

ANDRETTI

FINAL DESIGN



AUDIENCE / MESSAGING

Working title:

Mario Andretti: Racing Royalty

Brief description:

Mario Andretti is the most successful American race car driver of all time. In 2019, we will celebrate the 50th anniversary of his Pike's Peak and Indianapolis 500 Mile Race wins, as well as his success across five decades of racing with a retrospective of his achievements. This exhibit will feature vehicles from some of those wins as well as vehicles highlighting the span of his storied race career.

Audience (Target Market)

- Adults: 40-80yrs old
- Families

Big Idea:

- Mario Andretti is the most successful American race car driver of all time.

Main Messages:

- Andretti took the top prize in 11 styles of auto-racing, more than anyone else.
- Andretti's career is long and storied with wins across five decades of racing!
- Andretti's story is one of hard work and good fortune that lifted a family from great hardship to great success and the American dream.

CONTENT OUTLINE

Intro (50wds)

- Mario Andretti is the most successful American race car driver of all time.
 - Andretti took the top prize in 11 styles of auto-racing, more than anyone else.
 - Andretti's career is long and storied with wins across five decades of racing!
 - Andretti's story is one of hard work and good fortune that lifted a family from great hardship to great success and the American dream.

Good at everything (100wds)

- One of only two drivers to have won races in Formula One, IndyCar, World Sportscar Championship and NASCAR (the other being Dan Gurney).
- Mario's career spanned 40 years with 11 wins in 879 races
- Mario was better than most, at everything he drove.
- Cars:
 - 1967 Daytona 500 / stock car
 - 1969 Pikes Peak (50th Anniversary of this win)
 - 1979 Chevy Camaro (IROC)
 - LeMan Car, TBD
 - 1975 Lola T400 (Formula 5000)
 - 1969 USAC Champ Car

Early Life (100wds)

- Mario Gabriele Andretti, born in Montona, Italy 1940
- From humble beginnings in an Italian refugee camp

- Racing with Aldo on Dirt Tracks in Nazareth, PA
- Cars:
 - 1934 ¾ Midget (Mario raced Midgets from 1961 – 1963)
 - 1955 Hellegass Sprint Car #18

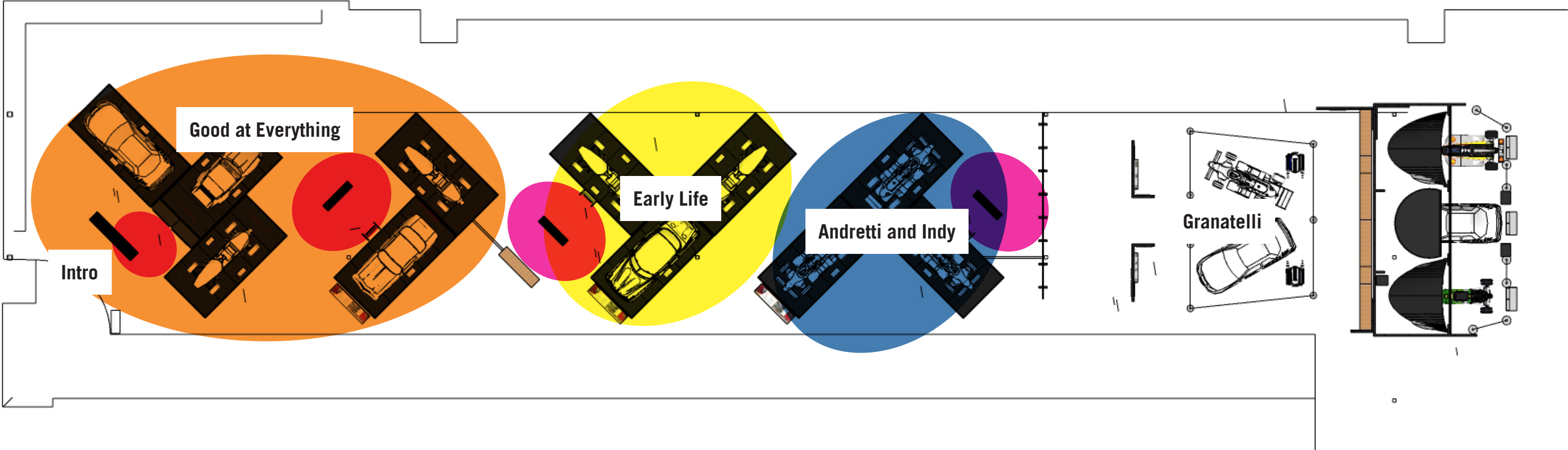
Andretti and IndyCar (100wds)

- Mario began racing IndyCars in 1964
- The only driver to win in four consecutive decades
- Oldest driver to win an IndyCar race
- Famously raced his son Michael at Portland
- Cars:
 - 1964 USAC Indy Roadster
 - 1965 Brawner Hawk? - his first
 - 1986 Lola T86 – racing with family
 - 1996 Lola – his last

Summary (50wds)

