



TRACKSIDE

Ticketing & Event Technology



ABOUT US

AutoInterests Group has been operating in motorsports since 2009 and has accomplished many significant achievements:


Has the industry's only fully self-contained mobile campus WiFi network (2017)


Now the 3rd largest HPDE in the country and growing


First fully digital HPDE program (2016)


First motorsports organization with 100% online registration (2011)


We've been evolving & integrating technology into motorsports for over a decade


Launched the industry's first & only Loyalty Program (2019)

TRACKSIDE PRINCIPLES

Supporting our customers in being the best-run motorsports businesses.

Enhancing motorsport event experiences through **technology**.

Quantify the previously immeasurable: provide deep insights to support continuous improvements and profitable growth.

3 PATHS OF VALUE CREATION



01

Back-office
optimization
& streamlining



02

Consumer
engagement &
convenience



03

Analytics & insights
for ongoing
improvements &
strategy

A DECADE OF PROBLEMS

SOLVED WITH TECHNOLOGY

Online registration,
ticketing & waivers

Eliminating paper
(participant lists, tech forms, waivers)

Streamlining entry gates
(no more waiting)

Properly classifying
drivers

Capturing customer
data & marketing info

Pre-event information
and emails

During-event
communications via text

Good reporting data
(on sales & event profitability)



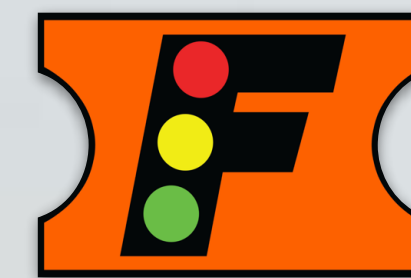
ALL OF THESE PROBLEMS
WERE SOLVED WITH
ONE SOLUTION:



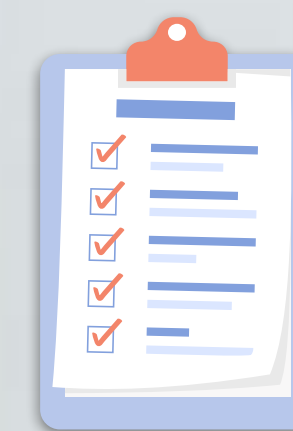
The only **unified system** that *seamlessly integrates* motorsports operations and **makes event experiences easier** and better for everyone!



**EVENT
MANAGEMENT
DOESN'T HAVE
TO BE THIS HARD**



does all of this
seamlessly



TRACKSIDE DOES IT ALL!

Your staff could be doing more valuable things than fighting with technology!

- No more copying & pasting from one system to another
- No separate fees
- No apps to install
- No more manually updating spreadsheets
- No asking patrons to sign up for numerous separate systems
- No more looking through multiple systems to find information



A BETTER BACK OFFICE = EQUALS = **HAPPIER CUSTOMERS**

*More time spent on the things that matter:
CUSTOMERS!*



Easier access to information
means delivering better customer service

Tools to effectively communicate
with patrons = better event experiences

Staff can spend more time **providing value-added services** to customers instead of wasting time searching for information or fighting with technology

Make data-driven decisions
instead of listening to the “squeaky wheel”
or anecdotal feedback

Staff can relax - no running around to find information on paper or go look it up

Customers notice good organizations & systems!

