




Corinthian Vintage Auto Racing

An Analysis ... *by the Numbers*

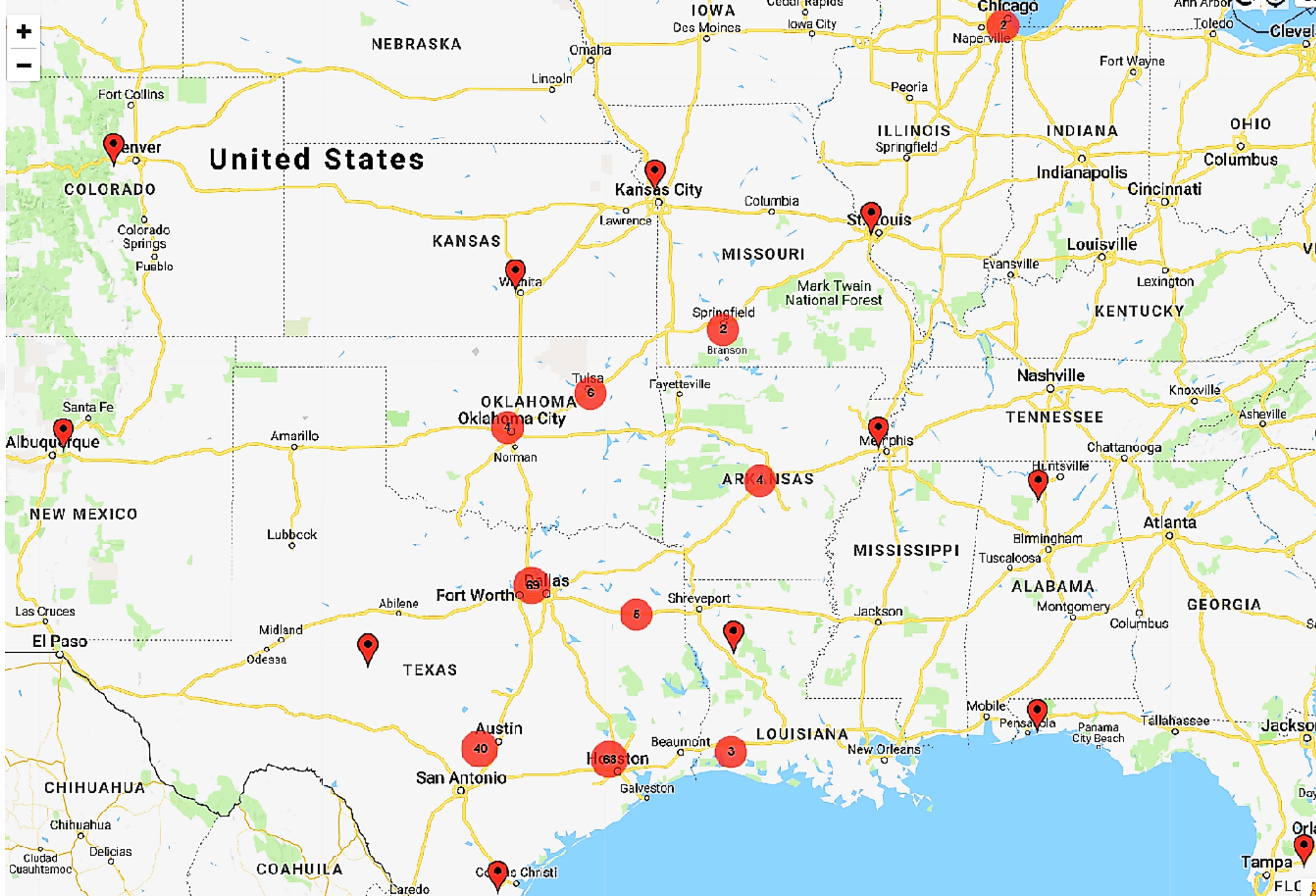
The logo for V.A. Vintage Auto Racing is a large, semi-transparent watermark in the background. It features a yellow shield with a black border, containing the letters 'V.A.' at the top and 'VINTAGE' at the bottom. Below the shield is a banner with the words 'VINTAGE AUTO RACING'.

This analysis is based on race registration data from dlbracing.com and speedhive.mylaps.com

It does not include at-track registrations, cancellations, DNS, DNF



Where Do Our 2018 Competitors Live?



CVAR's 2018 Competitors

Texas 186

DFW 69 Houston 68 Austin/San Antonio 40

Oklahoma 12

Arkansas 5

Missouri 4

Louisiana 3

Florida 2

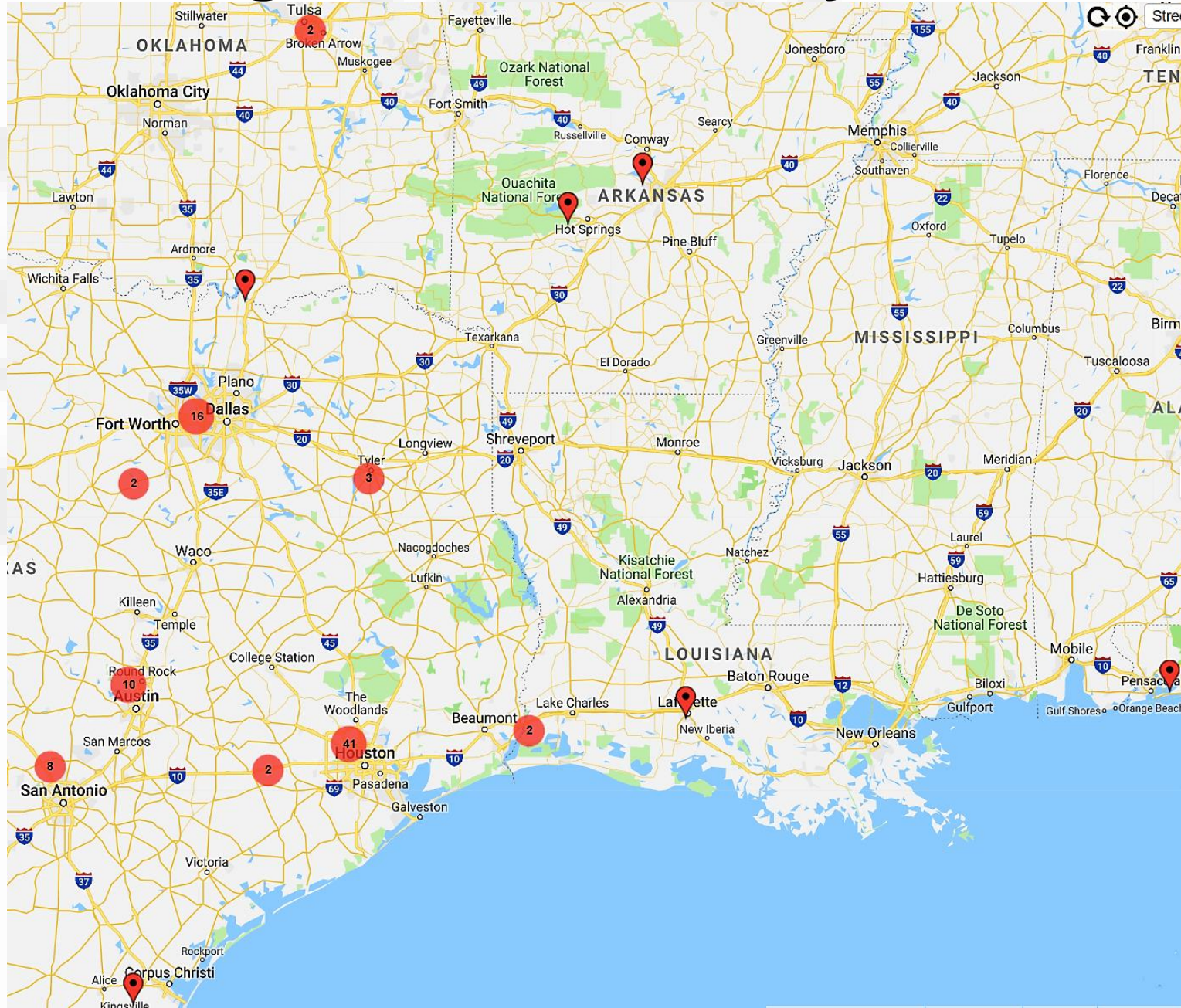
Alabama 1 Colorado 1 Illinois 1 Indiana 1 Kansas 1 New Mexico 1

