

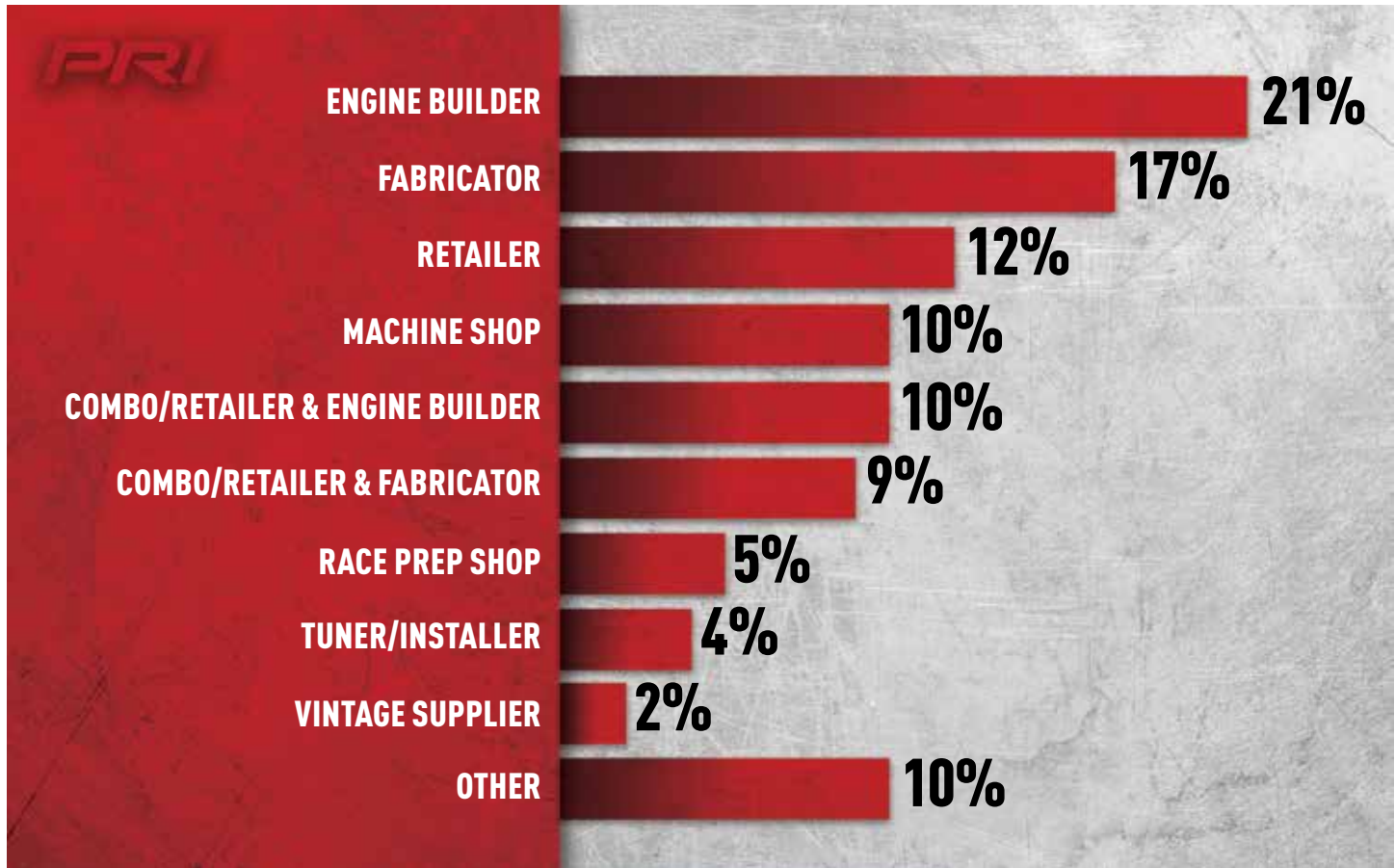


PRI

2022 MOTORSPORTS RETAIL BUSINESS SURVEY RESULTS

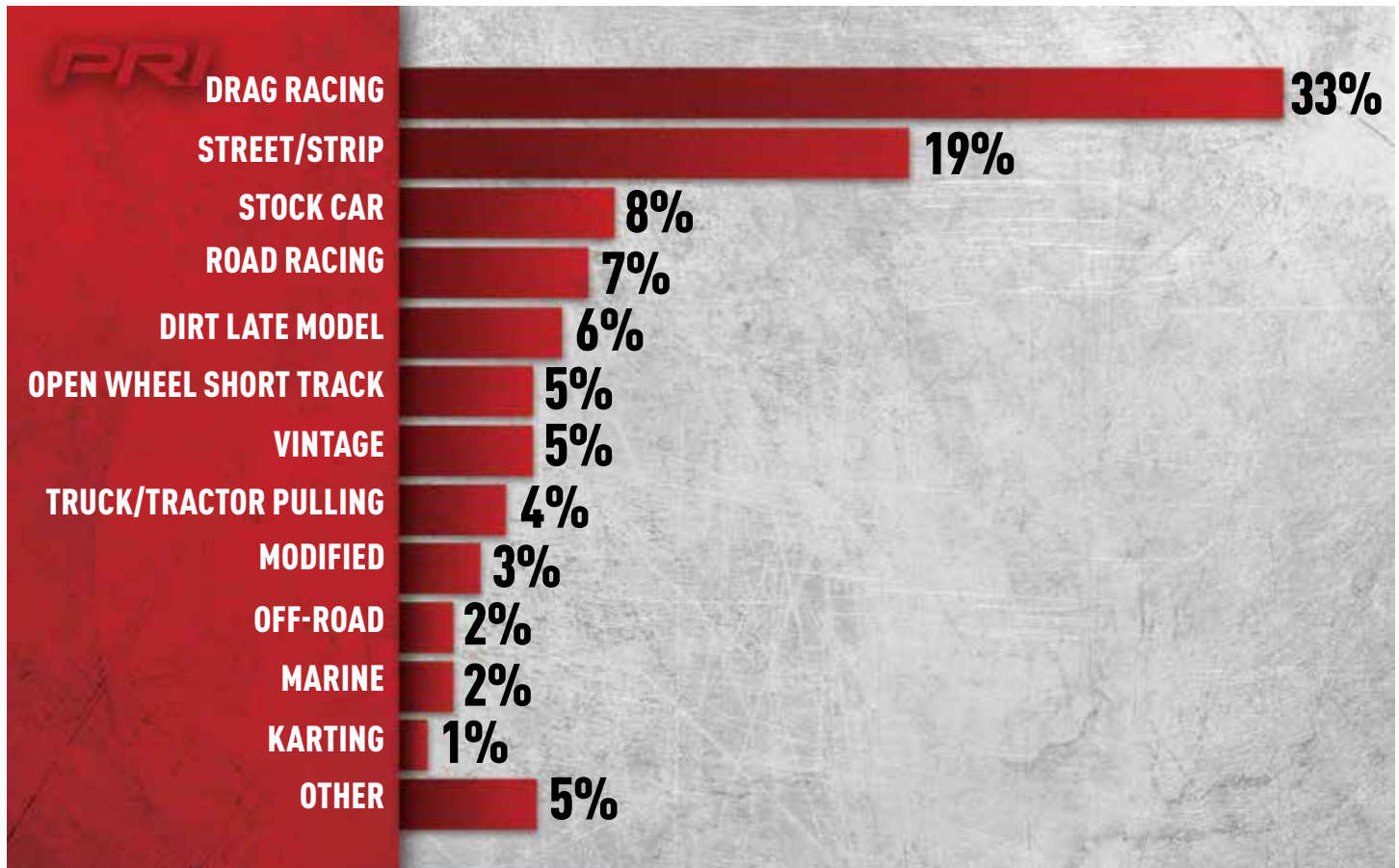
PRI surveys thousands of motorsports retail businesses across the US each year to uncover the latest trends in sales, marketing, operations, promotions, pricing, hiring, communications, and more. The feedback we receive from speed shops, fabricators, engine builders, machinists, service/install/repair shops, performance tuners, and race prep shops reveals which types of racing are moving the retail needle, as well as how business is getting done for thousands of small and mid-sized companies industrywide. In addition to illustrating the state of the marketplace, our survey results provide a baseline to help retail business owners learn more about how their peers across the nation are faring. What follows are the complete results of PRI's latest Motorsports Retail Business Survey.

DESCRIBE YOUR PRIMARY BUSINESS:



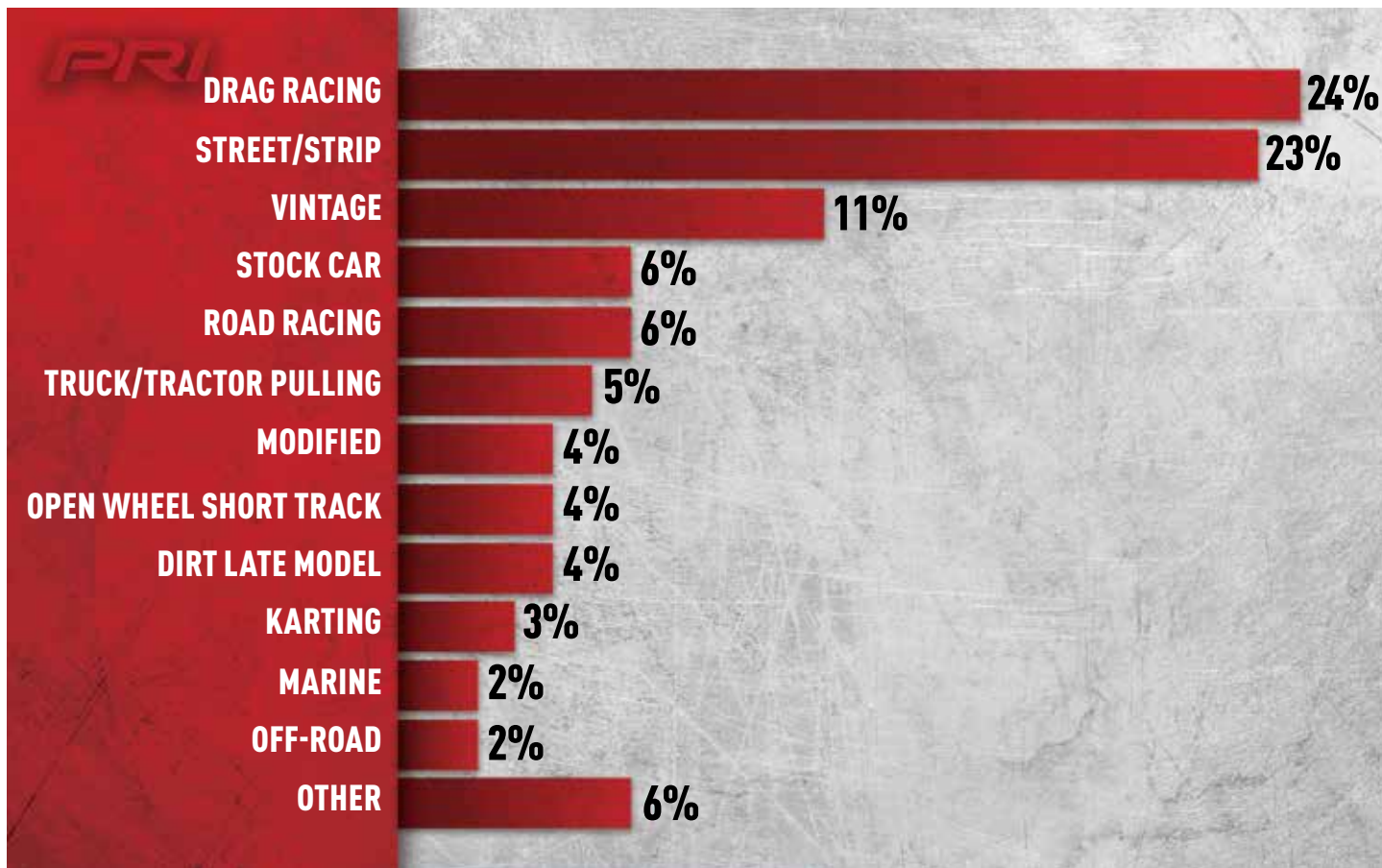
2022 MOTORSPORTS RETAIL BUSINESS SURVEY

DESCRIBE THE MAJORITY OF YOUR CUSTOMER BASE:



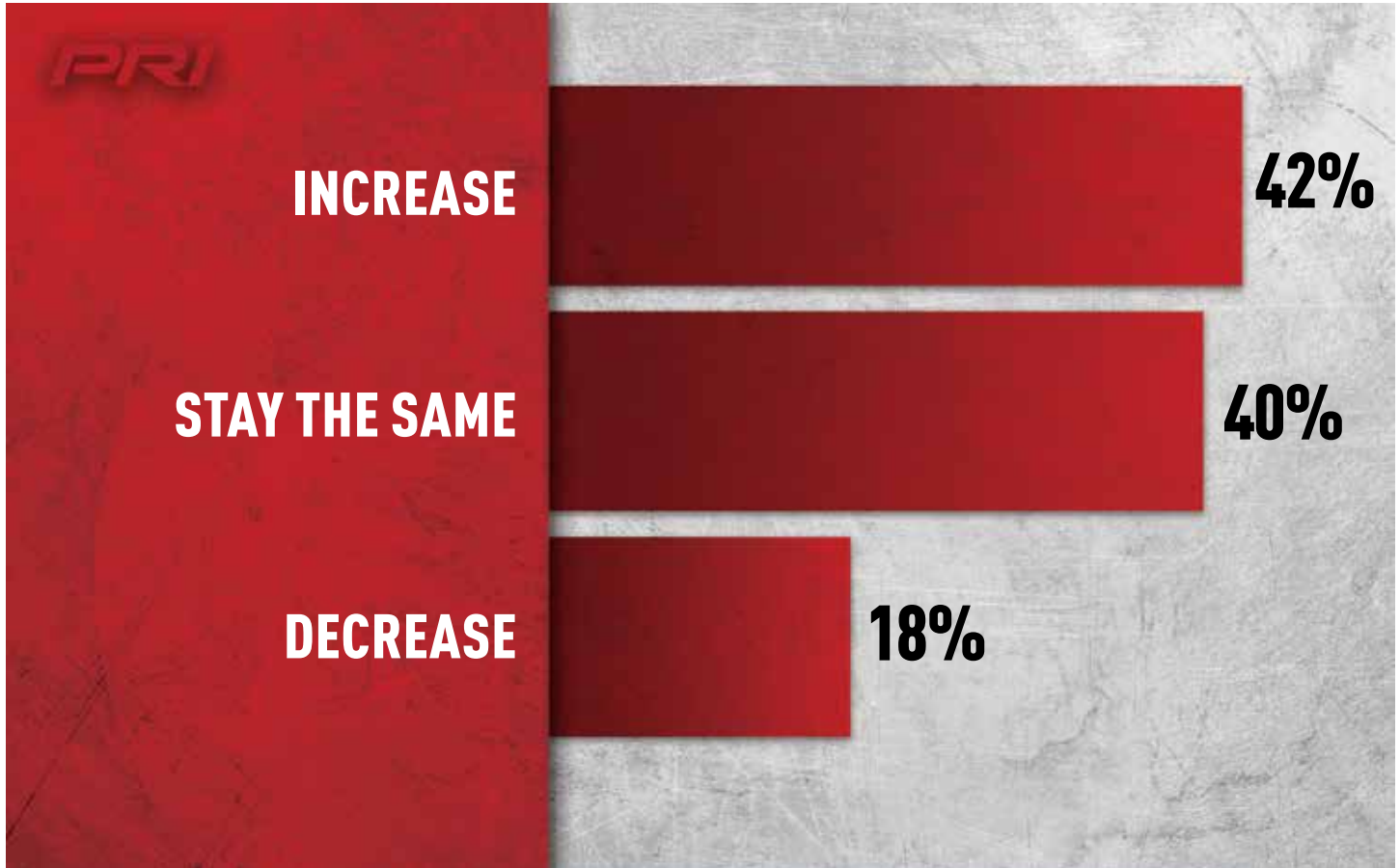
2022 MOTORSPORTS RETAIL BUSINESS SURVEY

WHAT IS THE FASTEST-GROWING MARKET SEGMENT FOR YOUR BUSINESS?