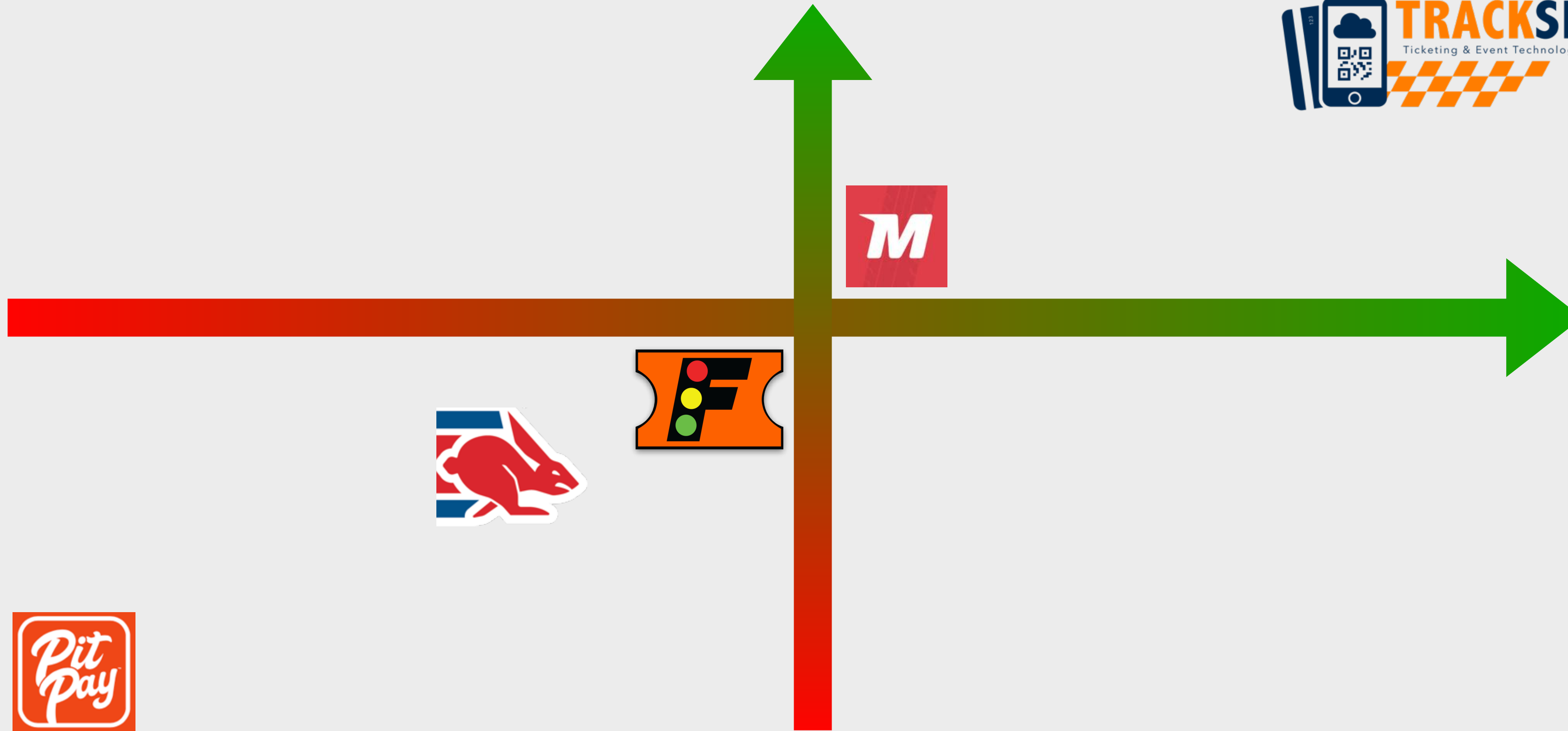
TRACKSIDE IS SUPERIOR TO THE COMPETITION

**INTEGRATED DATA
ACROSS FUNCTIONS**



LIMITED
FEATURES

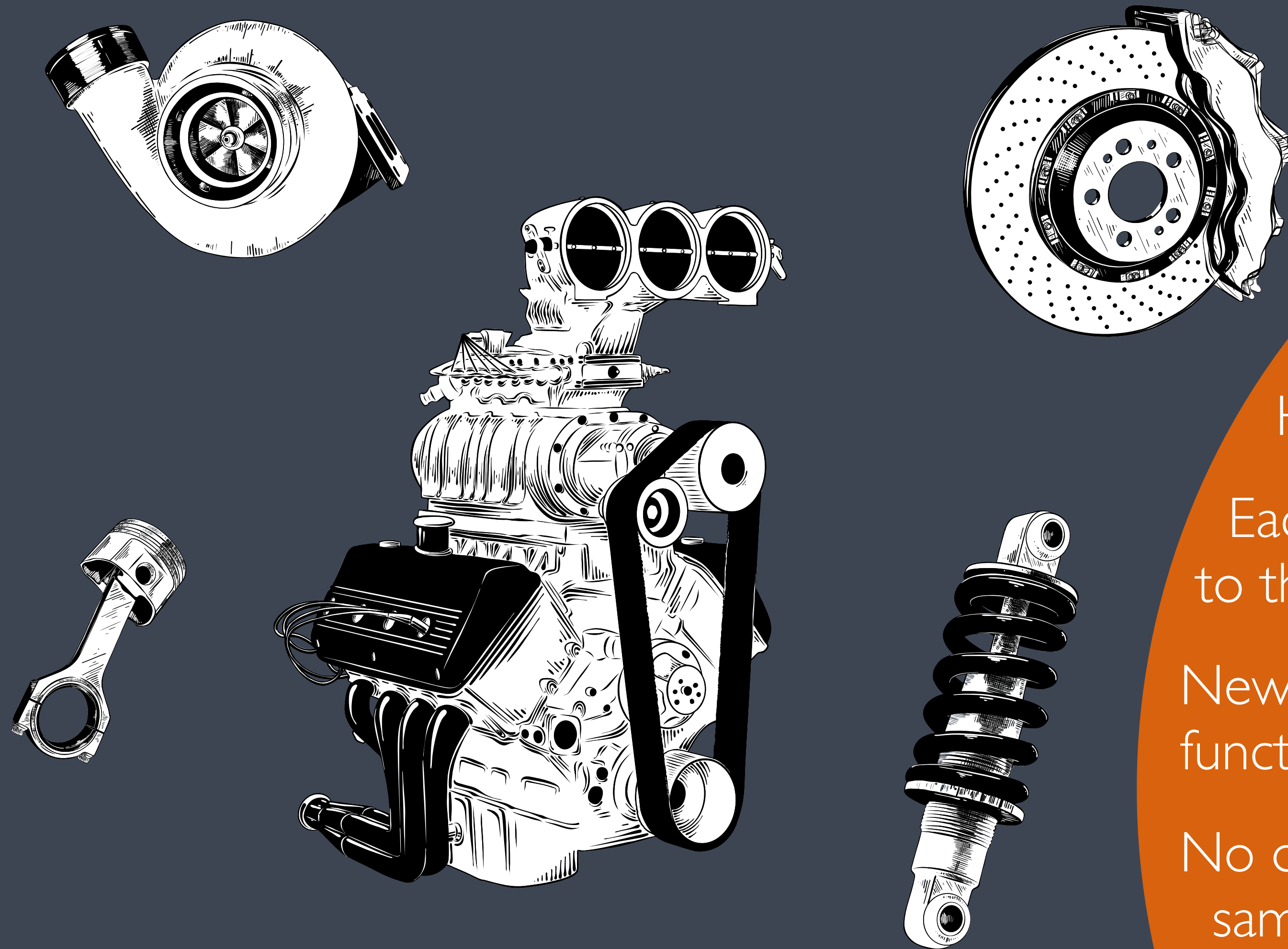
**FULL
TOOLSET**



MANUAL
DATA COPY

HOW DOES TRACKSIDE WORK?

Car modification is done **by component**:
brakes, suspension, engine, transmission, etc.



Well-designed software works the same way:
we don't need a new engine or frame
just to upgrade the brakes!