22% of 2018 entries came from out of state

The logo is a large, stylized emblem with a central shield-like shape. The shield is divided into four quadrants by a vertical line and a horizontal line. The top-left and bottom-right quadrants are yellow and contain the letters 'C' and 'A' respectively. The top-right and bottom-left quadrants are white and contain the letters 'V' and 'A' respectively. The central shield is white and contains the text '50th' in a large, bold font. Below the shield is a yellow banner with the text '50th ANNIVERSARY' in a stylized font. At the bottom of the emblem is a white banner with the text 'VINTAGE AUTO RACING' in a bold, sans-serif font. The entire logo is rendered in a light gray, semi-transparent style.

Source of Entries by Event

Angleton – February 2018



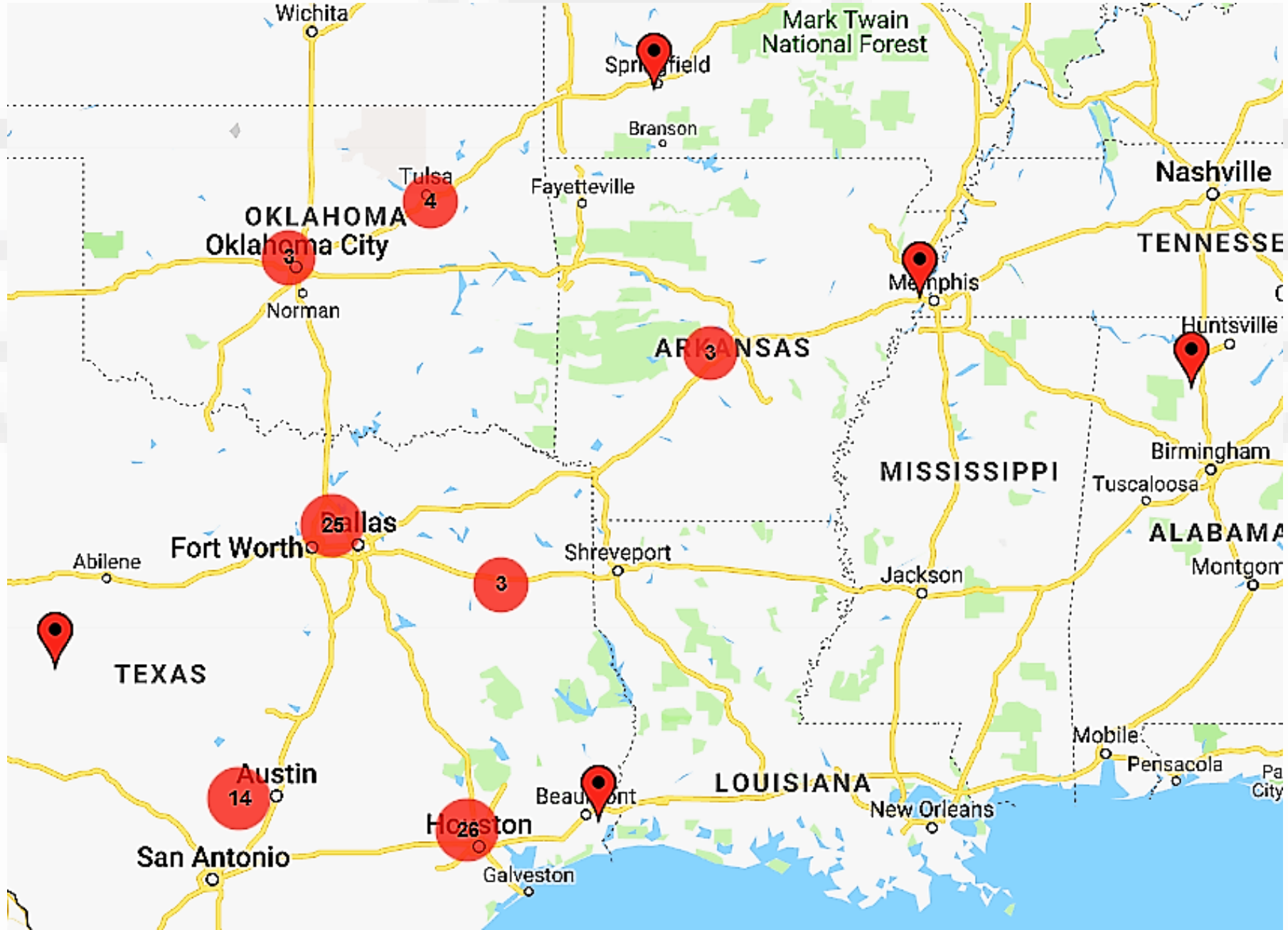
Angleton - February 23-25:

90 Entries plus 11 Students

Race time (1:00pm Saturday) temperature was 78 degrees. 71% humidity. Cloudy & windy

