



THE DRIVING FORCE IN THE MOTORSPORTS INDUSTRY



From motorsports of all kinds to companies of all sizes, the Charlotte region attracts industries that mean business. Charlotte USA leads the field as a major manufacturing and distribution hub at the center of North and South Carolina, and continues to diversify its economy as a prime location for corporate headquarters, manufacturing operations and high-technology companies.

WHAT'S THE SECRET? BALANCE.

Charlotte USA offers a unique combination of:

BUSINESS STRENGTH

- Second-largest financial center in the U.S.
- Eight Fortune 500 companies headquartered in the region
- Top U.S. city in the growth of foreign firms
- Among the top five U.S. cities in the expansion of existing businesses

ACCESSIBILITY

- Distribution hub for the fifth-largest urban region in the U.S.
- Located midway on the East Coast between New York City and Miami
- 52% of the U.S. population and 62% of the industrial base located within 650 miles/1,000 kilometers of the Charlotte region

AIR

- More flights per capita than almost any other U.S. region
- Non-stop direct service to over 120 cities, including daily direct service to Frankfurt, Munich, London, Toronto and Mexico City

ROAD

- Served by four interstate highways (I-40, I-77, I-485 and I-85)
- Served by nine of the nation's top 10 trucking companies
- One of the nation's largest trucking centers
- Location of over 300 trucking companies
- 57% of U.S. population can be reached within two hours by air or one day by road

SEA

- Home to an inland intermodal terminal
- Easy access to the second-largest port on the East Coast (Charleston), as well as Wilmington, Morehead City and Savannah

RAIL

- At the center of the largest consolidated rail system in the country
- Serviced by CSX, Norfolk Southern, Lancaster and Chester Railways, and a number of short line railroads

QUALITY OF LIFE

- Home to NFL's Carolina Panthers, NBA's Charlotte Bobcats, AAA baseball's Charlotte Knights, ECHL's Charlotte Checkers, and three NASCAR Nextel Cup events
- Number one in per-capita giving to the arts and sciences
- Thirty-six colleges and universities
- Over 100 public and private golf courses
- More than 1,770 miles of lake shoreline
- Average annual temperature: 61°F/16°C
- Average annual days of sunshine: 214

NATIONAL RECOGNITION

- Fifth among Best 30 Large Cities to Do Business (*Inc* magazine, 2008)
- North Carolina #1 and South Carolina #14 among Best States for Business Climate (*Site Selection*, 2008)
- Charlotte-Gastonia-Concord MSA ranked Top 20% among 5-Star Metro Areas for Logistics (*Expansion Management*, 2007)



WHERE THE RACE IS ALWAYS ON!

Racing started right here in the Charlotte region, and the area remains the epicenter of one of the nation's fastest-growing and most beloved sports.

FAST FACTS

- Over 90% of NASCAR teams are located within 50 miles of the Charlotte region
- Motorsports is a \$6 billion dollar industry in North Carolina
- National motorsports events include:
 - Coca-Cola 600
 - NASCAR's All-Star Challenge
 - Bank of America 500
- More than 400 businesses and a skilled workforce support motorsports of all kinds, including karting, drag racing and American LeMans
- Related facilities include market-leading wind tunnels providing accurate aerodynamic testing
- Home to NASCAR's Research & Development Site, which houses rules officials, corporate officers, accident investigators, and directors of the three official NASCAR series
- Location of the Richard Petty Driving Experience, one of the largest motorsports-related driving schools in the U.S.

NASCAR HALL OF FAME



- Coming to the heart of Uptown Charlotte in early 2010
- 130,000 SF state-of-the-art hall of fame, entertainment attraction and museum
- Honors NASCAR icons and creates an enduring tribute to drivers, crew members and team owners past and present
- Approximately 50,000 SF of interactive exhibit space showcases the sport's history and heritage as well as its exciting future

MAJORING IN MOTORSPORTS AT THE UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE



- Offering several multidisciplinary programs in Motorsports and Automotive Engineering
- Special concentration in Motorsports Engineering is part of the Science degree in Mechanical Engineering
- Nearly 300 Engineering degrees awarded annually
- Program has developed more than \$2.25 million in external research related to vehicle technologies
- On-site equipment includes: chassis dyno, shock dyno, engine dyno, scales and Pi/CDS Data Acquisition
- Specializing in vehicle dynamics, aerodynamics, instrumentation, safety and metrology

HOME TO OVER 400 MOTORSPORTS-RELATED COMPANIES