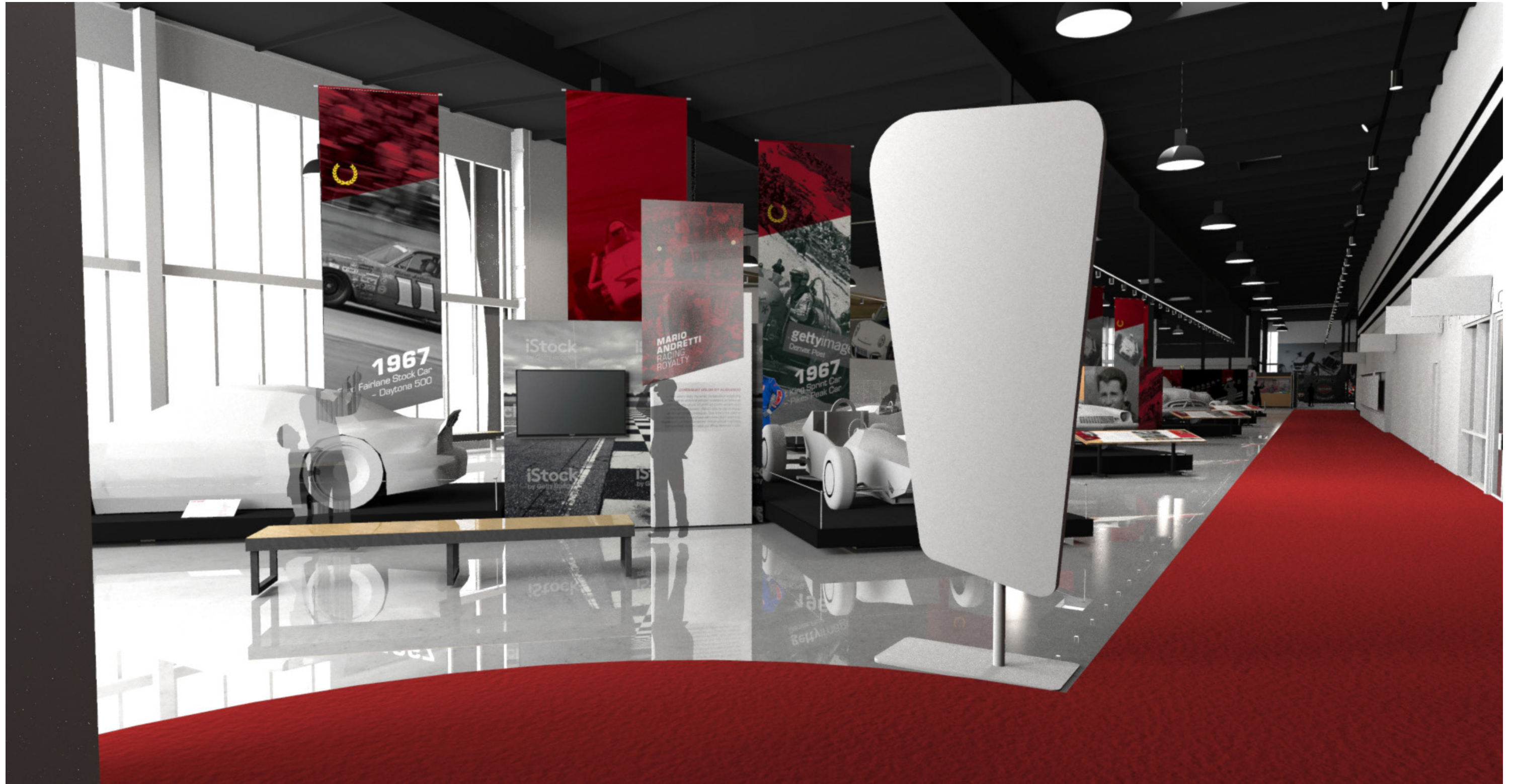
- Mario Andretti is the most successful American race car driver of all time.
- Desire, determination, commitment is the course to victory.

DESIGN DEVELOPMENT



Floor Plan

(11 cars on platforms shown. Final car count and layout TBD)

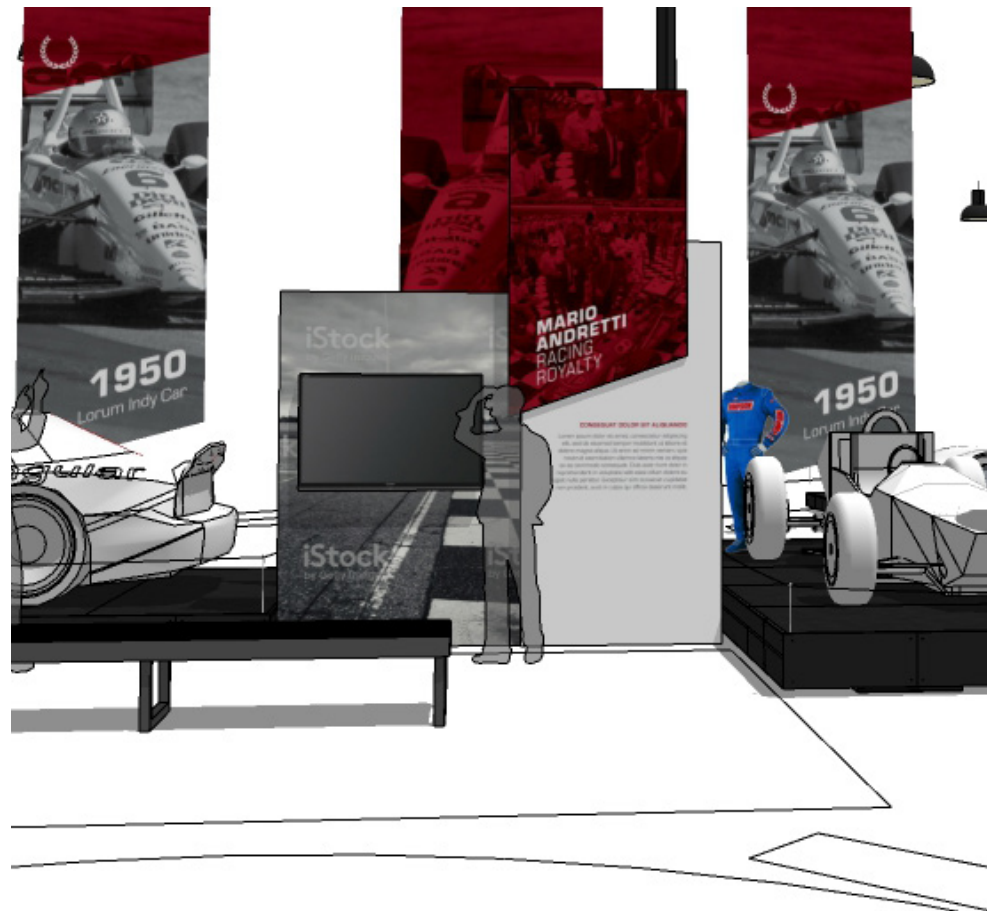


View at Entry - front



View at Entry - back

CONTENT



Intro (50wds)

