

An Introduction to HSR



The HSR Story

HSR stands as North America's most prestigious historic racing series, where the world's most iconic race cars return to battle. With grids spanning seven decades of motorsport, every HSR weekend celebrates the craftsmanship, heritage, and timeless passion that define racing's greatest eras.

Founded in 1977, Historic Sportscar Racing (HSR) is driven by one purpose: to preserve the legends of racing by keeping them where they belong—on track.





- Together, NASCAR, IMSA, and HSR form the most powerful and fully integrated motorsports ecosystem in North America.
- Under NASCAR's leadership, IMSA delivers a unified and forward-driving motorsports platform — engaging teams, competitors, and fans at every level of the sport.
- As IMSA's heritage racing platform, HSR brings the sport's greatest eras to life — enhancing and elevating the broader IMSA ecosystem while bridging motorsport's past to its present.
- With John Doonan leading both IMSA and HSR, heritage racing and modern endurance racing are strategically aligned — working together to strengthen the sport and expand engagement across generations.
- HSR's position within this ecosystem unlocks powerful potential for expanded partnerships, increased fan connection, and a deeper celebration of motorsport's rich legacy.

2026



Calendar



HSR IMSA CLASSIC

JANUARY 21 - 25

Daytona International Speedway, Daytona Beach FL



HSR PISTONS & PROPS

Presented By Alan Jay Automotive Network

FEBRUARY 12 - 15

Sebring International Raceway, Sebring FL



THE 48TH HSR MITTY Presented By Hagerty

APRIL 23 - 26

Michelin Raceway Road Atlanta, Braselton GA



HSR CLASSIC 6 HOUR Presented By Mission Foods

+ HSR WATKINS GLEN HISTORICS

JUNE 11 - 14

Watkins Glen International, Watkins Glen NY



LEMANS CLASSIC LEGEND HSR NASCAR CLASSIC

Presented By Goodyear

JULY 2 - 5

Circuit de la Sarthe, Le Mans, France



HSR CLASSIC 10 HOUR Presented By Mission Foods

+ HSR ATLANTA FALL HISTORICS

SEPTEMBER 17 - 20

Michelin Raceway Road Atlanta, Braselton GA



HSR CLASSIC 24 HOUR Presented By Mission Foods

+ HSR DAYTONA HISTORICS

NOVEMBER 11 - 15

Daytona International Speedway, Daytona Beach FL



HSR CLASSIC 12 HOUR Presented By Mission Foods

+ HSR SEBRING HISTORICS

DECEMBER 2 - 6

Sebring International Raceway, Sebring FL

HSR Weekends: Where Legends Live, and Motorsports' Golden Eras Roar Again

Every HSR weekend is a time machine on full throttle — an immersive festival of speed that celebrates seven decades of motorsport history. Across every paddock, garage, and grid, the sights and sounds of racing's greatest eras come alive — from classic GTs and open-wheel icons to prototypes and stock cars that once ruled America's fastest tracks.

Every run group enjoys practice, qualifying, and a pair of sprint races — meaning nonstop action from sunrise to sunset. Competitors also have the opportunity to add testing sessions to the weekend as an option.

Action-Packed, Era-Defined Racing

HSR's run groups have been reimagined with bold, era-descriptive identities that bring history and heritage to life for competitors and fans alike. Each group represents a distinct chapter of motorsport — honoring the cars, the engineering, and the legends who made them famous.

The result?

A spectacle that celebrates the machines, the memories, and the magic of endurance racing — where every lap honors history and every driver adds a new page to it.



The HSR Classic Endurance Championship, presented by Mission Foods



Four cornerstone events define the heart of the HSR season — each inspired by IMSA’s legendary endurance races. Together, they form a journey through time, speed, and stamina:

- **HSR Classic 6 Hour at Watkins Glen International**
- **HSR Classic 10 Hour at Michelin Raceway Road Atlanta**
- **HSR Classic 24 Hour at Daytona International Speedway**
- **HSR Classic 12 Hour at Sebring International Raceway**



Each race is divided into 42-minute segments, rotating through classes by era and car type — production and prototype. Every checkered flag tells part of the story, and at weekend’s end, the champions emerge by total distance covered.

HSR Sprint Race Group Nomenclature



PRESENTED BY **Sasco**

HSR Vintage Cup, presented by SASCO

*Vintage and Historic Production Cars & Sports Racers through 1985
(Groups 2 & 3)*



HSR Grand Prix Classics

Open-Wheel Formula Cars from the Vintage, Historic, and Early Modern Eras (Group 4)



HSR Legacy Racers

Big-Bore cars, Historic Production cars and Sports Racers from many eras of motorsport. (Groups 5 & 7)



PRESENTED BY **WeatherTech**

HSR Historic Trophy, presented by WeatherTech

*Golden-Era IMSA and FIA Prototypes & GT Cars from the 1980s–1990s
(Groups 6 & 8)*



HSR Sprint Race Group Nomenclature



HSR Mission GT Challenge, presented by Pirelli

GT1, GT2, GT3, GT4, TCR, and Single-Make Series Cars from the 2000s–2010s (Groups 9–11)



HSR Prototype Challenge, presented by Michelin

Early-Modern Prototypes from the 2000s–2010s (formerly Group 6)



HSR NASCAR Classic, presented by Goodyear

Historic and Early-Modern NASCAR Stock Cars & Trucks (formerly Group 8)



THE HSR SASCO International/American Challenge, presented by Hoosier

A fan favorite multi group race (30 minutes) that features select Vintage and Historic Production Cars on treaded tires



The HSR Enduros Live On!