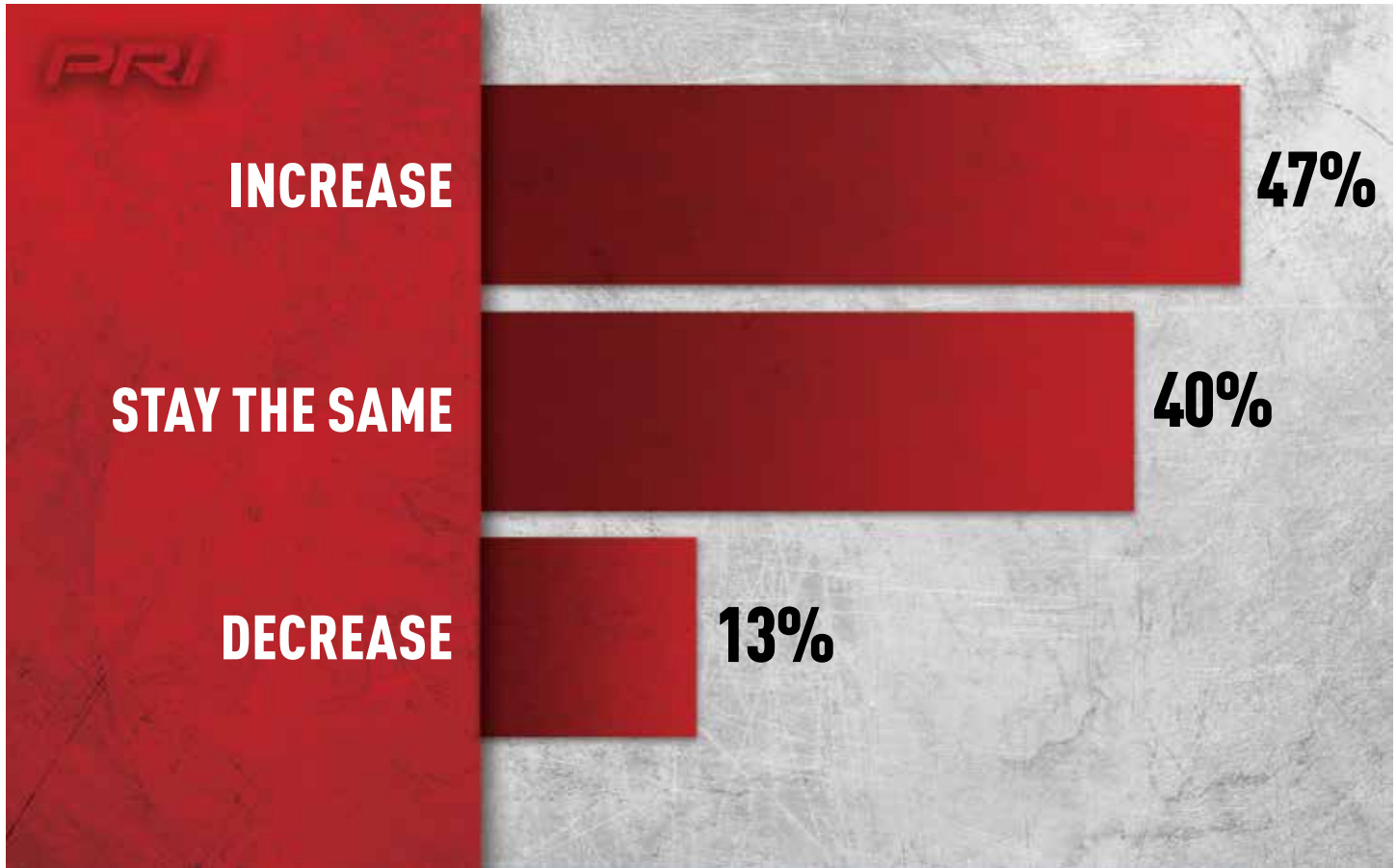
2022 MOTORSPORTS RETAIL BUSINESS SURVEY

COMPARED TO 2020, DID YOUR SALES IN 2021...



2022 MOTORSPORTS RETAIL BUSINESS SURVEY

DID YOUR COMPANY'S CUSTOMER BASE OVER THE PAST 12 MONTHS...