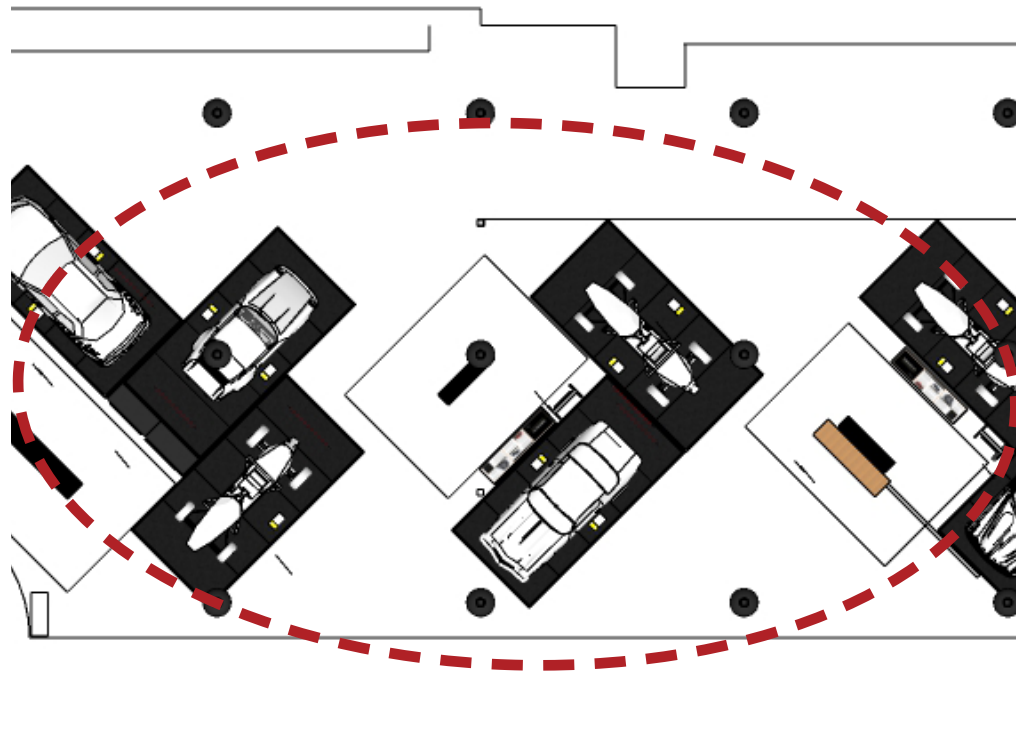
- Mario Andretti is the most successful American race car driver of all time.
 - Andretti took the top prize in 11 styles of auto-racing, more than anyone else.
 - Andretti's career is long and storied with wins across five decades of racing!
 - Andretti's story is one of hard work and good fortune that lifted a family from great hardship to great success and the American dream.
- Mario raced against the greats and still came out on top
- Raced during an era with limited technology
- Akin to Muhammed Ali, Billie Jean King, Etc. He is a superstar in his field—the person most people will name when asked to name just one race car driver.
- Mario is competitive.

Intro Video:

- **Exhibit Overview (2mins)**
 - Soundbites from peers
 - Quick overview of his many victories
 - Humble beginnings
 - Longevity, tenacity, grit, etc.
 - Statement by Mario
- **Sourced Footage:**
 - cars racing in his famous races
- **Sourced Imagery:**
 - early life, Italy
 - Mario in the winner's circle
 - Mario's face through different eras/decades
- **Sourced Audio:**
 - Track announcers, shouting victory, etc.
 - Engine sounds
 - Music bed

Intro Component

CONTENT



Good at Everything Content

Good at Everything (200wds)

- One of only two drivers to have won races in Formula One, IndyCar, World Sportscar Championship and NASCAR.
- Mario's career spanned 40 years with 11 wins in 879 races
- Mario was better than most, at everything he drove.
 - Mario wasn't racing against chumps – he raced against some of the greats of each style - without the aid of modern technology – and still beat many.
- It was the combination of quantity of racing styles with the quality of his driving (wins) that made him the most successful.
- Cars:
 - 1967 Daytona 500 / stock car
 - 1969 Pikes Peak (50th Anniversary of this win)
 - 1979 Chevy Camaro (IROC)
 - 1967 Viceroy USAC Champ Car
 - LeMan Car, TBD

Good at Everything Video:

- **Overview of his versatility in racing (2mins)**
 - Unique qualities of each style of racing
 - Mario talking about unique challenges associated with each style of car
 - Quick overview of his many victories
 - Peers/contemporaries talking about Mario or the races.
- **Mario talking about each car? (2mins ea.)**
- **Sourced Footage:**
 - Cars racing on tracks
- **Sourced Imagery:**
 - Track photos of each track
 - Mario in the winner's circle, etc.
- **Sourced Audio:**
 - Track announcers, shouting victory, etc.
 - Engine sounds
 - Music bed

Car Signs:

- 5 signs with 50wds each
 - Bird's eye view of important info about the cars w/ specs such as HP, etc.
 - Mario's performance in the car
 - "Fun fact" if applicable



Good at Everything

VEHICLE COLLECTION

GOOD AT EVERYTHING

Cars:

- 1967 Daytona 500 / stock car
- 1969 Pikes Peak (50th Anniversary of this win)
- 1979 Chevy Camaro (IROC)
- 1967 Viceroy USAC Champ Car
- 1967 Ford GT40 Mk IV, TBD



1967 Holman-Moody Ford Fairlane, Daytona 500 - Replica Stock Car *confirmed*



1967 Grant King Sprint Car, Pikes Peak Winner *confirmed*



1967 Ford GT40 Mk IV, *TBD*

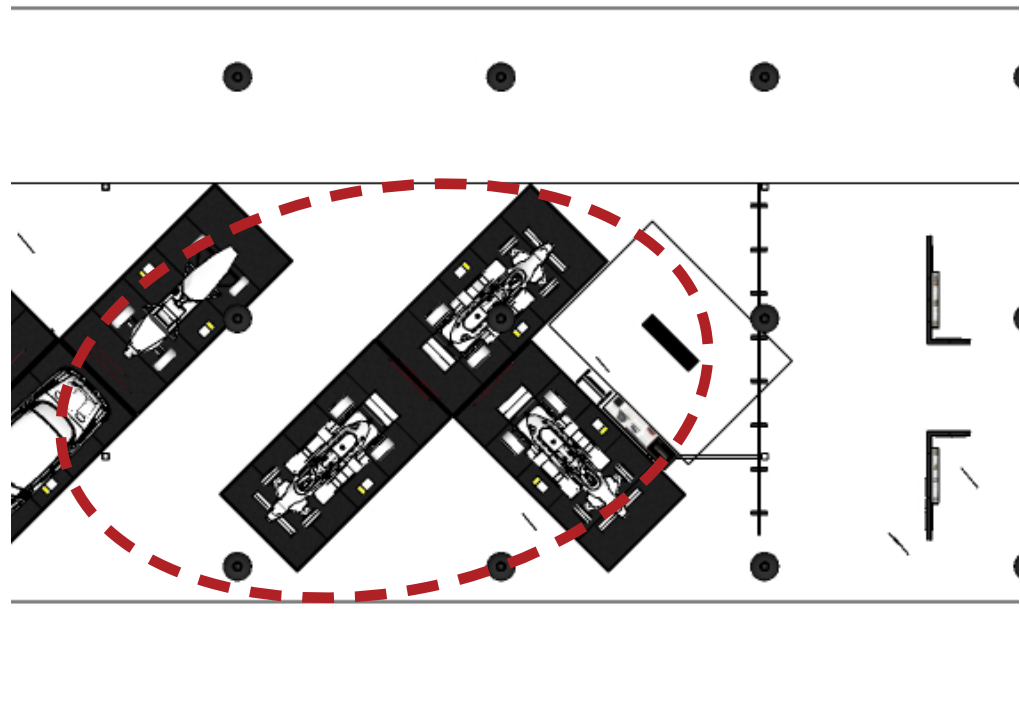


1979 Chevy Camaro (IROC) *confirmed*



1967 Viceroy USAC Champ Car *confirmed*

CONTENT



Early Life (200wds)