TRACKSIDE USES A MODULAR ARCHITECTURE:

High performance core **framework**

Each feature is a module that “bolts on”
to the core

New features work with existing
functionality & data

No duplicated data - modules all use the
same underlying database

HOW DID WE BUILD THIS MODULAR ARCHITECTURE?

Did we use an app?



What's wrong with an app?

Extra steps
to install

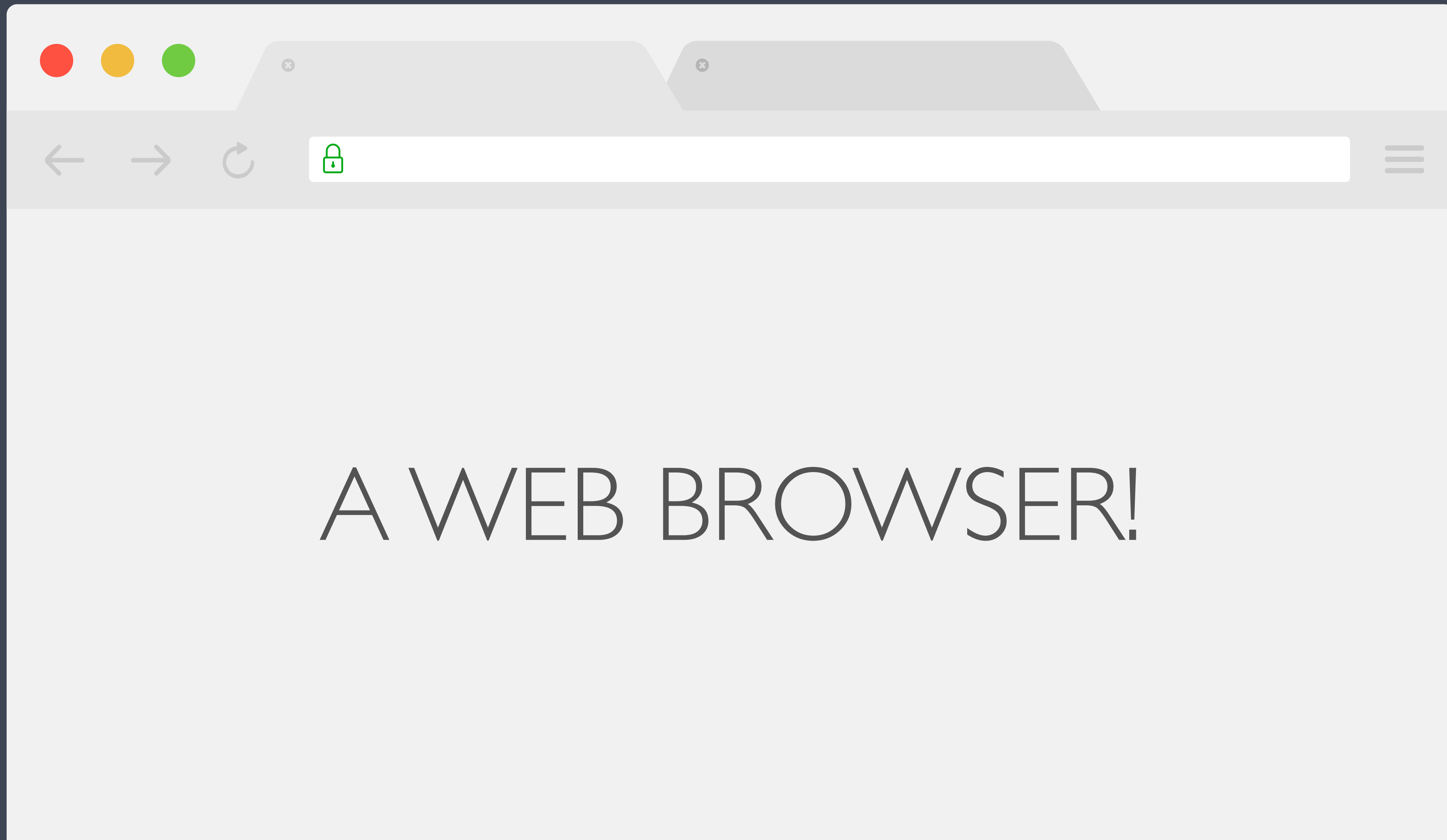
Separate code
& different
functionality
per device