Days since last race: 76

Hallett – April 2018



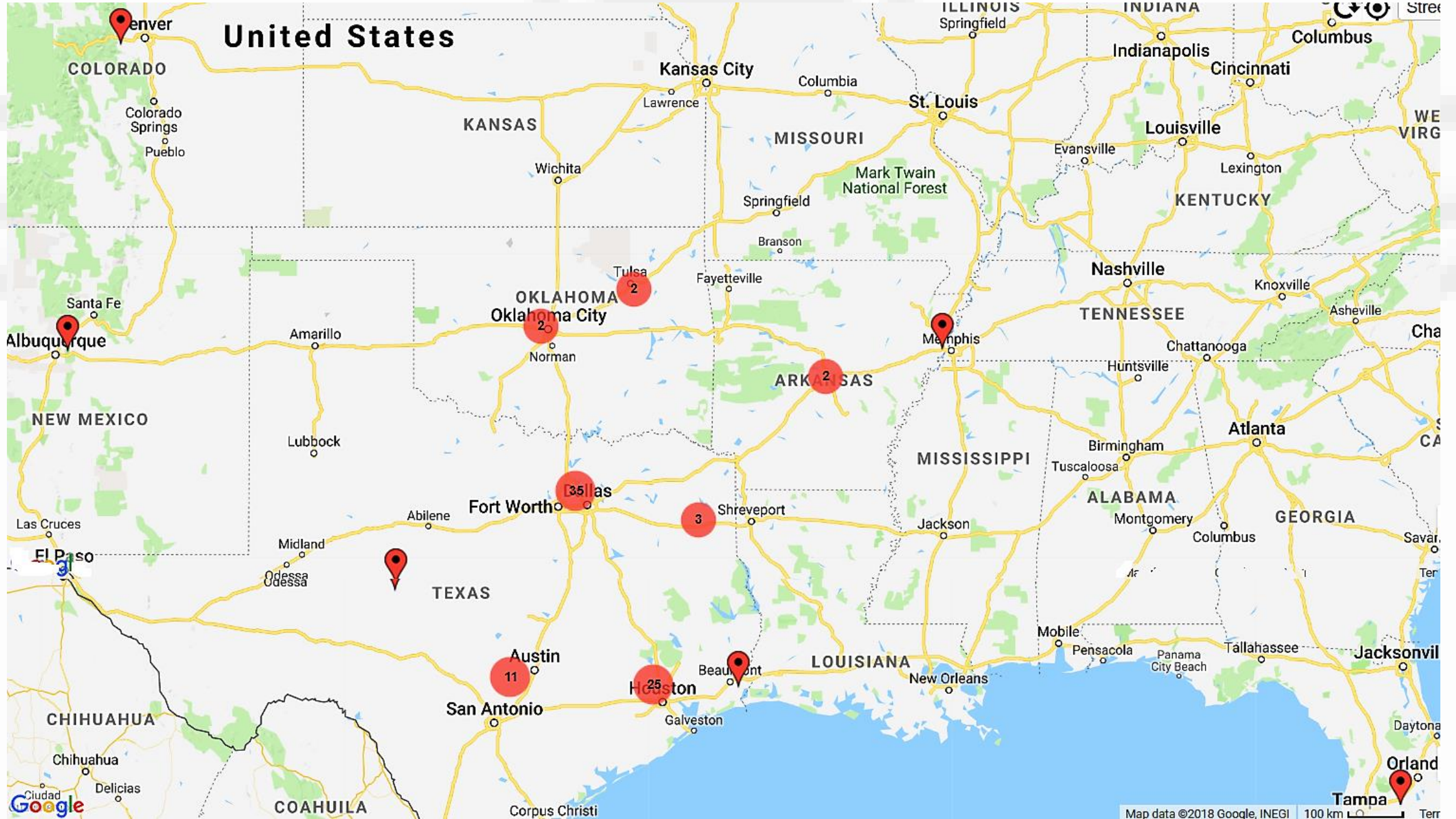
Hallett - April 13-15:

97 Entries

Race time (1:00pm Saturday) temperature
was **41 degrees. 47% humidity**
Cloudy & Windy

Days since last race: **46**

Eagles Canyon – May 2018



Eagles Canyon - May 4-6:

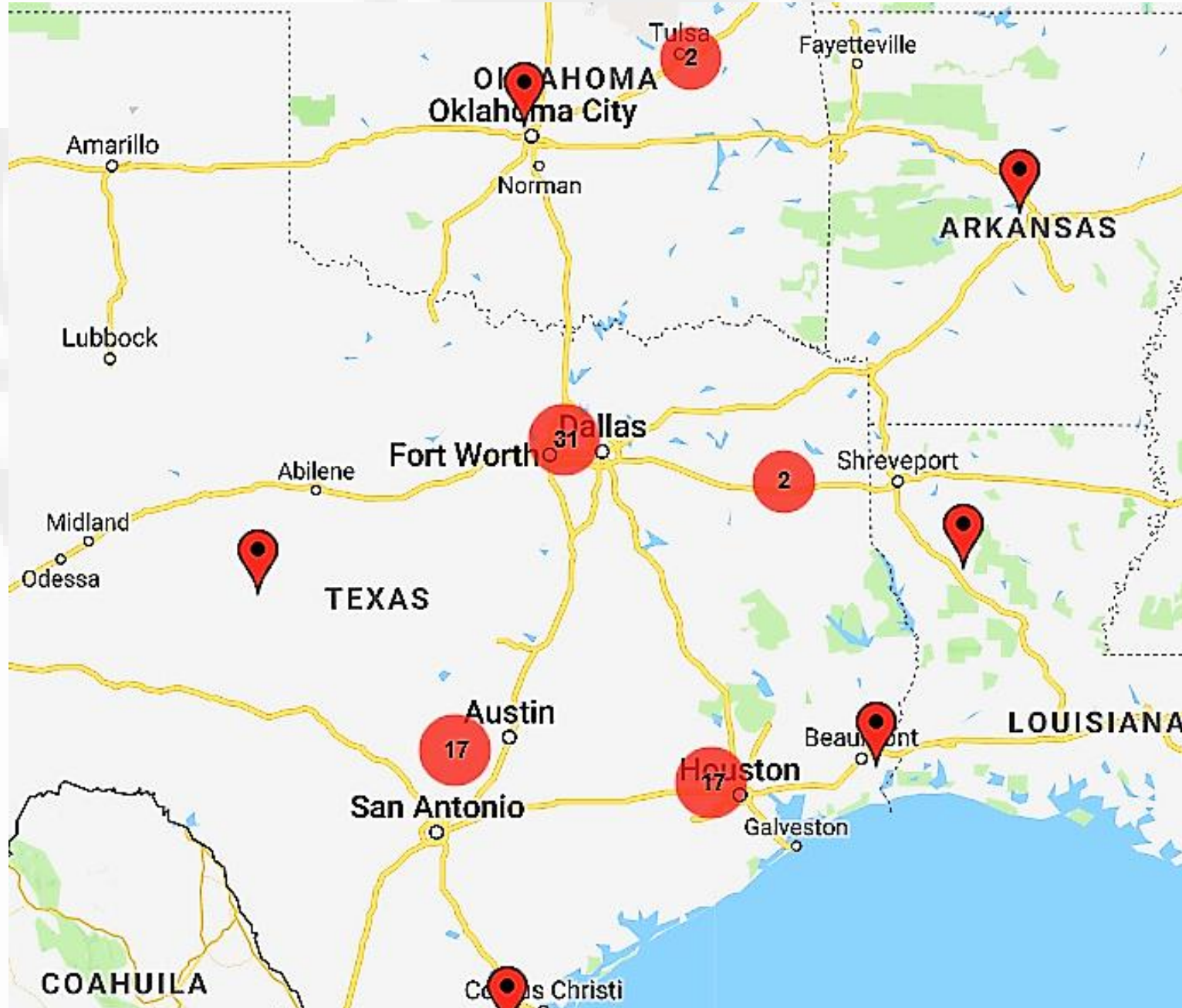
92 Entries

ECR drew from the **second widest geographic area** of all 2018 events

Race time (1:00pm Saturday) temperature was **76 degrees. 37% humidity. Fair skies**

