



2024
MYRTON
HOUK



USF Pro Championships Presented by Continental Tire

- The world's leading driver development program providing a scholarship-funded path to Indy NXT and IndyCar.
- 25 drivers that made INDY NXT starts in 2023, only three were not USF Pro graduates
- Of the average 27-car NTT INDYCAR SERIES 2023 starting grid, 13 drivers were USF Pro graduates including Pato O'Ward, Colton Herta, Kyle Kirkwood, Felix Rosenqvist, Rinus VeeKay and David Malukas
- Four consecutive USF Pro 2000 champions have graduated to INDYCAR
- Alumni also include Austin Cindric, Parker Thompson, Pipo Derani, Aaron Telitz and Andy Lally to name a few
- Events primarily in support of INDYCAR at premier North American venues
- Exposure to INDYCAR teams and personnel, assisting with team and driver development



NTT INDYCAR

USF Pro Championships Presented by Continental Tire

USF2000 is the second official step on the USF Pro Championships driver development system.

The series has served as a formative step for drivers since 1990. Drivers who have honed their skills in the series include Oliver Askew, Colton Herta, Sage Karam, Kyle Kirkwood, Hunter McElrea, Christian Rasmussen, Parker Thompson and Rinus VeeKay to name a few.

The series champion will earn a scholarship valued at \$458,400 to advance to USF Pro 2000 in 2025.



SCHEDULE

ROUND | DATE | TRACK

- 1-2 | MARCH 8-10 | STREETS OF ST. PETERSBURG
- 3-5 | APRIL 5-7 | NOLA MOTORSPORTS PARK
- 6-7 | MAY 9-11 | INDIANAPOLIS MOTOR SPEEDWAY
- 8 | MAY 23-24 | LUCAS OIL INDIANAPOLIS RACEWAY PARK
- 9-10 | JUNE 6-9 | ROAD AMERICA
- 11-13 | JULY 4-7 | MID-OHIO SPORTS CAR COURSE
- 14-15 | JULY 19-21 | STREETS OF TORONTO
- 16-18 | AUGUST 22-25 | PORTLAND INTERNATIONAL RACEWAY

18 ROUNDS, ONE CHAMPION

AGE:

20

HOMETOWN/RESIDES:

McCordsville, IN

SCHOOL :

Purdue University West Lafayette – Finance

HOBBIES:

Mountain Biking, Snowboarding, Off-Road Motorcycling, Weightlifting

PERSONAL AWARDS:

2021 Forum Credit Union Young Entrepreneur of the Year

2022 Academic Scholarship Butler University

2023 Deans List Purdue University West Lafayette, IN

CHARITABLE WORK:

Raised over \$25,000 for The Little Red Door Cancer Agency

Support multiple camps per year in person

RACING GOALS:

To compete at the highest level of open wheel racing and obtain multiple IndyCar Series Championships



What others have to say about Ayrton Houk !

Ammonite Motorsport
October 21, 2023 · 🌐

A great day for us in the heat races @brandshatchofficial with Jack grabbing P4 in Heat 1 and Nolan winning Heat 2, Ayrton coming in P3 and Hugh P5! 🏆🏆🏆

-
- Onto the semi-finals tomorrow!
-

#formulaford #ff1600 #formulafordnational #ff1600national #formulaford #nationalformulaford #racing #motorsport #motorsportuk #ukformulaford #formulaforduk #ukmotorsport #singleseaters #carracing #cars #racing #racetrack #drivers #brandshatch #formulafordfestival

Little Red Door Cancer Agency is with Ayrton Houk Racing.
May 28, 2023 · 🌐

With today being the running of the Indianapolis 500, we would like to celebrate our favorite racer, Ayrton Houk Racing!

Ayrton is a Formula 1600 Racecar Driver and he supports Camp Little Red Door while on the ladder series to Indy! Ayrton is a great partner and friend of Little Red Door and we wish him all the success on his road to Indy.

Brad Hayes Racing
October 22, 2020 · 🌐

Video highlights from last weekend at Mid Ohio. Ayrton's first time in the car. He made awesome progress with the limited track time available. Preparation pays off. His time on the sim, in the gym, at the shop, reviewing data, reviewing video...it all played a part in a successful first weekend. He brought home the win in Sunday's race! Looking forward to more of this in 2021.

RACE 2 - VICTORY!!!

Play 2:01 / 2:30

Greg Rice
November 6, 2023 · 🌐

That Ayrton made it to the end was no surprise to me. He finished every race with us and had a zero crash damage bill. His best attribute is that he continues to perform at a high level as pressure builds. I am glad everyone had a good time!

RACER.COM

Houk rises from 31st to 14th in Walter Hayes Trophy Grand Final
A dramatic final day to the 23rd Walter Hayes Trophy event at Silverstone brought substantial...



AYRTON HOUK ACCELERATES INTO 2024 WITH DC AUTOSPORT



“Ayrton will be a great addition to the team. After a promising first test he showed the speed and consistency we can build on to fight at the front of the grid,” Don Conner, DC Autosport team principal shared.