- Mario Gabriele Andretti, born in Montona, Italy 1940
 - Family lost everything
- From humble beginnings in an Italian refugee camp
- Saw classic races while living in Italy
 - Mille Miglia / Targa Florio?
 - Seeing Alberto Ascari / Sterling Moss?
- Racing with Aldo on Dirt Tracks in Nazareth, PA
- Cars:
 - Replica: 1948 Hudson
 - 1934 ¾ Midget (Mario raced Midgets from 1961 – 1963)
 - 1955 Hellegass Sprint Car #18

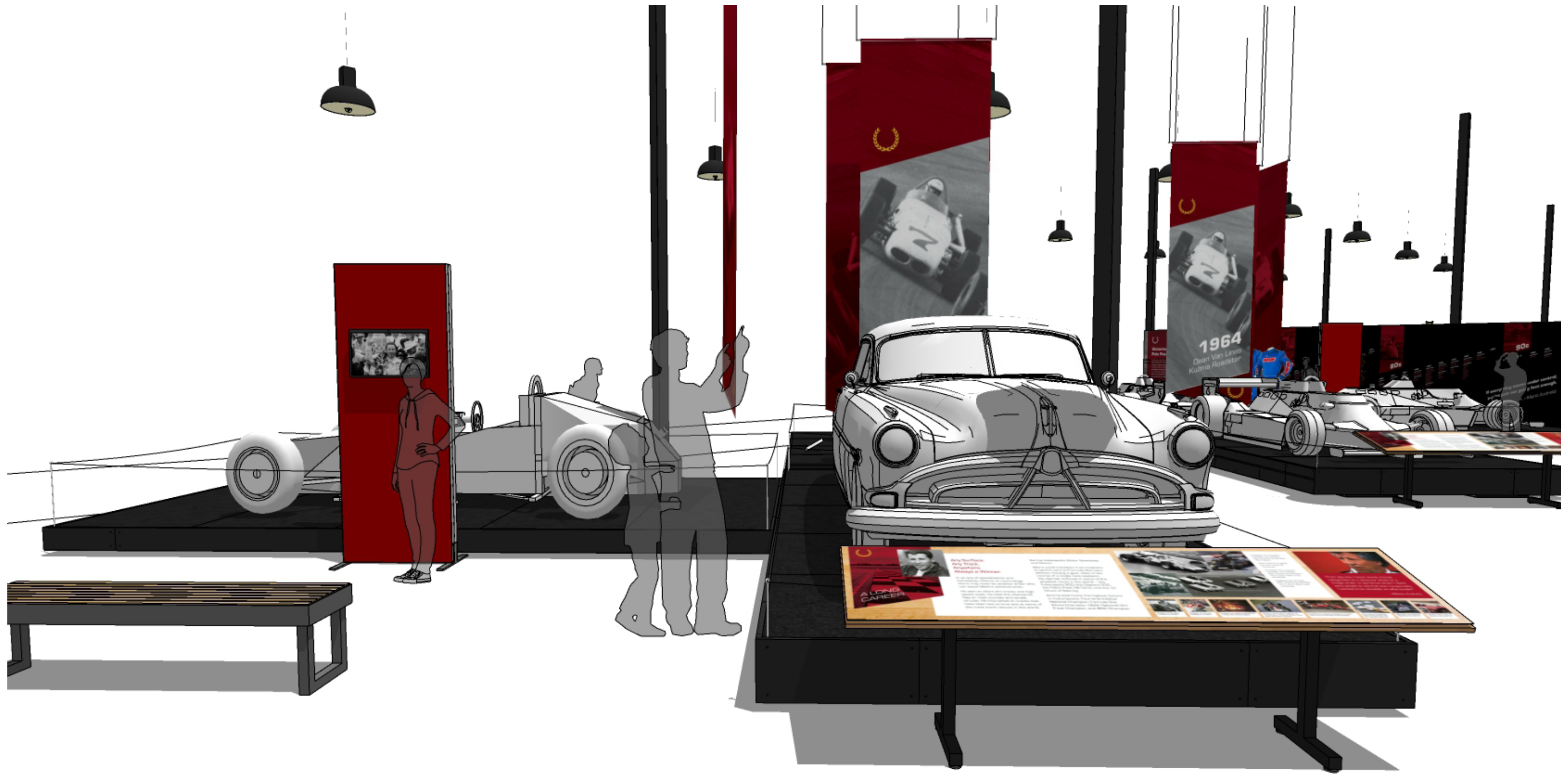
Early Life Content

Early Life Video:

- **Overview of his humble beginnings (2mins)**
 - Mario talking about joys and challenges of his early years in Italy, how it shaped him, etc.
 - Mario talking about transition to U.S. and taking up racing here
 - Mario talks about how he got into racing
 - Family talking about Mario's early life and racing beginnings
- **Mario talking about each car? (2mins ea.)**
- **Sourced Footage:**
 - Whatever can be found - old home movies?
- **Sourced Imagery:**
 - Family photos: Italy; Nazareth, PA
 - Young Mario photos
 - Track photos of each track
 - Mario in the winner's circle, etc.
- **Sourced Audio:**
 - Italian voices: Mario speaking Italian?
 - Engine sounds
 - Music bed

Car Signs:

- 2 signs with 50wds each
 - Bird's eye view of important info about the cars w/ specs such as HP, etc.
 - Mario's performance in the car
 - "Fun fact" if applicable