Days since last race: **27**

Cresson – June 2018



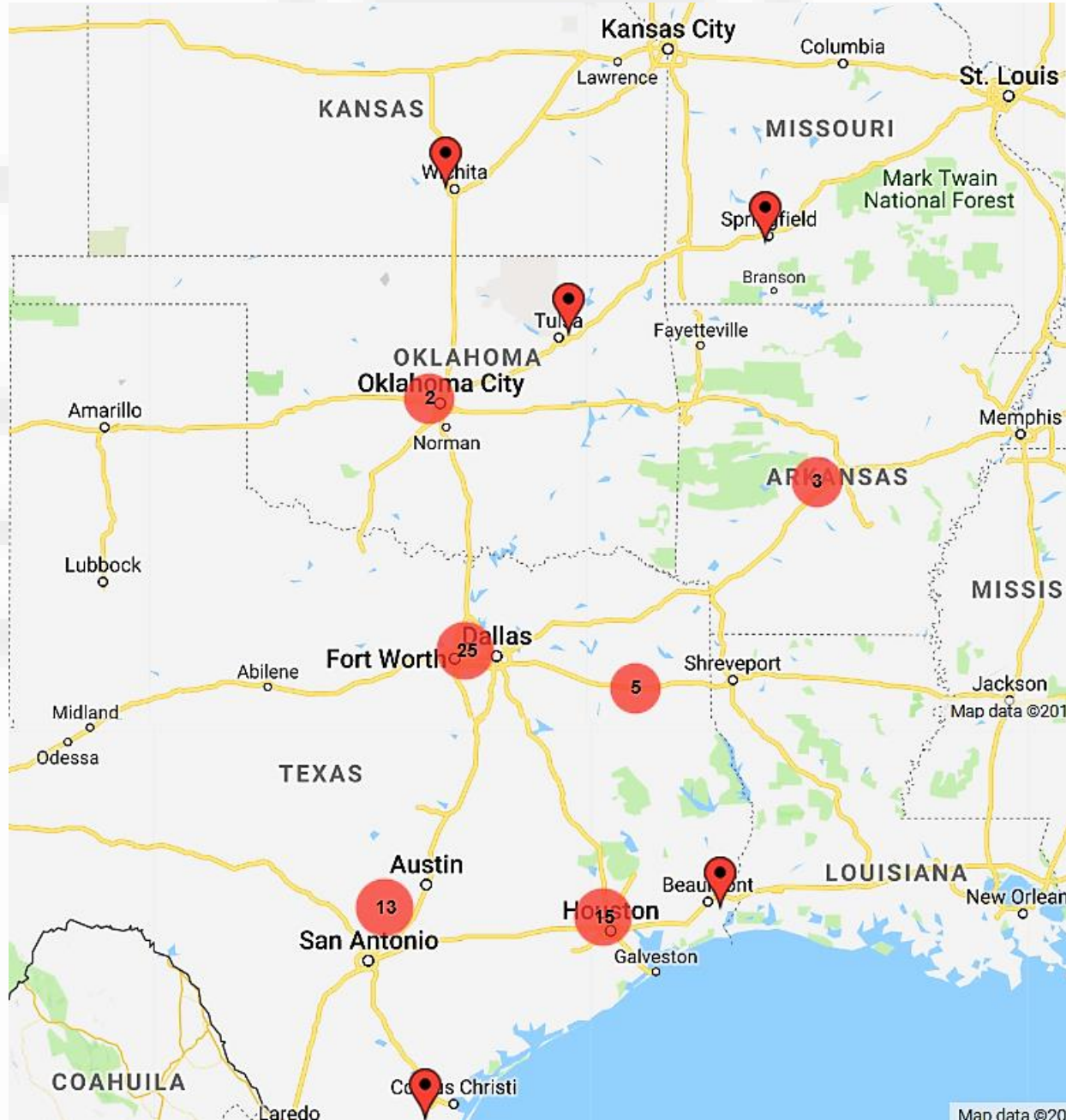
Cresson - June 1-3:

77 Entries

Race time (1:00pm Saturday) temperature was
98 degrees. 37% humidity. Fair skies
80 degrees same day in 2017

Days since last race: **25**

Hallett – August 2018



Hallett - August 24-26:

77 Entries

Race time (1:00pm Saturday) temperature was **91 degrees. 52% humidity. Fair skies**
76 degrees same date in 2017

Days since last race: **80**

Angleton – September 2018



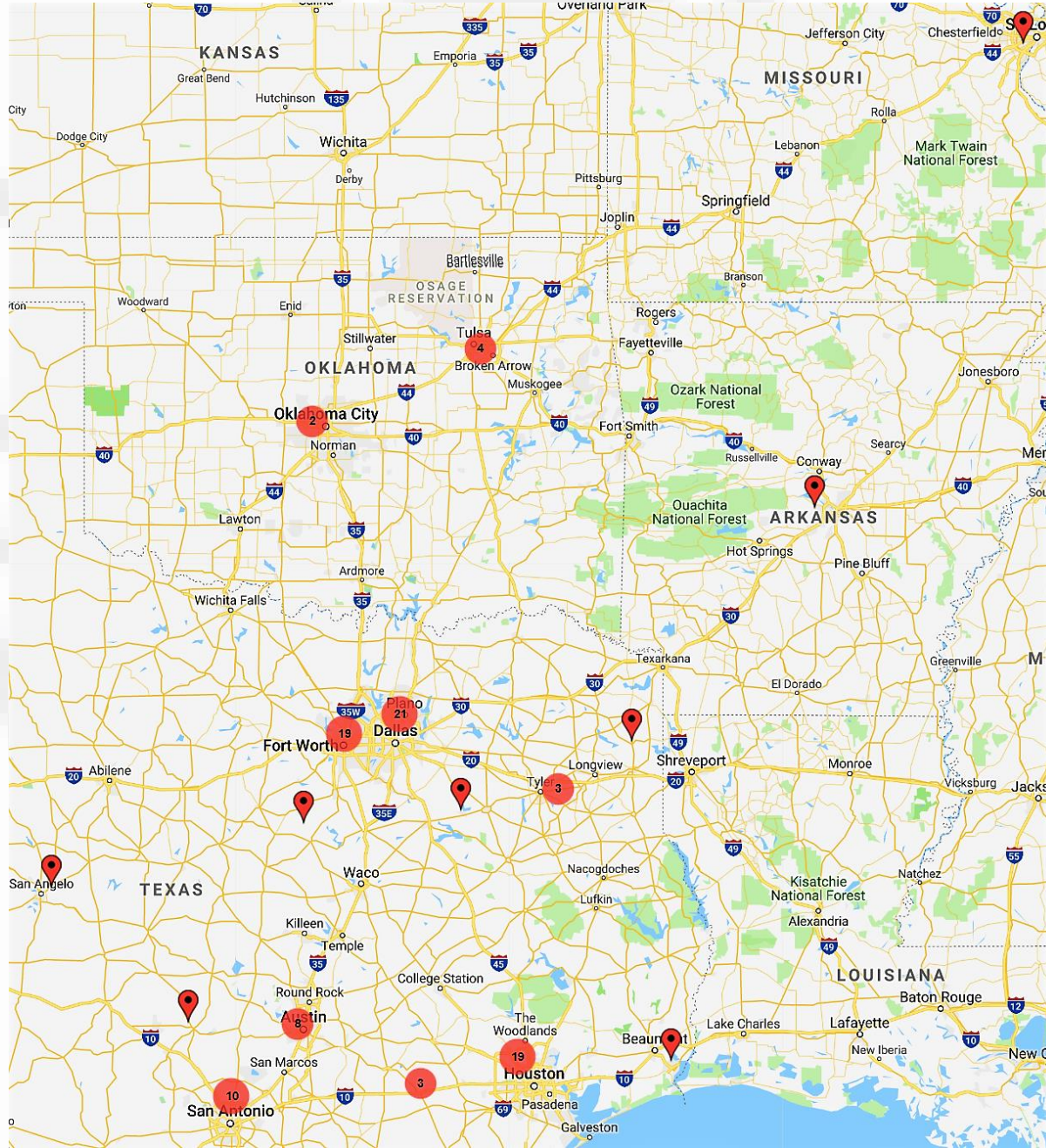
Angleton - September 28-30:

85 Entries plus 12 Students

**Race time (1:00pm Saturday) temperature was
73 degrees. 96% humidity. RAIN!**

Days since last race: 32

TMS – December 2018



TMS - December 1-2:

115 Entries

TMS drew from the **widest geographic area** of all events during 2018

Race time (1:00pm Saturday) temperature was **70 degrees. 28% humidity. Fair skies**
67 degrees same day in 2017

Days since last race: **61**



What contributed to our financial loss in 2018?

