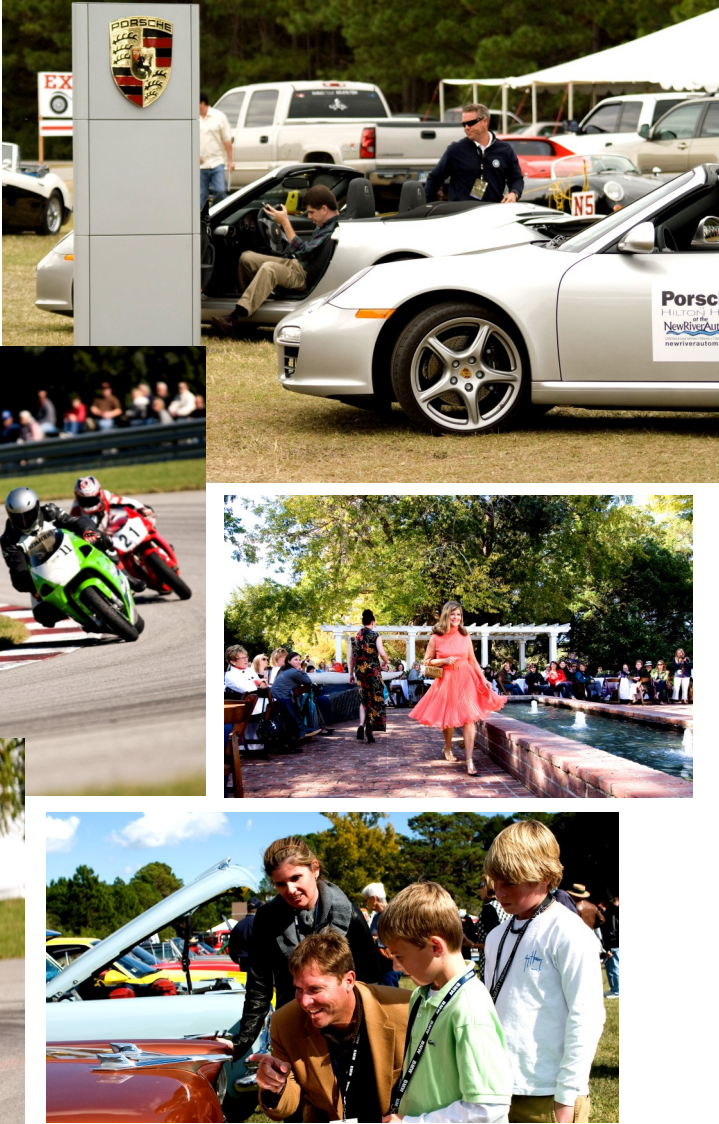




# YOUR CLIENTS

## Our Attendees; Your Potential Customers



- Participating attendees in 2011 came from 47 states and DC plus 10 foreign countries
- Top MSAs include Charleston, SC, Atlanta, GA, Columbia, SC, Charlotte, NC and Jacksonville, FL
- Over 56% of attendees have a household income of \$100,000+
- 65% of attendees have a 4 year bachelors degree or higher
- 84% of attendees are 41 years and older
- 63.3% of attendees are male
- In 2011, the Motoring Festival's official website had over 35,000 visits with more than 107,000 page hits - up 15% from 2010
- The Motoring Festival has the largest Concours Facebook page with close to 10,000 followers
- Approximately 6% of attendees participated in a new model test drive in 2011
- The Motoring Festival email database contains over 8,200 contacts
- Since its inception, over \$200,000 has been awarded in scholarships and grants by the Driving Young America fund, the Motoring Festival's charitable fund