USF 2000

PRESENTED BY Continental

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18 ROUNDS, ONE CHAMPION

18 Race Championship

- 1 Oval
- 2 Temporary Street Courses
- 5 Permanent Road Courses

2024 Series Results:

St Petersburg:

Round 1 – 9th

Round 2 – 16th

NOLA:

Round 3 – 7th

Round 4 – 11th

Round 5 – 13th

Indianapolis Motor Speedway:

Round 6 – 10th

Round 7 – 4th

2024 Series Points

2nd Place Rookie

8th Place Overall

*next 9 rounds run with IndyCar Series



Brand

AVRTON HOUK

Road Course Experience

- 2023 Team USA Scholarship Winner
- 2023 2nd Place FRP Series Championship
 - 2023 FRP 3 Wins 4 Pole Positions
- 2022 2nd Place FRP Series Championship
- 2022 F1600 FRP 7 Pole Positions and 5 Wins
- 2021 F1600 Track Records Mid-Ohio and Gateway
- 2021 Lucas Oil School of Racing Shootout Winner
- 2020 Winner SCCA Autumn Classic Mid-Ohio



The logo for Ayrton Houk, featuring the name 'AYRTON' in blue and 'HOUK' in red, with a stylized green and yellow graphic element.

AYRTON HOUK



Oval Experience

- 2023 4 Wins / 3 Poles in Kenyon Midget Series
- 2021 Kenyon Midget Series Champion
- 2021 3 Wins / 6 Poles in Kenyon Midget Series
- 2021 Kenyon Midget Track Record Anderson
- 2020 Kenyon Midget Most Improved Driver

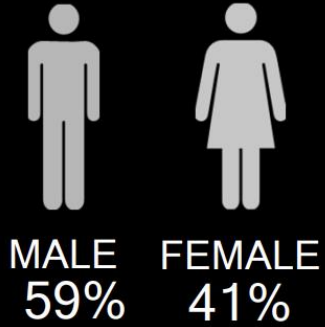
Team USA Scholarship Experience

- 2023 Team USA Scholarship Winner
 - Exposed to international talent
- Selected to represent Team USA at the Formula Ford Festival and Walter Hayes Trophy
 - Qualified 4th at Formula Ford Festival
- Finished 3rd in Formula Ford Festival Heat Race
 - Qualified 7th at Walter Hayes Trophy
- Finished 14th passing 17 cars in Grand Final

A photograph of Ayrton Senna's PABST-sponsored IndyCar on a racetrack. The car is white with black accents and the word "PABST" is visible on the rear wing. The driver is wearing a helmet and is seated in the cockpit. The car is positioned on the track, with other cars and crew members visible in the background. The scene is set at a racetrack with grandstands in the distance.

[CLICK HERE FOR A SNEAK PEEK OF AYRTON AT INDY!](#)

INDYCAR DEMOGRAPHICS - CURRENT INDYCAR FAN (2023)



55%
ARE
MARRIED

38%
HAVE KIDS



1 OUT OF 3 FANS
AGE 45 AND UNDER



53%

AVERAGE HOUSEHOLD INCOME
OF \$75,000+ A YEAR
MEAN INCOME \$80K



42% High School & Grade
School (Graduate or GED)

59% Some College
(AA/Associates or 1-3 years
of college)

20% College Graduate
(4-year college)

11% Post College Education
(Any post-grad work or
degree)

74M FANS

INTERESTED IN INDYCAR

1.8 MILLION
ATTENDED AT LEAST
ONE RACE IN LAST YEAR

NEARLY 23%
MULTICULTURAL
AND GROWING

LIFESTYLE INTERESTS



TRAVELING 76%



HOME IMPROVEMENT 54%



DINING OUT 72%



GAMING 67%

SOURCE: INDYCAR

Digital and Print Media

 [Ayrton.Houk.Racing](https://www.instagram.com/Ayrton.Houk.Racing)

 [Ayrton Houk Racing](https://www.facebook.com/AyrtonHoukRacing)

www.ayrtonhoukracing.com

YOUNG STARS TO DRIVE INTO SPOTLIGHT AT GRIFFIS TEST, COMBINE

By INDYCAR | Published: Oct 28, 2021



On the path for speed: Houk teaming up with Pendleton's Hayes for racing dream

By Steve Heath - November 13, 2020

Daily Reporter

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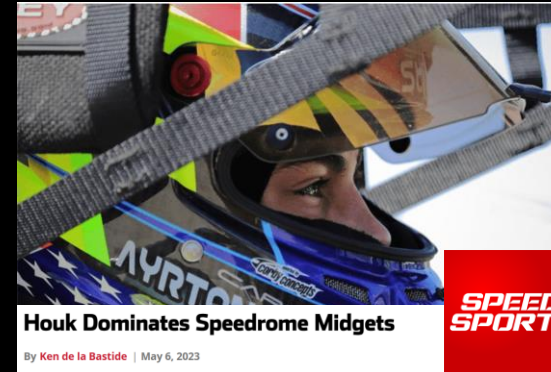


HOUK TO PARTICIPATE IN USF2000 SERIES TEST

December 5, 2023 | Team News



After a meeting late November in St. Louis, Mo., with Don Conner of DC Autosport, Ayrton Houk has committed to take the next steps in his racing career by participating in the USF2000 Presented by Continental Tire series test at Sebring International Raceway in Sebring, Fla., December 11-12.