Early Life

VEHICLE COLLECTION

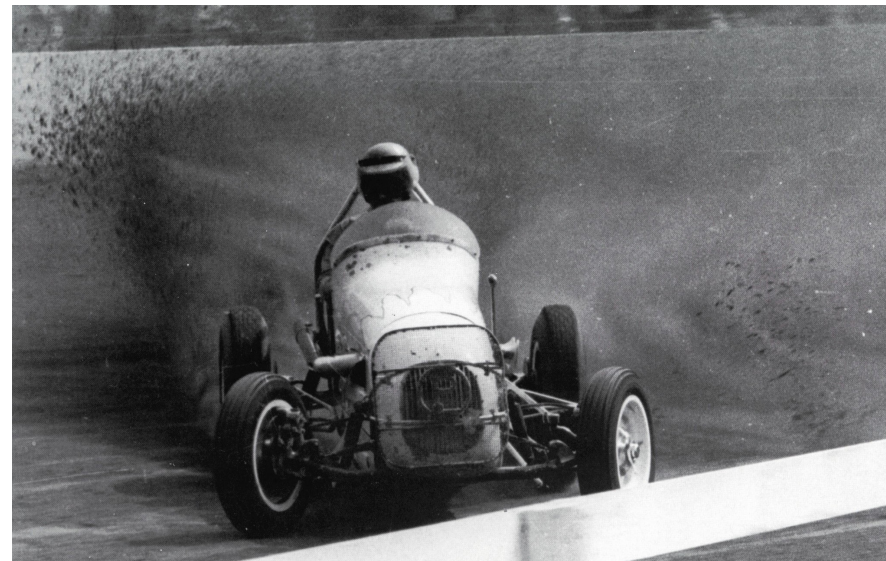
EARLY LIFE

Cars:

- Replica: 1948 Hudson
- 1934 ¾ Midget (Mario raced Midgets from 1961 – 1963)
- 1955 Hellegass Sprint Car #18



1948 Hudson replica *confirmed*

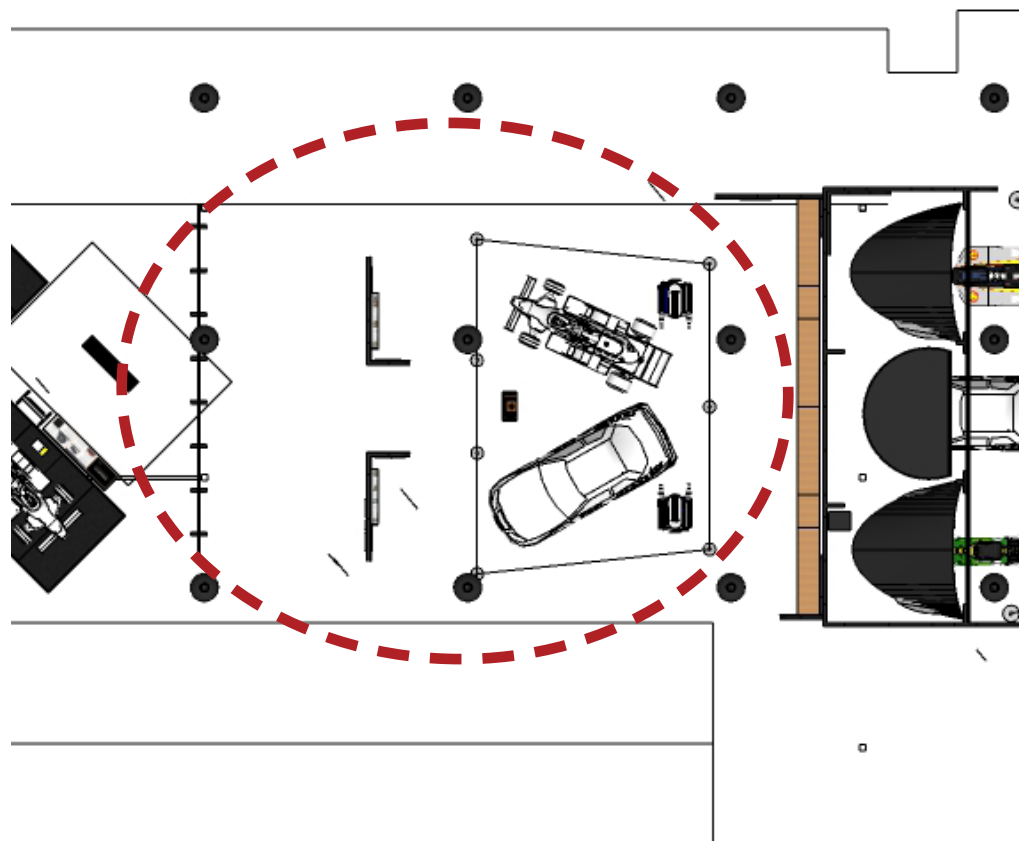


Hellegas ¾ Midget *confirmed*



1955 Hellegass Sprint Car *confirmed*

CONTENT



Andretti and IndyCar Content

Andretti and Indy Car (200wds)