Here are five reasons supported by the data:

1. “Lost Drivers”

Of the **247 drivers** who entered at least one event during 2017
73 drivers dropped out and did not compete in 2018

They comprised **29.6%** of our total drivers

They contributed **124 entries**, **20.0%** of 2017’s total

At \$400 per entry, that’s a loss of potential revenue of **\$49,600**

***We lost almost 30% of our active drivers, 20% of our entries,
and nearly \$50,000 in potential revenue***

Established drivers are disappearing at an alarming rate

1. “Lost Drivers” – the Trend

2015-2016 lost 26.7% of drivers

2016-2017 lost 27.6% of drivers

2017-2018 lost 29.6% of drivers

2018-2019 projected loss of 69 drivers

Only 43% of our current drivers have raced with us continuously since 2015

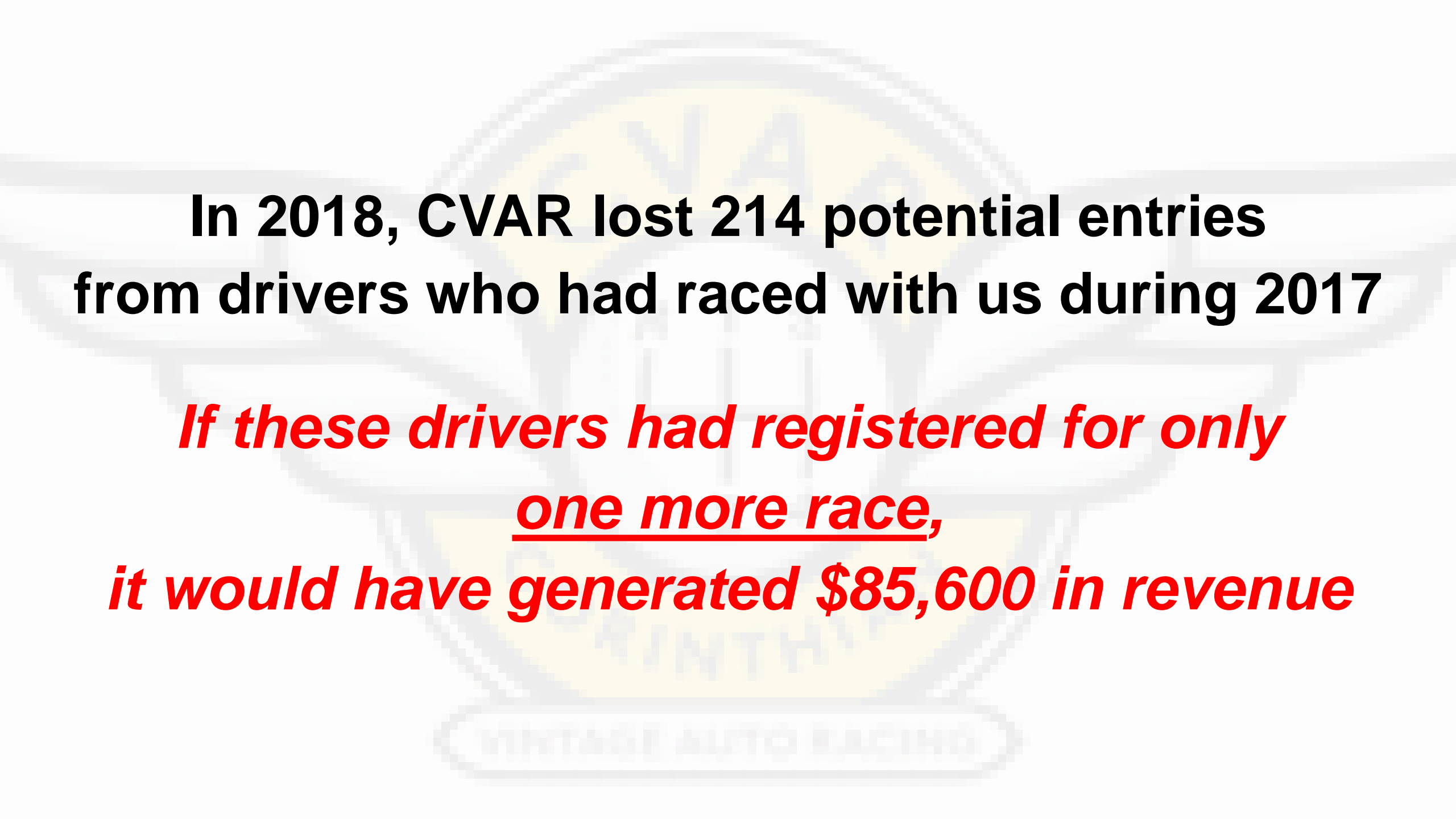
2. Decreased Participation

In addition to the 73 drivers “lost” after 2017

57 drivers decreased their participation from 2017

A decrease of 90 entries

Since 2015, an average of 59 drivers per year have decreased their participation



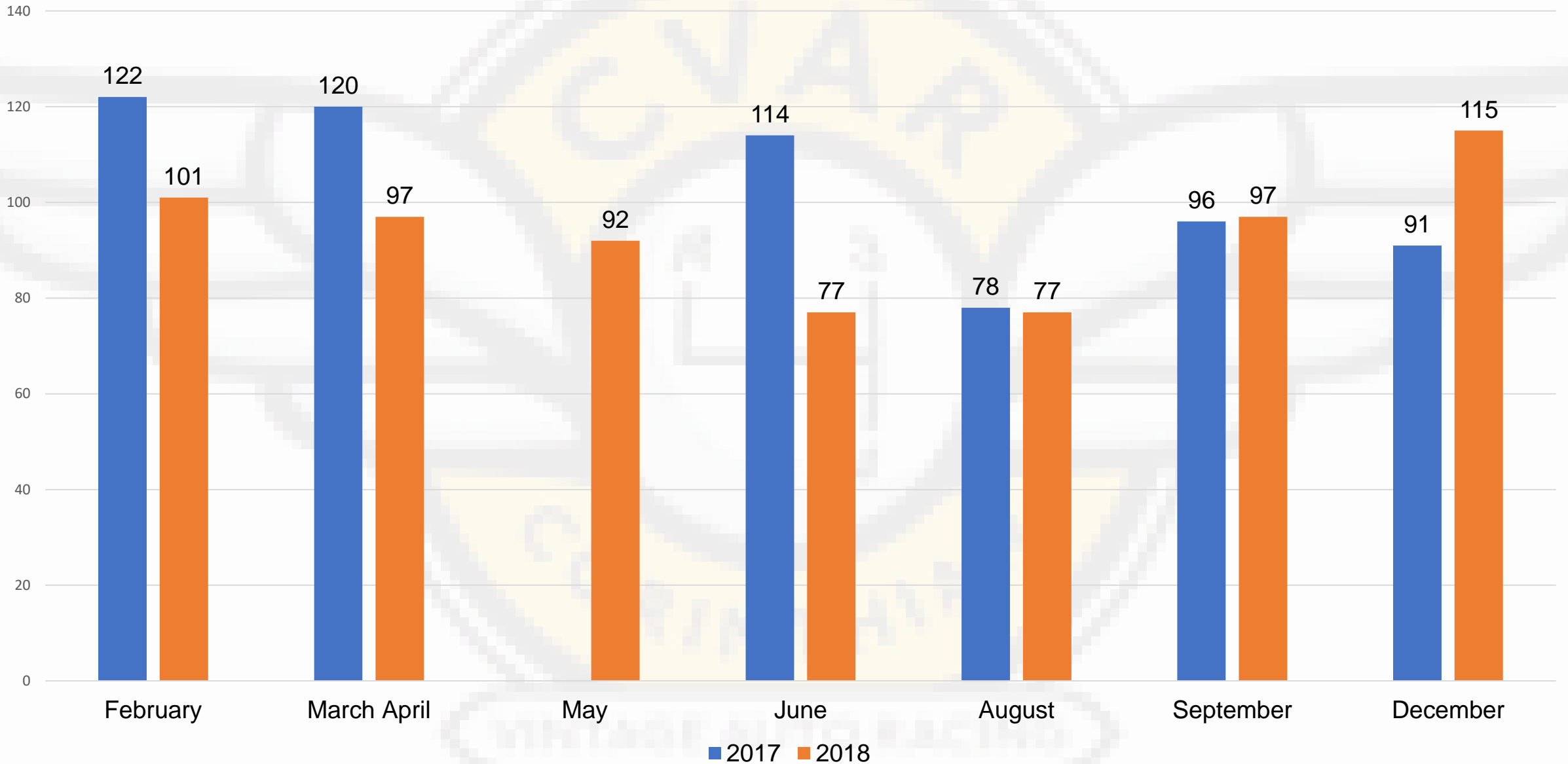
**In 2018, CVAR lost 214 potential entries
from drivers who had raced with us during 2017**

***If these drivers had registered for only
one more race,
it would have generated \$85,600 in revenue***

3. Fewer Entries per Event

	2015	2016	2017	2018
Races	5	5	6	7