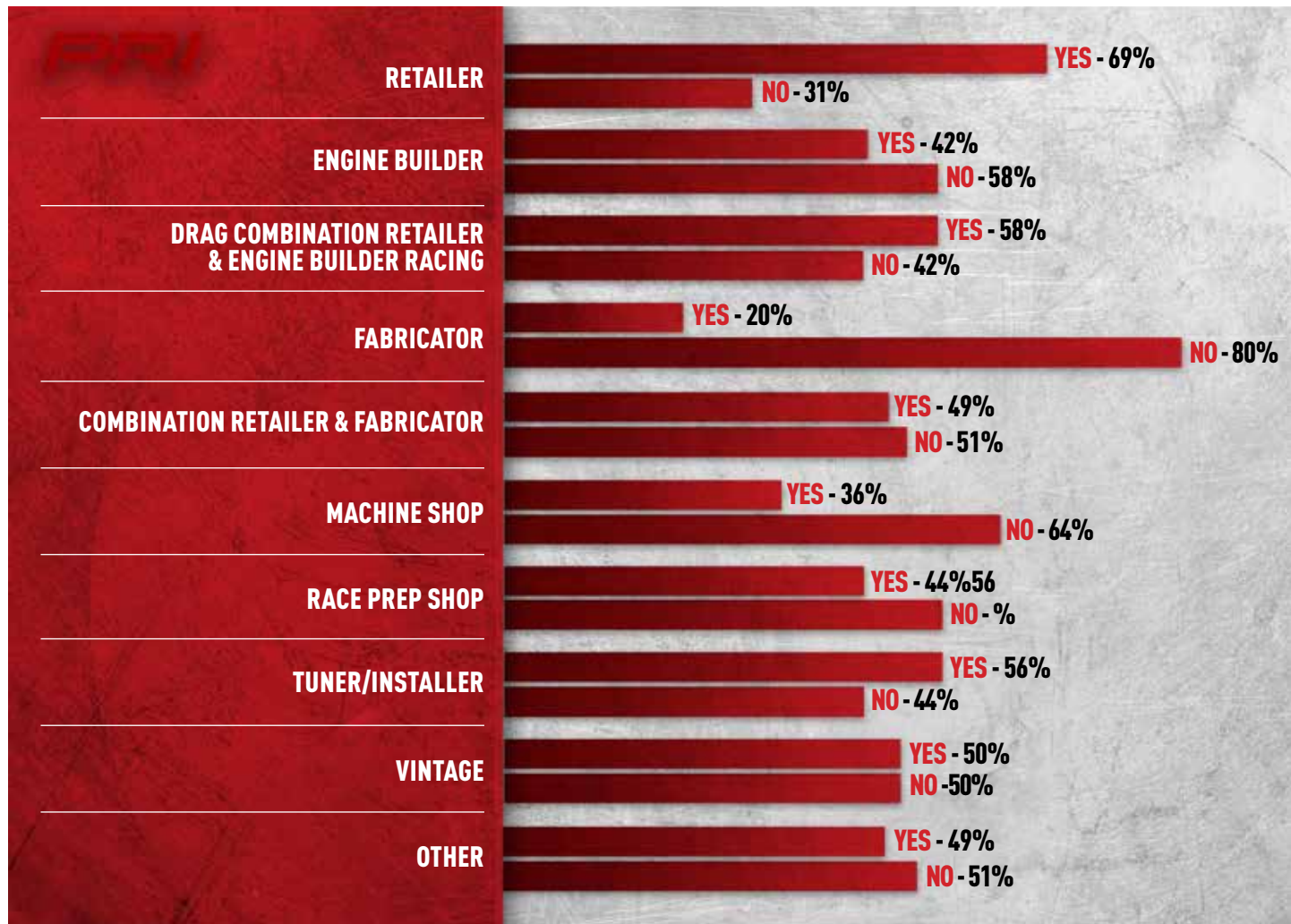
2022 MOTORSPORTS RETAIL BUSINESS SURVEY

WEBSITES: DOES YOUR COMPANY HAVE A WEBSITE?