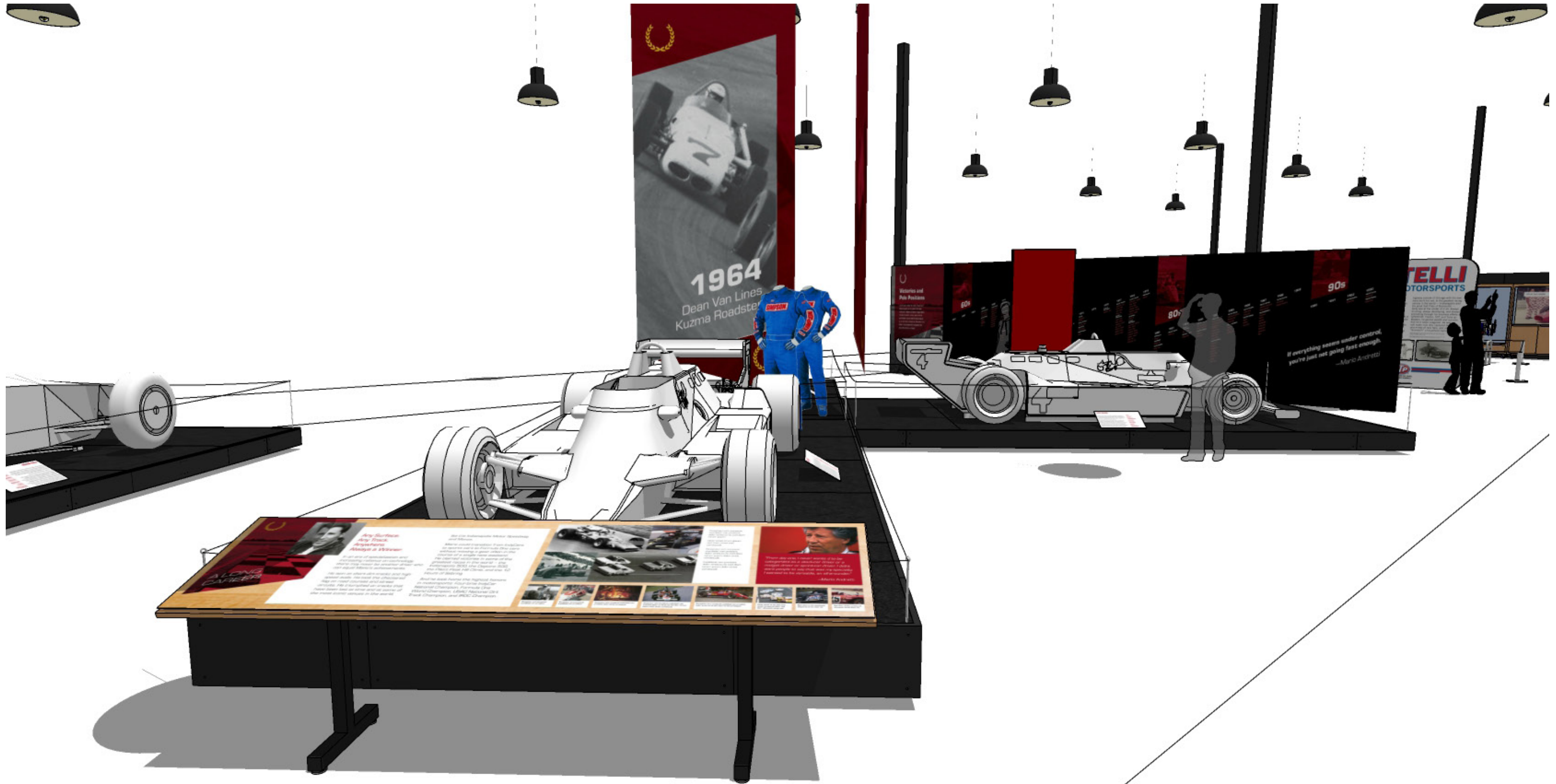
- Mario began racing IndyCars in 1964
- The only driver to win in four consecutive decades
- Oldest driver to win an IndyCar race
- Raced against two (maybe three) different generations of the greatest Indy racers
- Won Indy 500 only once. But the Andrettis have had a lot of near wins with stunning upsets (Andretti curse)
- Cars:
 - 1964 Dean Van Line #12 Kuzma Indy Roadster (USAC)
 - 1981 Wildcat Indy Car
 - 1994 Lola IndyCar (from IMAX shoot)

Andretti and IndyCar Video:

- **Overview of his life in open-wheel/Indy (2mins)**
 - Over 4 decades in IndyCar/open-wheel with many victories
 - Mario talking about why IndyCar/open-wheel was such a big part of his life
 - Peer interviews about racing against Mario
 - Michael / Mario talking about racing, father against son
- **Mario talking about each car? (2mins ea.)**
- **Sourced Footage:**
 - Cars racing on tracks
- **Sourced Imagery:**
 - Imagery of Mario and Michael together, even old family photos
 - Track photos of each track
 - Mario in the winner's circle, etc.
- **Sourced Audio:**
 - Track announcers, shouting victory, etc.
 - Engine sounds
 - Music bed

Car Signs:

- 4 signs with 50wds each
 - Bird's eye view of important info about the cars w/ specs such as HP, etc.
 - Mario's performance in the car
 - "Fun fact" if applicable



Andretti and Indy Car

VEHICLE COLLECTION

ANDRETTI AND INDY CAR

Cars:

- 1964 Dean Van Line #12 Kuzma Indy Roadster (USAC)
- 1981 Wildcat Indy Car
- 1994 Lola IndyCar (from IMAX shoot