Entries	595	585	620	644
Entries per Event	119	117	103	92
Entries w/o TWS	84	102	103	92

Comparative Entries per Monthly Event



4. Failure to Maximize the Season

**136 drivers (54% of the total) ran only 1-2
times during the 2018
7-race season**

**Of those who ran one race at Hallett and/or
Angleton, fewer than half ran the second race at
that same track**

4. Failure to Maximize the Season

You didn't have enough time to prep between races?

It ranged from 25 to 80 days

You think too many races diluted drivers' interest?

People who intend to only race 1-2 times a season

don't care if we have a 5, 6 or 7-race season

Only 3.6% of our active drivers entered all available races in 2018

5. Failure to Recruit and Retain Enough Active Students throughout our Market Areas

Data shows that CVAR recruited a total of only 46 students; 23 in 2017, 23 in 2018

**Our Student Enrollment is down by 40%
since 2015**

A disproportionate number come from the southern portion of “CVAR Country”

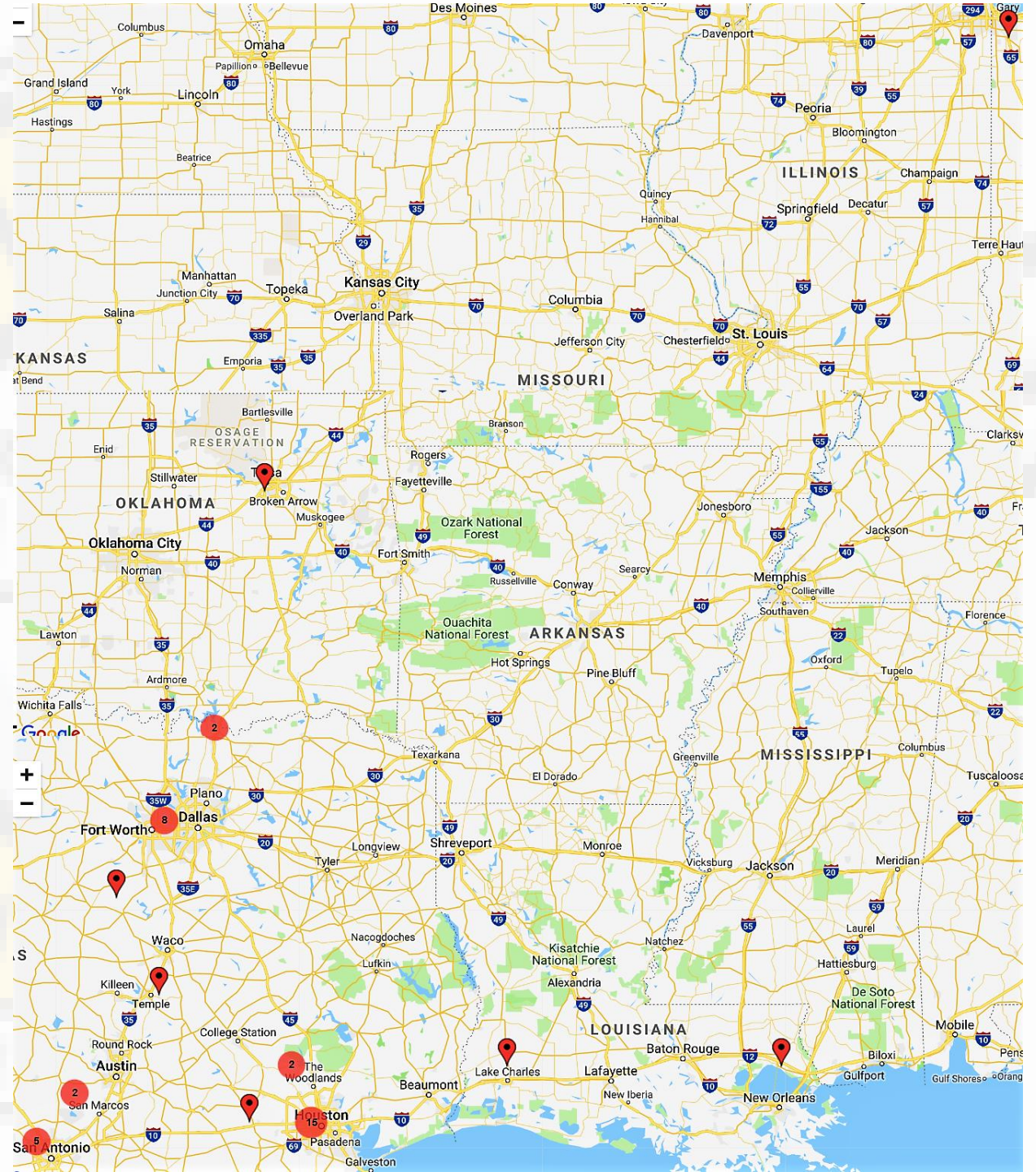


Where do our Students Live?

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Could this be due to the fact that both schools have been held at Angleton?

The inclusion of schools at Eagles Canyon and Hallett should modify this trend



5. Failure to Recruit and Retain Sufficient Students

Of those 23 Students from 2017...