Limited by
Google or
Apple's rules/
restrictions

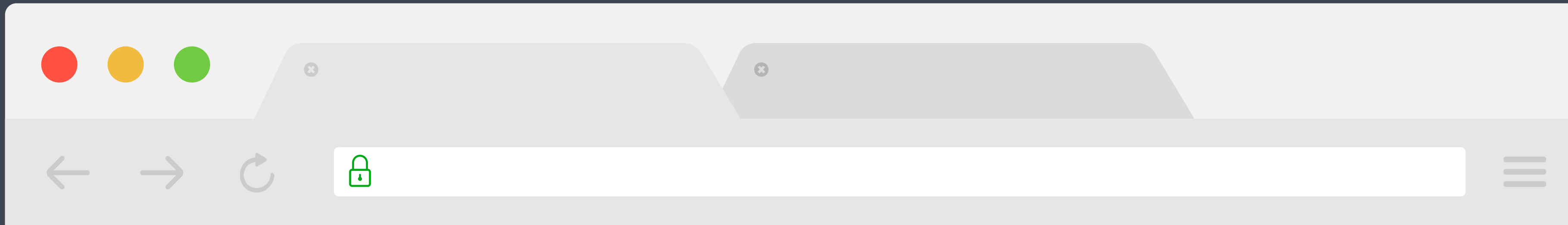
Heavy data
requirements

We use something every phone already has -

HOW DID WE BUILD THIS MODULAR ARCHITECTURE?



HOW CAN WE DO IT ALL WITH A WEB BROWSER?



App-less platform powered by HTML5

- 100% browser-based means uniform functionality across devices
- 98% of app-based functionality with no extra steps or separate code
- Updates can be applied immediately with no third-party involvement
- Updates require no work from users (no app updates)
- Efficient operation in weak data service areas
- No convincing customers to install another app on their phone

Unified, modular Trackside design means:

- 100% accurate registration & sales data all in one system
- No more manual, paper processes
- All functions “talk to each other” like magic



IS A **MOTORSPORTS**

SOFTWARE

BREAKTHROUGH

5 years ahead of other solutions on the market

Nobody has the full-feature set that works with a single unified dataset





USER FEATURES

My Events

(event & ticket management dashboard)

My Garage

Pre-check-in
& waivers

Loyalty
Points

Coupons

Gift Cards

Driver
Classifications

and more

ORGANIZER FEATURES

Coupons/
promotions

Loyalty Rewards
System

Driver Vehicle
Database

Digital check-in
system

On-site ticketing/
POS

Front Gate/Tech
Inspection continuity

Event Schedules/
Live Schedules

Text Message
Communication

Event Email
Communication

Newsletter Emails

Advanced analytics/reporting

Trackside Analytics

[Export All Analytics as CSV](#)