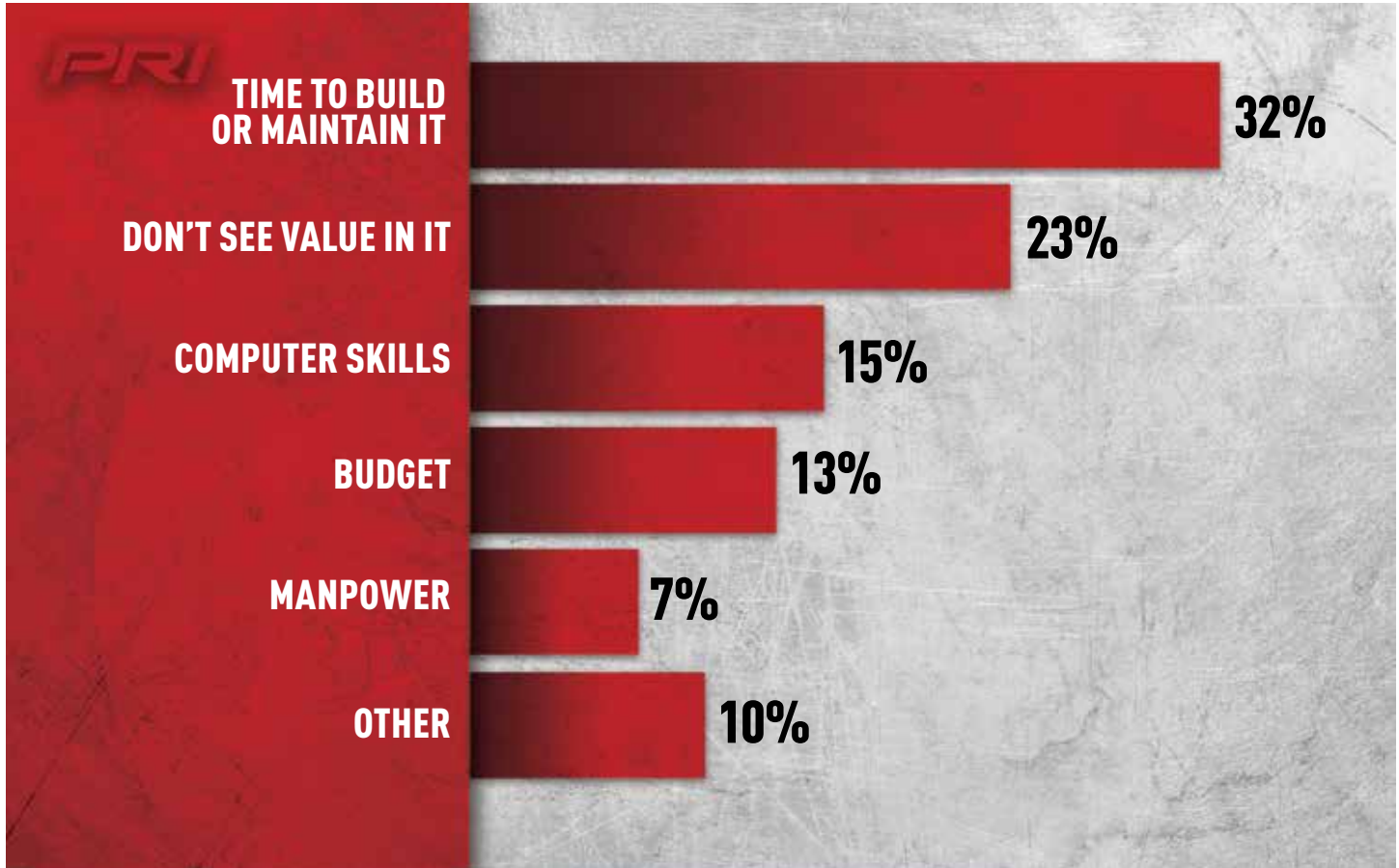


2022 MOTORSPORTS RETAIL BUSINESS SURVEY

WEBSITES: BY TYPE OF BUSINESS:

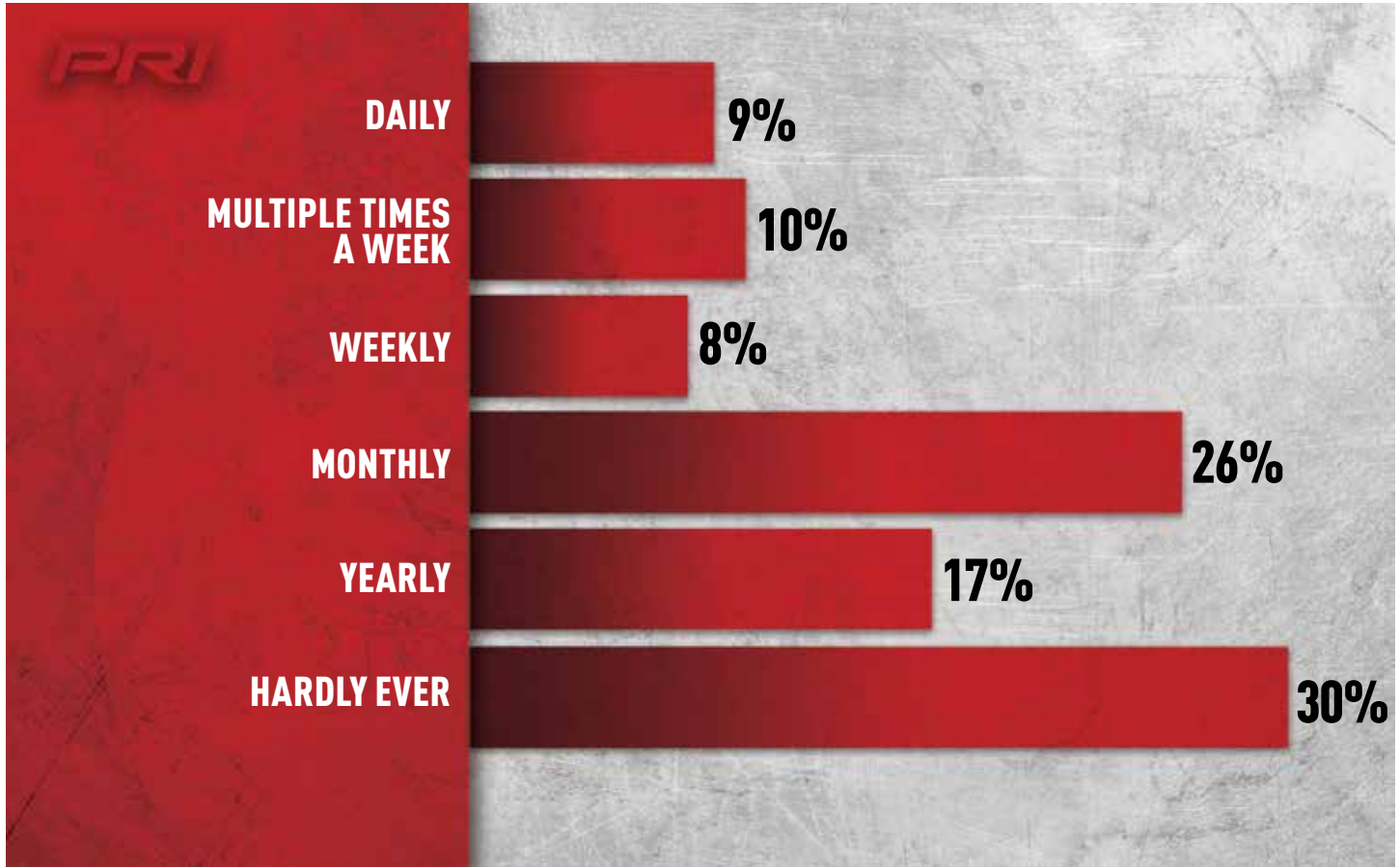


WEBSITES: IF YOU DON'T HAVE ONE, WHICH OF THE FOLLOWING IS THE BIGGEST BARRIER TO CREATING ONE?