For those who love strategy, each weekend includes one-hour B.R.M Enduros;
and enduros for the Mission GT Challenge and Prototype Challenge



- **B.R.M Vintage Enduro** — Vintage Cup & Legacy Racers, solo or two-driver format with a mandatory pit stop.
- **B.R.M Legacy Enduro** — Historic Trophy competitors, same endurance format, pure old-school grit.



Why Partner with HSR?

It's fertile territory for partners to promote brands, products and reach new customers. HSR's premier events frequently attract 300+ entrants and tens of thousands of spectators.

For partners, HSR offers a unique platform to engage with a sophisticated, affluent, and passionate audience. Opportunities include premium hospitality, historic automotive storytelling, and brand alignment with motorsport heritage.

Partnership Packages Are Customized To Meet Partner Objectives:

And Can Include....



HSR Website

- Banner Advertising
- Recognition on “Partner Page” with hot link to your landing page
- Front Page Footer logo

HSR/IMSA Social Media Channels

- Embedded Brand exposure within media engagements
- Opportunity to tag HSR social media engagements with infomercial or calls to action / QR codes
- Access to HSR content for Company social media campaigns

Database Activations

- Digital promotion to HSR Membership
- Inclusion in HSR Digital Outreach

Printed/Digital Materials

- Logo on printed/digital communications
- Logo on HSR trailer
- Editorial coverage in HSR Insider digital newsletter

Track-Side

- Opportunity to participate in branded pre-event ticket and pre-event promotions
- Driver/Competitor/Event attendee engagements On Track/Paddock/Podium branding
- Display space
- Car Corral and On Track Laps
- Promotional Swag giveaway opportunities
- Inclusion in pre- and post-race festivities/trophy presentations
- Access to Chicane Bistro
- Guided Tours
- Public Address infomercials
- Public Address interviews

Livestream (“Classic Events tbd”)

- 30-second commercials
- Feature Vignettes
- Imbedded content

Maximizing Brand Exposure through the HSR / IMSA Channels

A partnership with Historic Sportscar Racing (HSR) unlocks a unique crossover engagement with IMSA, enhancing brand visibility and expanding audience reach across both historic and modern racing communities. This strategic collaboration provides unparalleled access to a passionate audience, delivering authentic brand storytelling across multiple digital touchpoints while bridging the worlds of historic and modern motorsports.

Integrated Digital & Streaming Exposure

IMSA.TV Global Streaming: Live coverage of the **HSR Classic 24 at Daytona** brings brand exposure to a worldwide audience.

YouTube Presence: Race highlights, behind-the-scenes content, and exclusive interviews.

Social Media Amplification

Instagram & Facebook: Race updates, interactive content, and fan engagement.

Twitter (X): Sponsor mentions, and breaking news.

TikTok & Reels: Short-form, high-engagement content targeting younger demographics.

Direct Fan Engagement & Digital Marketing

Email Marketing (IMSA Insider): Brand integration in IMSA's fan communications.

IMSA.com Website & Mobile App: HSR news, schedules, and relevant content delivered directly to engaged motorsports enthusiasts.

HSR Participant & Fan Profiles

- Vintage motorsport participants and fans share an affluent, well-educated background and a passion for automotive history.
- The expanding appeal of vintage/historic racing is leading to a growing diversity in age and gender.

Participant Profile:

Vintage racing enthusiasts and motorsport veterans.

Predominantly financially secure individuals including Fortune 500 executives, entrepreneurs, and professionals.

Many are over 50, reflecting a lifelong passion for historic race cars.

Exhibit brand loyalty based on trust and availability

Fan Profile:

Classic car enthusiasts, collectors and motorsports purists with a deep appreciation for automotive heritage.

Tending to be older and affluent.

Align with luxury automotive culture and spending on high end products, lifestyle brands, and travel.

Many have personal connections to the cars.

The fanbase is evolving, with increasing female engagement.



HSR Demographics and Behaviors

Classic car owners' Age Distribution:

- Under 25: 5%
- 25-34: 10%
- 35-44: 15%
- 45-54: 20%
- 55-64: 25%
- 65 and over: 25%

Gender and Ethnicity:

- **Gender:**
 - Male: 80%
 - Female: 20%
- **Ethnicity:**
 - White: 78.9%
 - African American: 4.4%
 - Hispanic: 4.4%
 - Other: 12.3%

Affluence:

- 44% have an annual household income over \$100,000.
- 51% have a net worth over \$1,000,000.
- Average net worth of \$1.7M+

Automotive Enthusiasm and Influence:

- 95% identify as automotive enthusiasts.
- 94% consider themselves the automotive expert among their peers.
- 93% are routinely asked for automotive advice.

Vehicle Ownership and Participation:

- 78% own a premium segment car as their daily driver.
- 41% own one or more historic race cars.
- 43% participate in two or more vintage races annually.
- A notable percentage spend over \$5,000 annually on parts and maintenance.

HSR PARTNERS

HISTORIC SPORTSCAR RACING.



HAGERTY®



WeatherTech®





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