1964 Dean Van Line #12 Kuzma Indy Roadster
(his first open wheel) *confirmed*

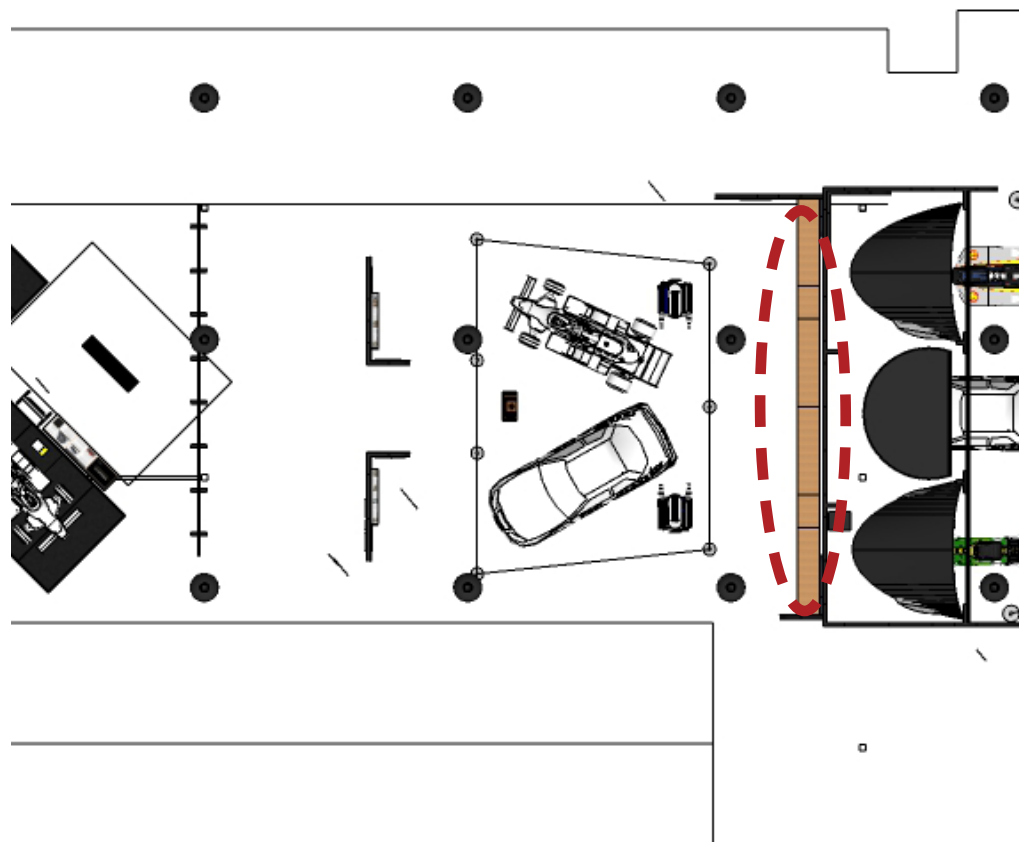


1994 LOLA IndyCar Imax movie (A version
of his last IndyCar) *confirmed*



1981 Wildcat Indy Car *confirmed*

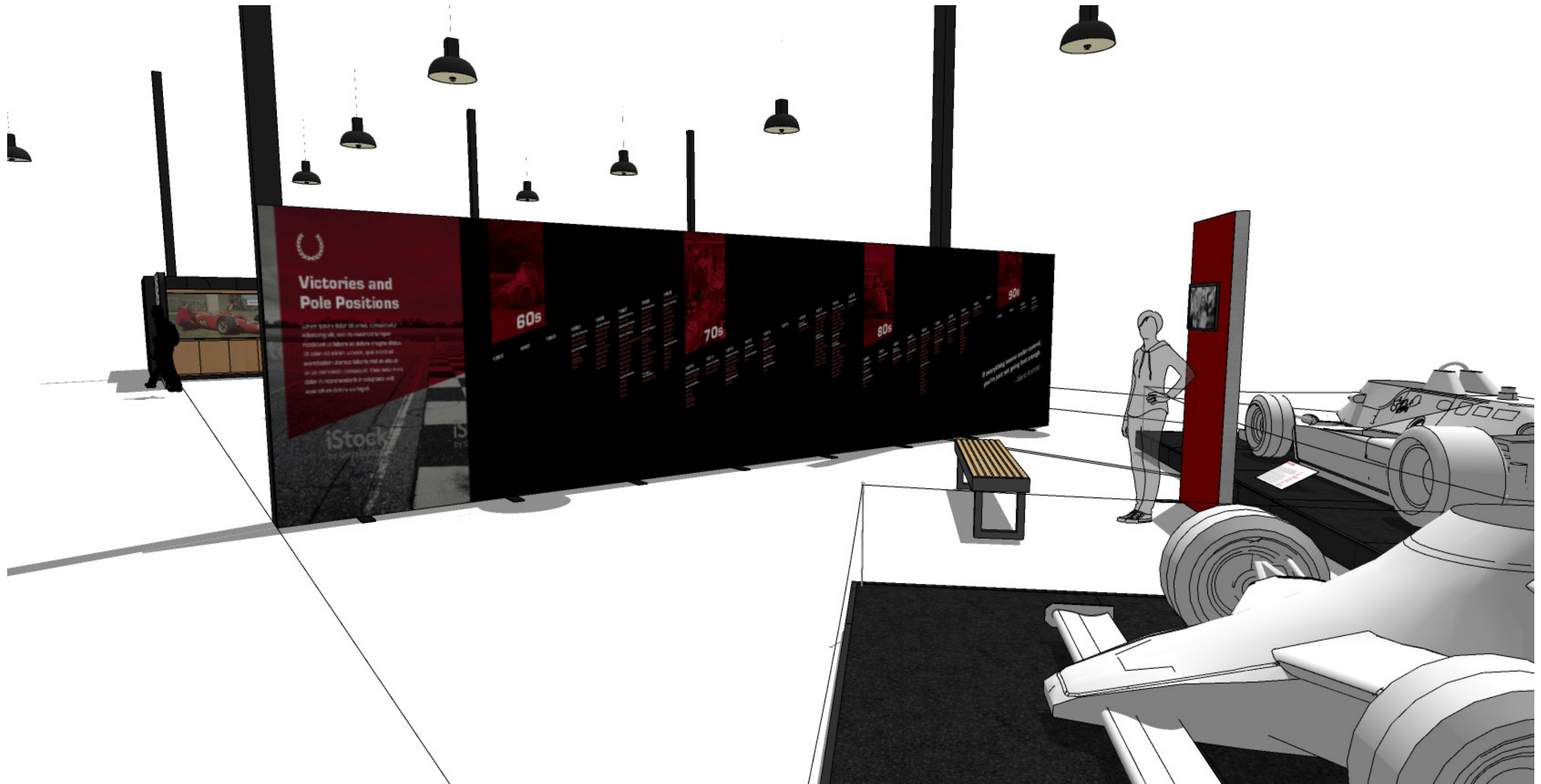
CONTENT



Early Life Content

Timeline (50wds)

- Mario Andretti is the most successful American race car driver of all time.
- Desire, determination, commitment is the course to victory.



Timeline



View from back of exhibit

DESIGN ELEMENTS

Victory

- Mario Andretti is the most successful American race car driver of all time.

Longevity

- Andretti's career is long and storied with wins across five decades of racing!

Versatility

- Andretti took the top prize in 11 styles of auto-racing, more than anyone else.

Royalty

- Andretti's story is one of hard work and good fortune that lifted a family from great hardship to great success and the American dream.
- A "king" in motorsports
- Andretti family dynasty

DESIGN ELEMENTS

Victory

- Mario Andretti is the most successful American race car driver of all time.



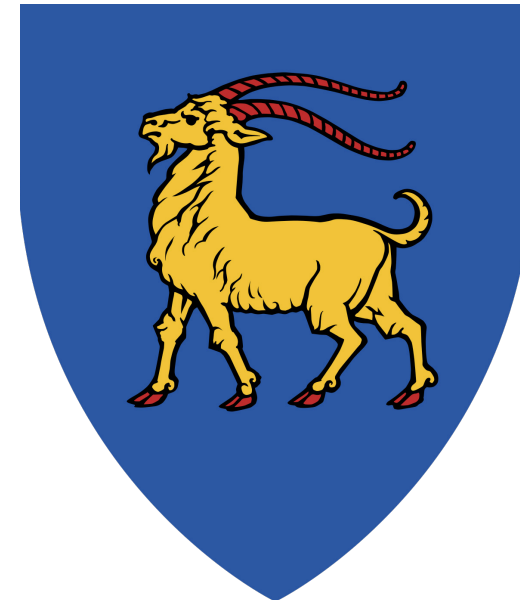
Checkered Flag



Laurel Leaf



Gold



Shield / Crest

DESIGN ELEMENTS

Longevity

- Andretti's career is long and storied with wins across five decades of racing!