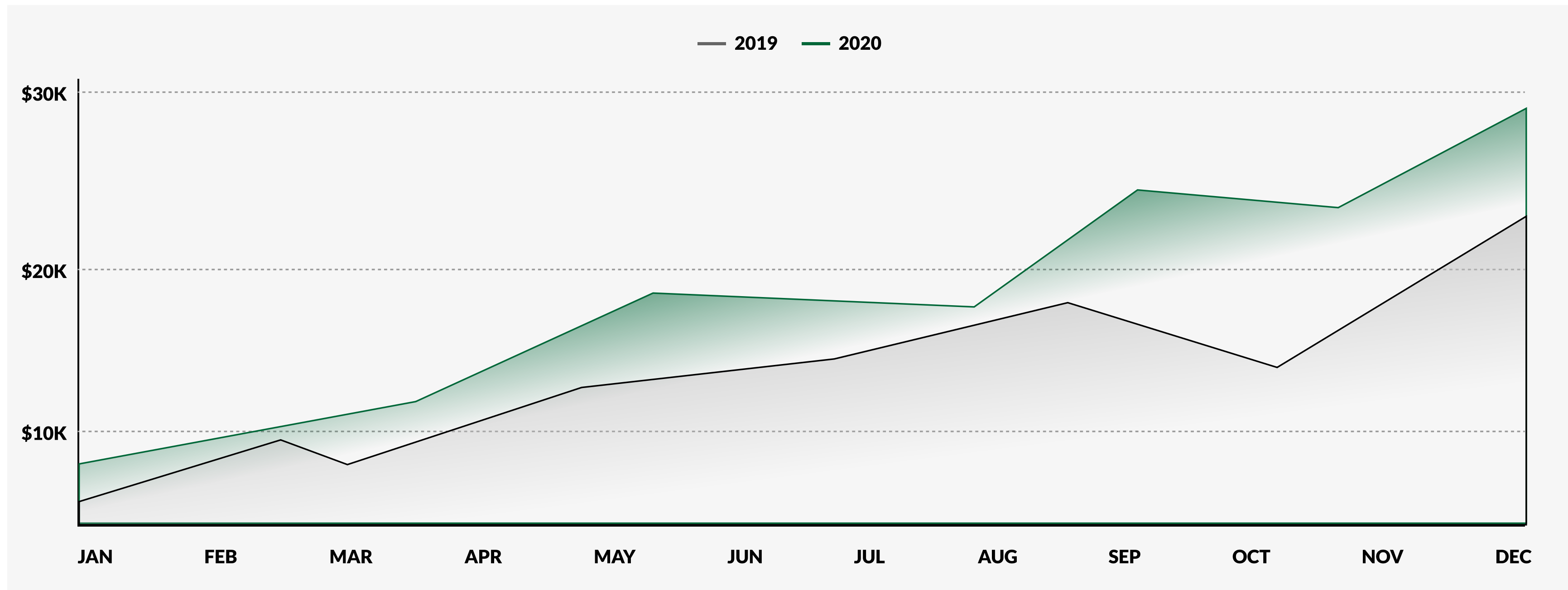
Total Sales
\$125k
of potential \$12m

Total Orders
100k
of potential 500k

Total Customers
899m

Performance

[Export CSV](#)



