million households via ESPN2.
- ◆ More than 130 hours of programming was dedicated to the NHRA POWERade Drag Racing Series in 2005, reaching over 60 million viewers.
- ◆ *National DRAGSTER*, the official weekly publication of the NHRA has 80,000 subscribers and an avid weekly readership of nearly 350,000.
- ◆ NHRA.com receives 1.5 million unique visitors and more 30 million page views per month, and is the comprehensive site for all aspects of NHRA Drag Racing.
- ◆ The Coca-Cola Company's POWERade brand is in its fourth year of a multi-tiered agreement naming POWERade as the title sponsor of the NHRA's prestigious 23-event national racing series, the NHRA POWERade Drag Racing Series.
- ◆ Four professional classes headline the racing action at NHRA National Events as they vie for a share of more than \$50 million in cash and contingency awards.
- ◆ The vehicles in the Top Fuel racing class produce more than 7,000 horsepower, reach 0 to 100 mph in less than a second and race at speeds in excess of 330 mph.
- ◆ 89% of NHRA fans try to support companies that sponsor NHRA and take part in promotions linked to the NHRA. 66% stated they have switched brands because the brand they switched to was a sponsor of NHRA.

- ◆ NHRA achieved top scores in sponsor satisfaction and was ranked # 1 in “Offering Good Value for the Money” by SportsBusiness Journal amongst league properties.

Sources: Scarborough Research 2005, Lewis & Clark Research 2005, SportsBusiness Journal 2003, 11.03.06

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