13 raced again after their school in both 2017 and 2018

5 raced again in 2017 but not in 2018

3 didn't race again in 2017 but did in 2018

2 Students never raced again after their school



On the Other Hand

There are reasons for guarded optimism

1. “New” Drivers

During 2018, 64 “new” drivers joined us

36 were Students enrolled in 2017 & 2018

28 were “retreads” that hadn’t raced in a year or more

These 64 new drivers contributed 104 entries

15.9% of 2018’s total entries

2. Increased Participation

In addition to the 64 new drivers,

65 drivers increased their participation from 2017

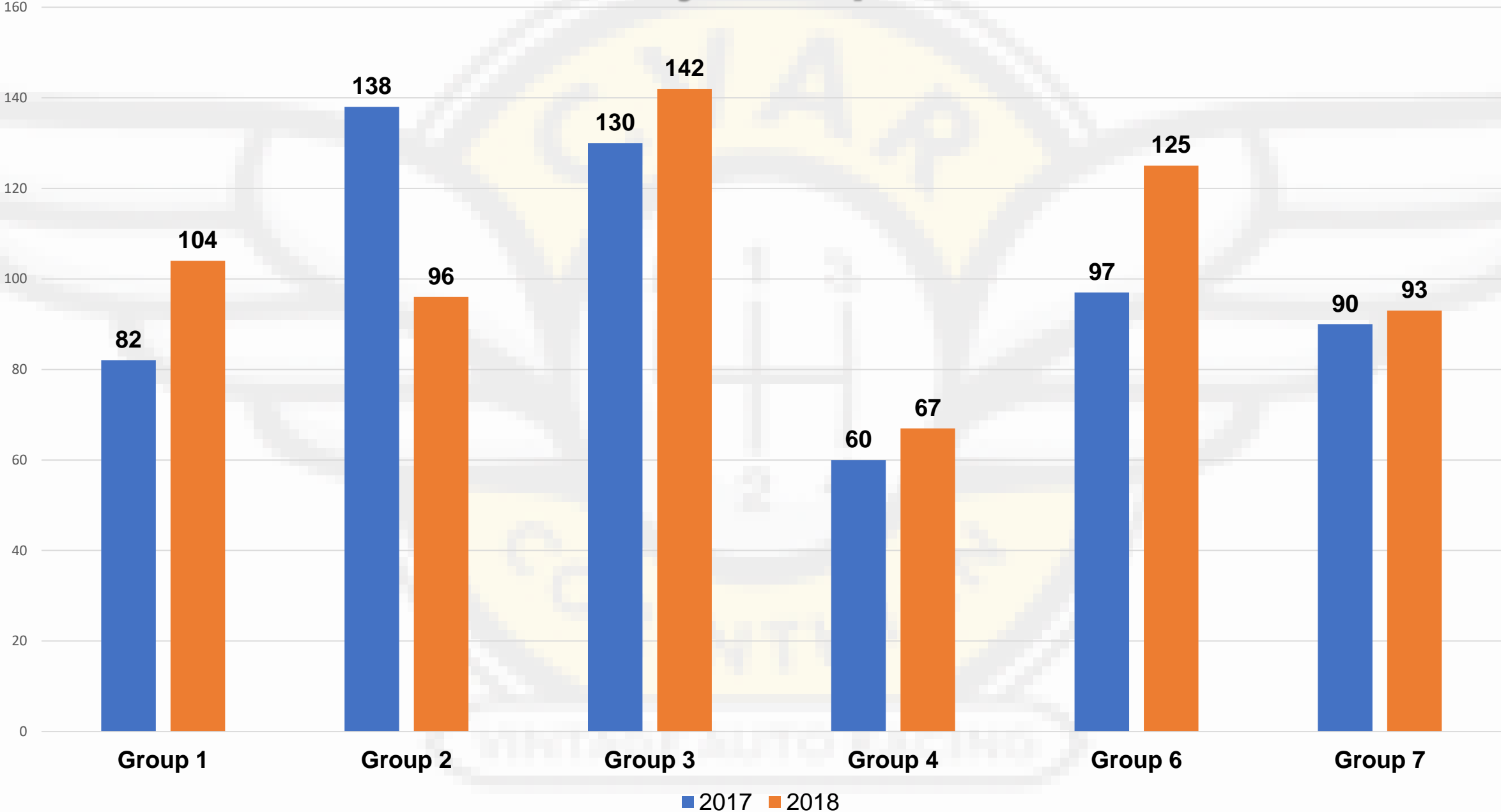
That increase totaled 107 entries

16.6% of 2018's total entries

42 drivers maintained the same participation in 2018

Only Group 2 showed a decrease in total entries

Total Entries by Group 2017 vs 2018



Entries by Race Group ...

Group 1's average benefited from the incremental entries at the TMS race. Group 1 averaged **15 entries including TMS but only 12 without**

Group 2 had a significant decline in entries levels, especially in E & F Production. Group 2 averaged not quite **14 entries per event**

Group 3 was the largest, averaging slightly over **20 entries per event**

Group 4 had minimal growth averaged **10 entries per event**

Group 6 had the highest degree of growth and averaged **18 entries**

Group 7 showed moderate growth during 2018 and averaged over **13 entries**

3. Higher Entries per Driver

	2015	2016	2017	2018
Drivers	258	243	247	247
Entries	595	585	620	644
Entries per Driver	2.31	2.41	2.51	2.61