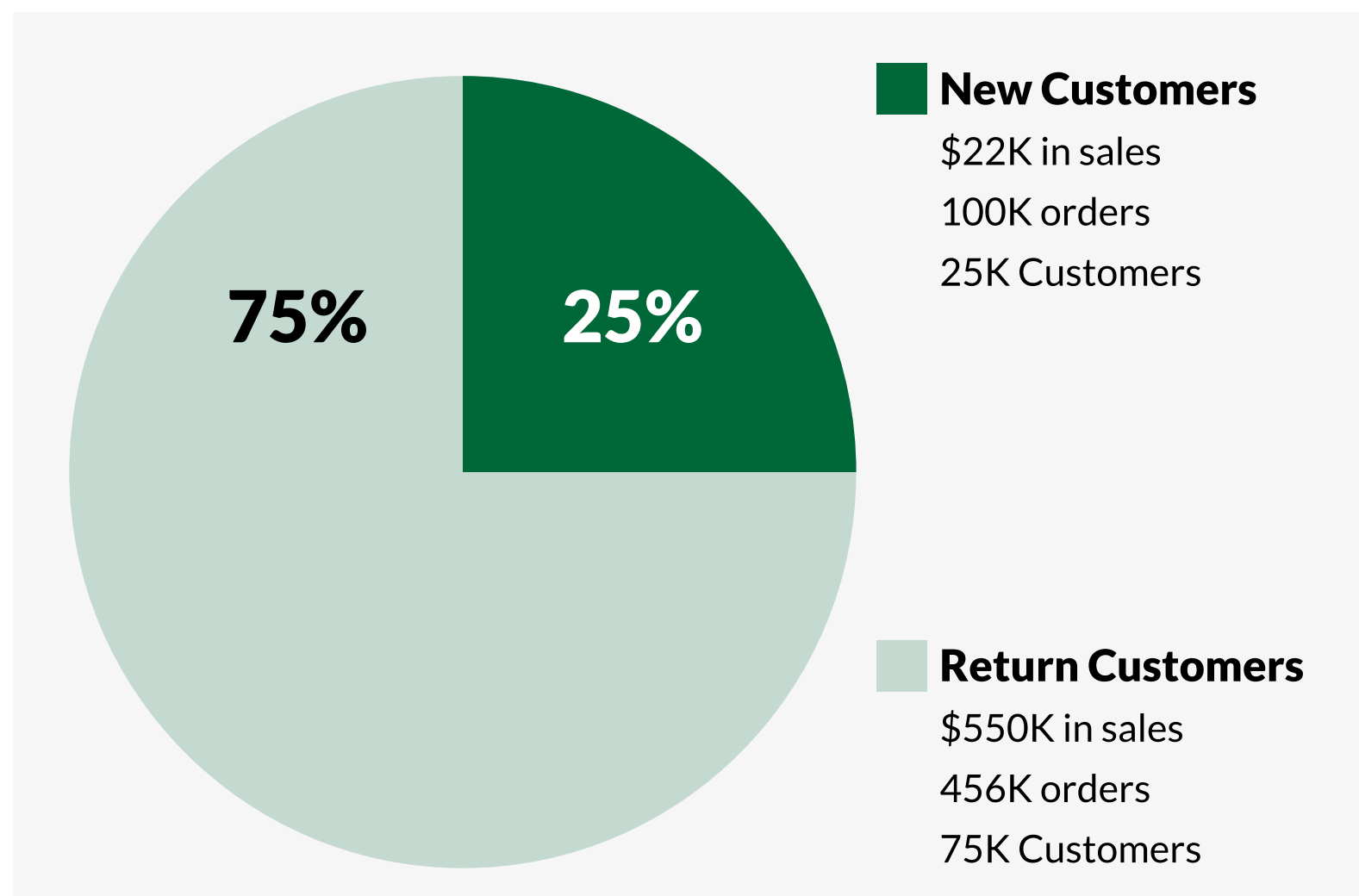
Performance Analysis

[Export CSV](#)

Class & Ticket Type	Sold / Available	Average Distance	Lowest Distance	Highest Distance	% of Total Sales
Grandstands 1 <i>(Genral Ticket)</i>	255 / 5,000 (5%)	26.3 mi	4 mi	350 mi	10%
Grandstands 2 <i>(Genral Ticket)</i>	1,356 / 5,000 (5%)	26.3 mi	4 mi	350 mi	15%
VIP <i>(Participant)</i>	100 / 500 (15%)	26.3 mi	4 mi	350 mi	5%
Beginner <i>(Participant)</i>	1,000 / 5,000 (15%)	26.3 mi	4 mi	350 mi	35%
Expert <i>(Participant)</i>	5 / 5,000 (1%)	26.3 mi	4 mi	350 mi	16%
Pit Pass <i>(Genral Ticket)</i>	545 / 1,000 (51%)	26.3 mi	4 mi	350 mi	40%
Early Bird Access	5,000 / 5,000 (100%)	26.3 mi	4 mi	350 mi	41%