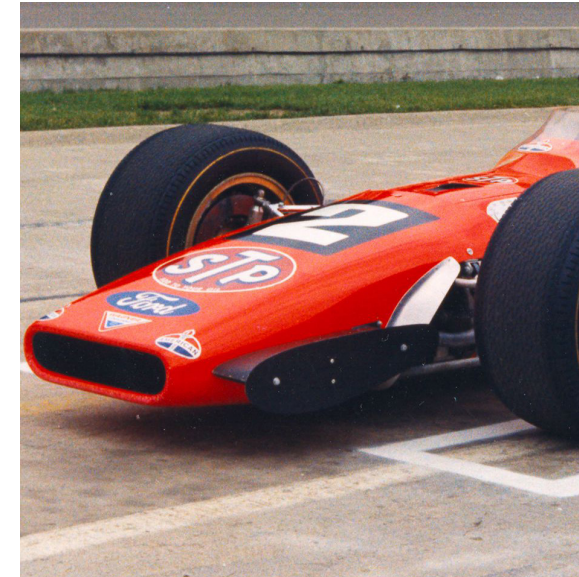


Harley Davidson - 1940s-1950s

DESIGN ELEMENTS

Versatility

- Andretti took the top prize in 11 styles of auto-racing, more than anyone else.



Harley Davidson - 1980s

DESIGN ELEMENTS

Royalty

- Andretti's story is one of hard work and good fortune that lifted a family from great hardship to great success and the American dream.
- A "king" in motorsports
- Andretti family dynasty



ANDRETTI
WINERY



ANDRETTI®
RALLYCROSS | AUTOSPORT | FORMULA-E

Family logos (Heraldry)



Montona, Italy

DESIGN ELEMENTS

Royalty

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- A "king" in motorsports
- Andretti family dynasty



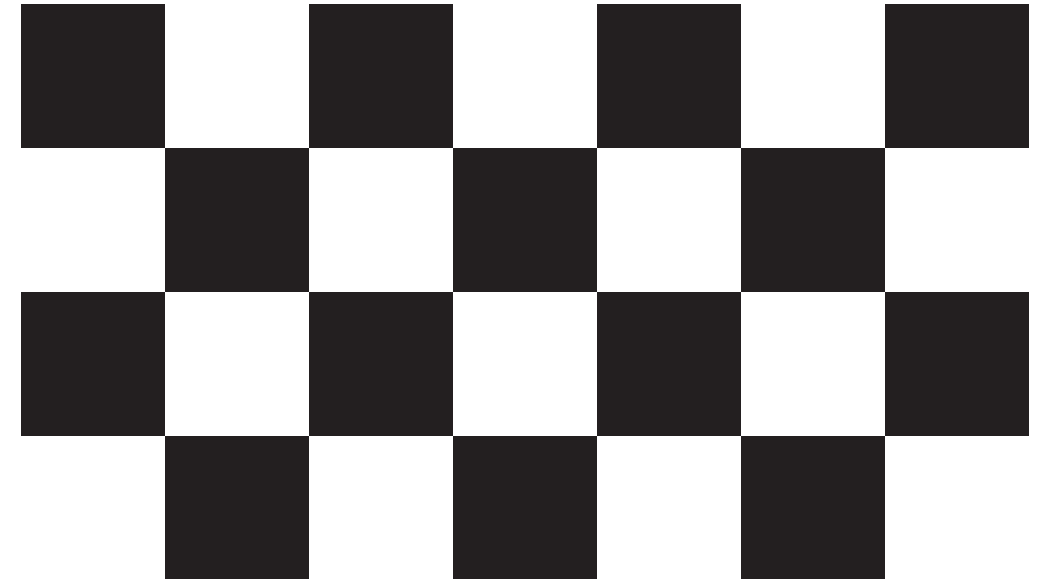
Pageantry / Banners



POTENTIAL COLORWAYS / MATERIALS



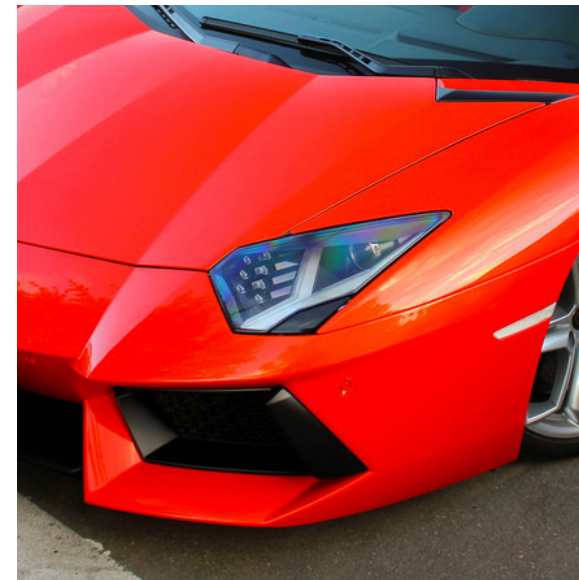
Red



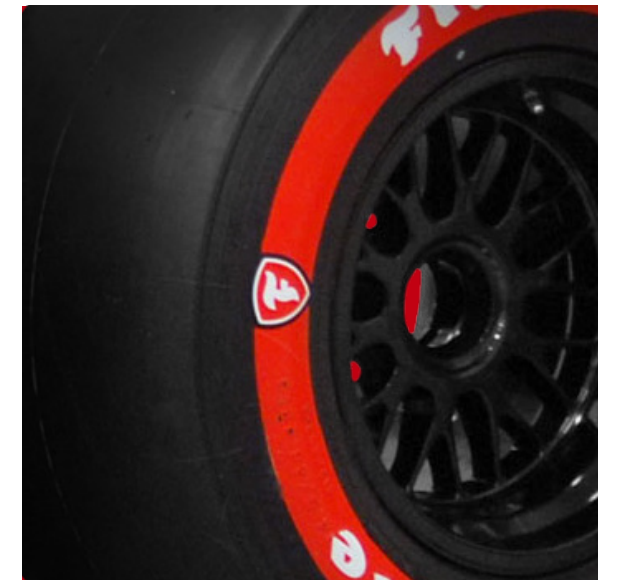
Black / White



Gold



High-polish



Rubber tire texture