

NMCA FAST FACTS

The National Muscle Car Association (NMCA) is the oldest and most recognized muscle car organization in the U.S. Each year features the NMCA Edelbrock Hot Rod & Muscle Car Nationals with seven national events. As the #1 muscle car motorsport show, the NMCA has the most racers, fans and sponsors. NMCA racers compete for the largest all-cash contingency program in domestic street-legal drag racing – over \$3,000,000 this year! NMCA events are regularly featured in Hot Rod, Super Chevy, Chevy High Performance, Mopar Muscle, Drag Racer, Mopar Enthusiast, and Fastest Street Car - the NMCA's own in-house publication. All NMCA events are aired on national television on Inside Drag Racing, and on the web on NMCATV.COM.

Event Attendance and Participation

The NMCA Hot Rod & Muscle Car Nationals attracts the muscle car spectators and racers through aggressive promotion and solid rules.

Average Spectator Attendance:	12,058	Average Race Cars Per Event:	416
Average Show Cars Per Event:	156	Average Vendors Per Event:	33

Spectator Demographics

NMCA fans are quality consumers that actually support the performance aftermarket and represent hundreds of millions of dollars in parts sales annually.

Male/Female:	79% Male / 21% Female	Average Age:	37.5 Years
HHI More Than \$75K/Year:	37%	Average HHI:	\$53,500 Per Year
Races Attended Per Year:	8.6		

NMCA's family of sponsors

The NMCA has the most sponsors because the series provides strong value and access to quality racers and fans for an affordable price. The following are just a few of the NMCA's major sponsors:

Edelbrock	Keystone Automotive	Nitto Tire	GM Performance Parts
Vortech	Comp Cams	BFGoodrich Tires	EATON
MSD Ignition	Ford Racing	Hot Rod Magazine	Tremec

National event coverage

The NMCA has developed strong editorial relationships with major media outlets that reach many millions of qualified muscle car motorsport enthusiasts.

Inside Drag Racing	400,000 Viewers	Hot Rod	700,000 Circulation
Super Chevy	175,000 Circulation	Power TV Network	137,000 Viewers
Fastest Street Car	25,000 Per Issue	NMCADigital.Com	29,472 Visitors Per Month

NMCA series Promotion

The NMCA became the #1 muscle car motorsport show through aggressive series promotion designed to attract both fans and participants.

National Magazine Advertising

The NMCA advertises the series schedule and individual events in Mopar Muscle, Super Chevy, and Fastest Street Car.

Radio Advertising

The NMCA purchases radio advertising in most markets on the top-5 radio stations.

Keystone Automotive Dealer Promotion

Keystone Automotive, the official performance parts supplier of the NMCA and the largest automotive parts wholesaler in the U.S., places point-of-purchase displays with all customers in each region of an NMCA event.

Direct Mail

The NMCA sends direct mail event flyers for every event to the NMCA's mail list and the race track's mail list.

Guerilla Marketing

The NMCA distributes flyers at speed shops, automotive shops, regional car shows, swap meets and specialty events to cross-promote each event.

Yearly Series Poster

The NMCA produces a full-size series poster that is bound into the May issue of Fastest Street Car each year.

NMCA Contingency Program

The NMCA has the largest all-cash contingency program in all-domestic street-legal racing with over 65 participating brands. This program has been developed over the past six years by providing a strong value to our sponsors and assurance that our contingency checking and reporting system is accurate and honest. NMCA's image program provides high-res racer photography free of charge to all NMCA sponsors.