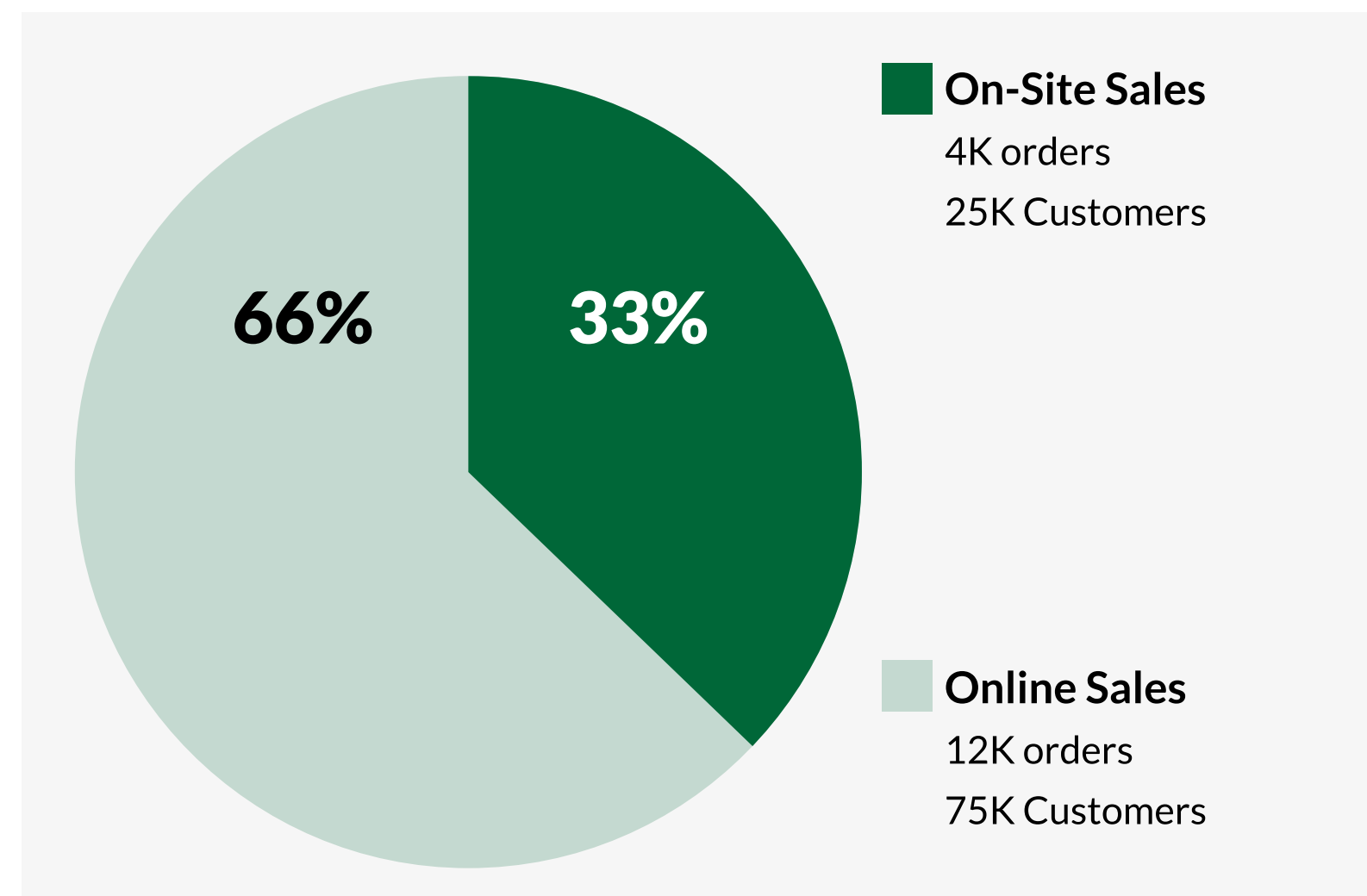
Customers

[Export CSV](#)



Sales Location

[Export CSV](#)