By Ken de la Bastide | May 6, 2023



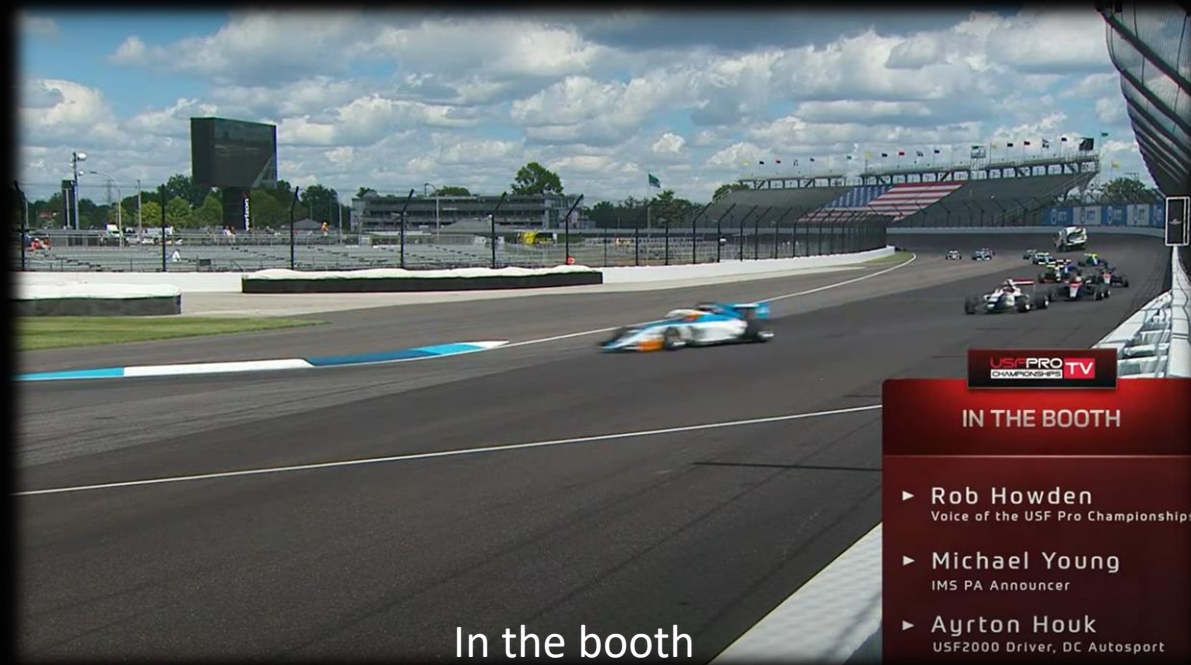
Live Streaming Media



USF Pro Championships will feature global live streaming of all race events during the 2024 season.

USF Pro Championships TV will manage all aspects of live streaming as well as exclusive behind-the-scenes and special features such as the mini-documentary series *The Climb*.

2.53 million total views on YouTube, over 109,400+ hours watched



LEVERAGE AN EXISTING ENTERTAINMENT PLATFORM



HOSPITALITY

Ayrton Houk Racing is also pleased to offer unique hospitality and entertainment opportunities during the 2024 season upon request. Let us be your B2B hospitality event at the track!

- The series' hospitality center is available at every event and can be enhanced with VIP packages
- VIP Suites are available at all events and can be fully customized
- Wing and Wheels Foundation brings Turn 2 Suite Hospitality Options Year-round at Indianapolis Motor Speedway



LEVERAGE AN EXISTING ENTERTAINMENT PLATFORM



Hospitality

Custom Option Also Available:

- Guided paddock and garage tours
- Trophy presentations
- “Start Your Engines” commands
- Flag stand experiences
- Pace car rides
- Dinner packages with driver appearances
- VIP gift bags and more

All packages can be designed for groups of 10 or more guests based on availability.



Marketing Opportunities with Ayrton Houk Racing

- Brand Ambassador/Spokesperson
- B2B Engagements and Hospitality
- Exclusive Brand Promotion and Representation
 - Driver and Car Appearances
 - Social Media Promotion and Sales
- Live Streaming and Print Media Engagements
 - Car and Driver suit branding
- Customized Marketing Program Options
 - Executive Event Support



Options:



OWNERSHIP
AMH Racing LLC



Wings & Wheels Foundation

501c3 charitable organization

EIN: 93-1688394



Sponsorship
Brand Ambassador

Current partners



RIDE WITH US TO INDY!

Thank you for taking the time to go over the Ayrton Houk 2024 Partnership Overview. In anticipation of your enthusiasm to partner with Ayrton Houk, we look forward to speaking further on a custom proposal that will exceed your marketing expectations in motorsports.

Contact:

KEVIN HOUK

Ayrton Houk Racing

317.644.9071

kmhouk@myinestor.net