4. “Signature Event” at Texas Motor Speedway

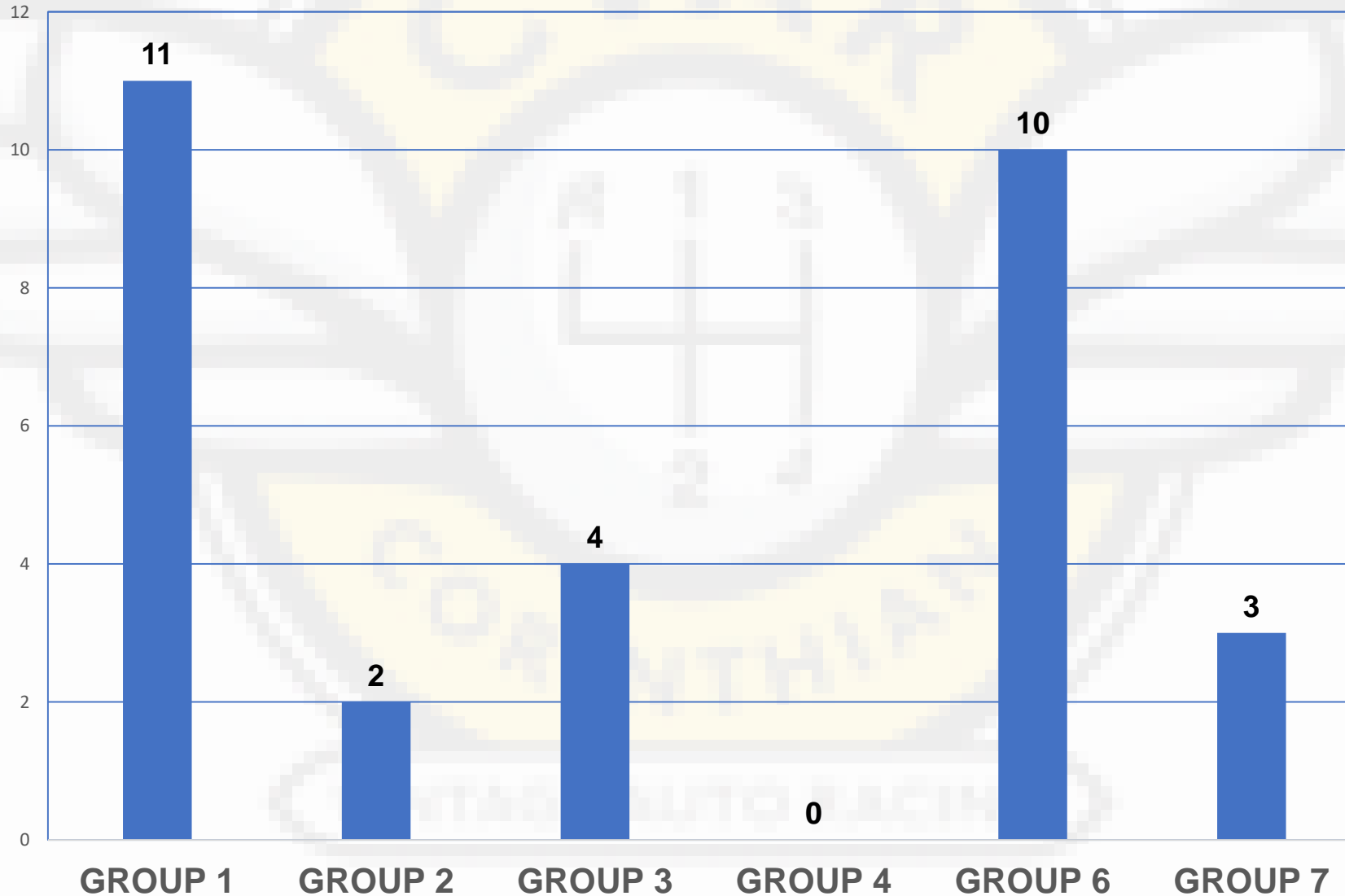
**Although some doubted its wisdom,
and the financial benefits weren’t immediately apparent**

CVAR’s Race Against Kids Cancer at TMS

- a. Offered competitors a unique event on a “bucket list” track**
- b. Gave us national visibility that we’ve never before enjoyed**
- c. Provided CVAR with 30 entries from racers for whom the event was their first exposure to CVAR**
- d. Moving from December to September will boost entries dramatically --- 200 entries is not an unreasonable target!**

Value of the **TMS “Signature” Event**

Number of Drivers by Group Whose Only CVAR Race was TMS
30 Incremental Entries



In total for 2018...

Although we **lost 214 entries** from departing drivers and decreased participation ...

CVAR **gained 210 entries** from new drivers and those who increased their participation

That new-found excitement generated almost ***one-third of our total entries*** for the year

Long-term drivers are more active. **The 107 who have raced continuously since 2015 averaged 2.95 entries**



What Does All This Stuff Mean?

Some Observations ...

CVAR is much more than a Texas racing group. 22% of our 2018 entries came from outside the State

More than 3 times as many students came from Houston as DFW

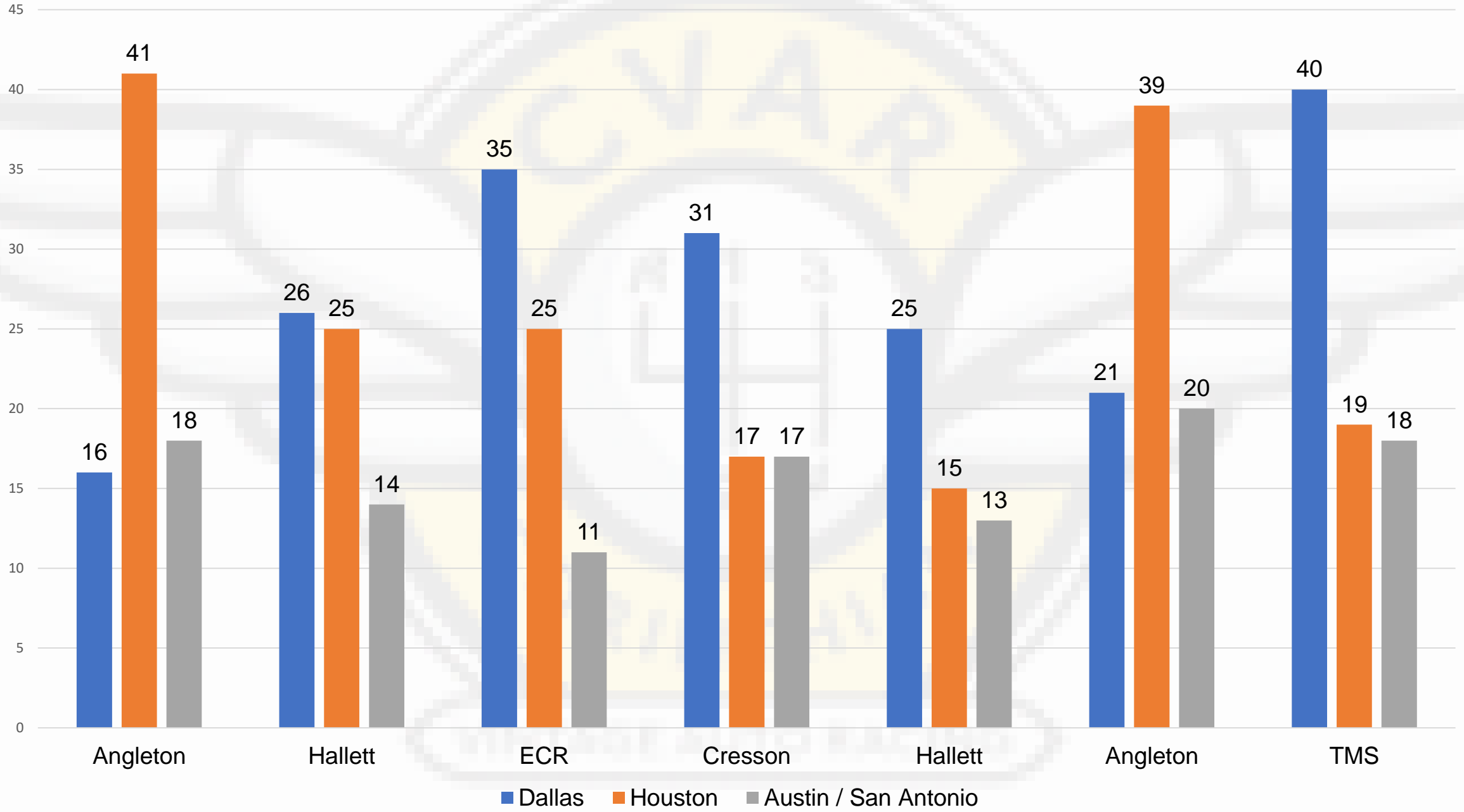
Actual weather often didn't meet the track's history. Drivers showed up and raced whether it was 40° or 91°

Despite its “distressed” condition, Eagles Canyon Raceway attracted significant support following our prolonged absence

CVAR's Signature Event at TMS brought a sizable number of new entries from outside our traditional competitor base

Different CVAR market areas and race groups have definite preferences in the tracks they run

Market Areas' Preference for Specific Tracks



Race Group's Preference for Specific Tracks