Customers Types

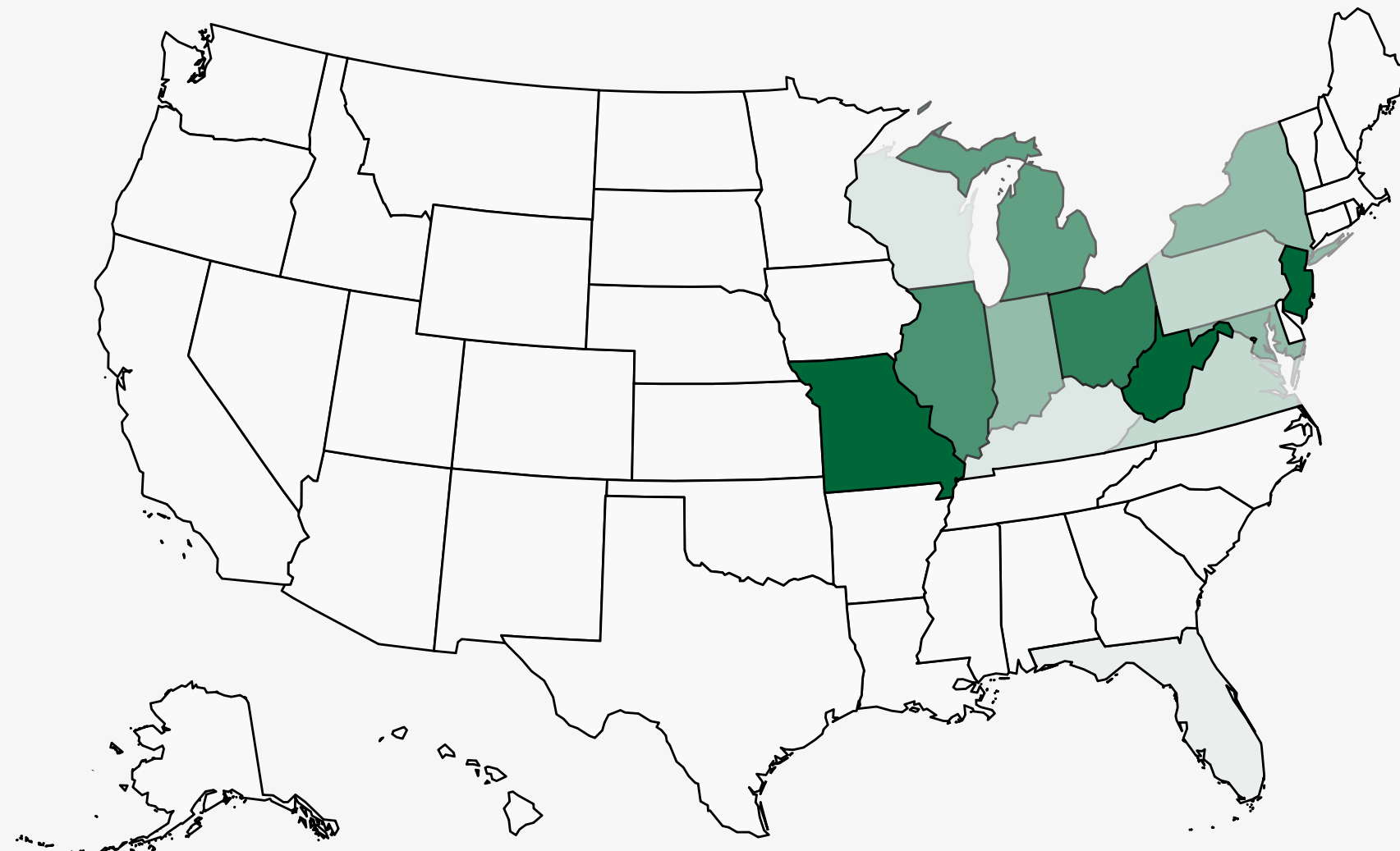
Export CSV

Customer Types	Number of Events	Number of Orders	Average Transaction	Average Total
<u>Non-member</u>	50,000	200,000	\$300.50	\$1200
<u>Level 1 Member</u>	30,567	150	\$10	\$100
<u>VIP</u>	1,532	123,123	\$15	\$60
<u>Employee Member</u>	14,000	10	\$75	\$75
<u>Administrative Member</u>	300	675	\$25	\$100

Customer Locations

Filter By: State ▼

Export CSV



Average Participant Distance:

13.1 mi

Average General Ticket Distance:

26.3 mi

Ohio

Participants: 300K General Tickets: 300K

Indiana

Participants: 230K General Tickets: 280K

West Virginia

Participants: 229K General Tickets: 280K

New Jersey

Participants: 225K General Tickets: 220K

Profitability Analysis

[Export CSV](#)

Expenses [Edit](#)

Staffing	\$10,000
Facility Rental	\$2,000
Insurance	\$500,000
Travel	\$2,000
Misc. 1	\$5,0000
Misc. 2	0
Equipment Rental	\$50,000
% credit card processing	2.5%
Sanction Fee	\$1,000

Revenue [Edit](#)

General Tickets	\$100,000
Participant	\$200,000
Other	\$500,000
Sponsorship	\$250,000

+ 13%
Gross Margin

Total Revenue: **\$811,000**
Total Expenses: **\$675,200**
Net Profit: **\$135,800**

Promotions Analysis

[Export CSV](#)

Coupons	Discount	Redemptions	Issued	Avg Discount	Avg Order Amount
<u>WKJR</u>	25% off	200,000	Unlimited	\$300.50	\$1200
<u>10OFF</u>	10% off	150	500	\$10	\$100
<u>ABC123</u>	\$15 off	123,123	300,000	\$15	\$60
<u>JEANS</u>	100% off	10	10	\$75	\$75

YOU MIGHT BE THINKING...



*I don't need all
those features.*



MAYBE YOU DON'T TODAY,

but as your business transitions over

time and becomes more digital

you can grow into it as

you see fit: *seamlessly!*

It's ZERO extra work or cost to use new features, and you can do it at the *pace that makes sense for your organization.*

Start with the basics now, populate customer and other core data and then *leverage it in the future when the time is right.*

ENTERPRISE-CLASS FUNCTIONALITY BROUGHT TO MOTORSPORTS

We consider Trackside to be a *Motorsports Operating System*

This is the type of solution that large companies use to build and grow their businesses *efficiently*

Our founder's background is in corporate technology, and we have brought these capabilities into the world of motorsports

Other solutions in motorsports are *crippled* - they can only solve PART of the needs of motorsports organizations at a time and cannot grow seamlessly and modularly

TRACKSIDE DOES IT ALL - *AT YOUR PACE!*



IS A
MOTORSPORTS
SOFTWARE
BREAKTHROUGH

5 years ahead
of other solutions
on the market



Nobody else has the **full-feature set** that works with a unified dataset



Trackside will help you earn a
5-star review **for every event!**



We started by solving our own motorsports problems, now we're all about our customers.



HOW CAN **TRACKSIDE** HELP YOUR BUSINESS? 