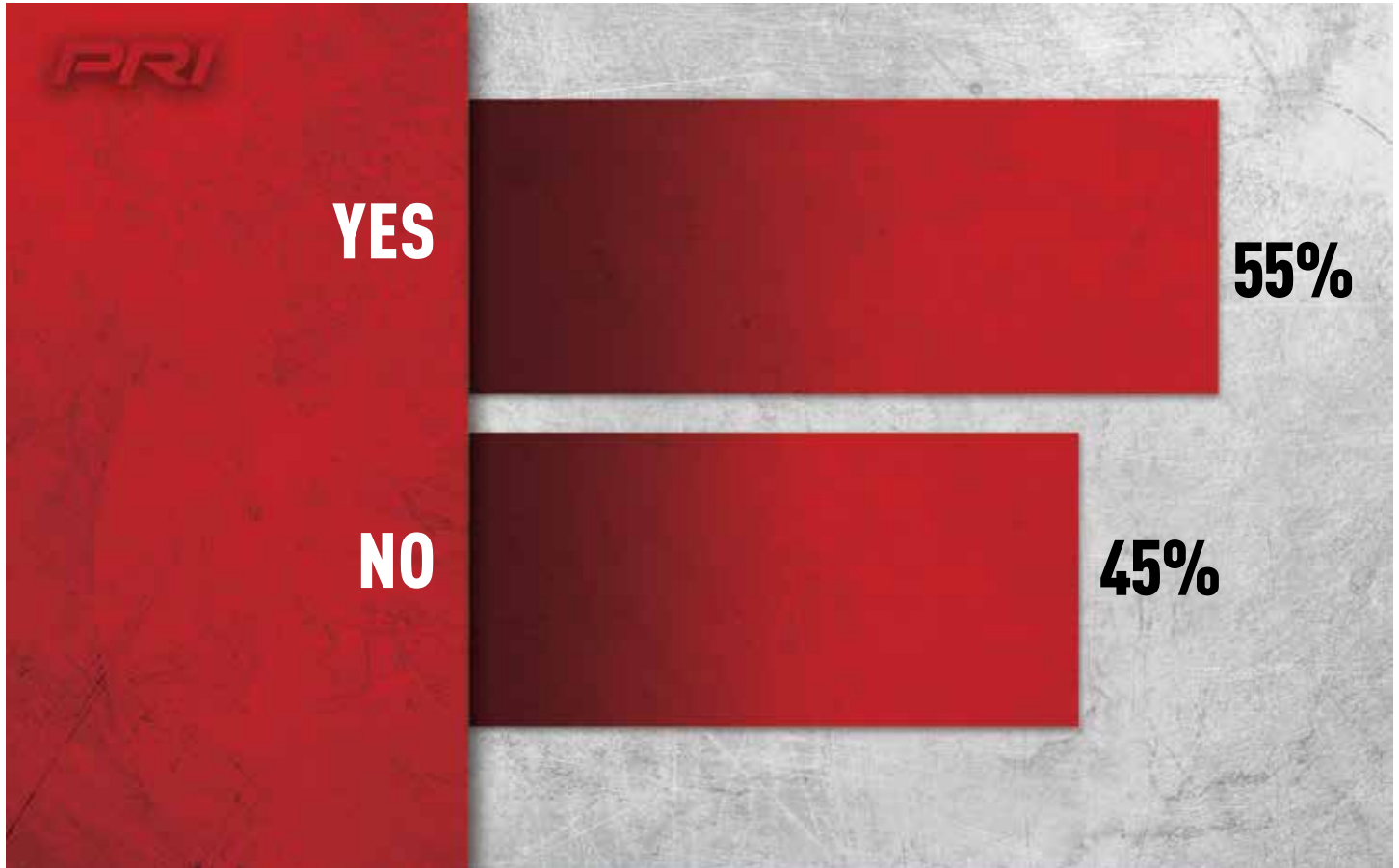
2022 MOTORSPORTS RETAIL BUSINESS SURVEY

WEBSITES: HOW OFTEN DOES YOUR COMPANY MAKE UPDATES?



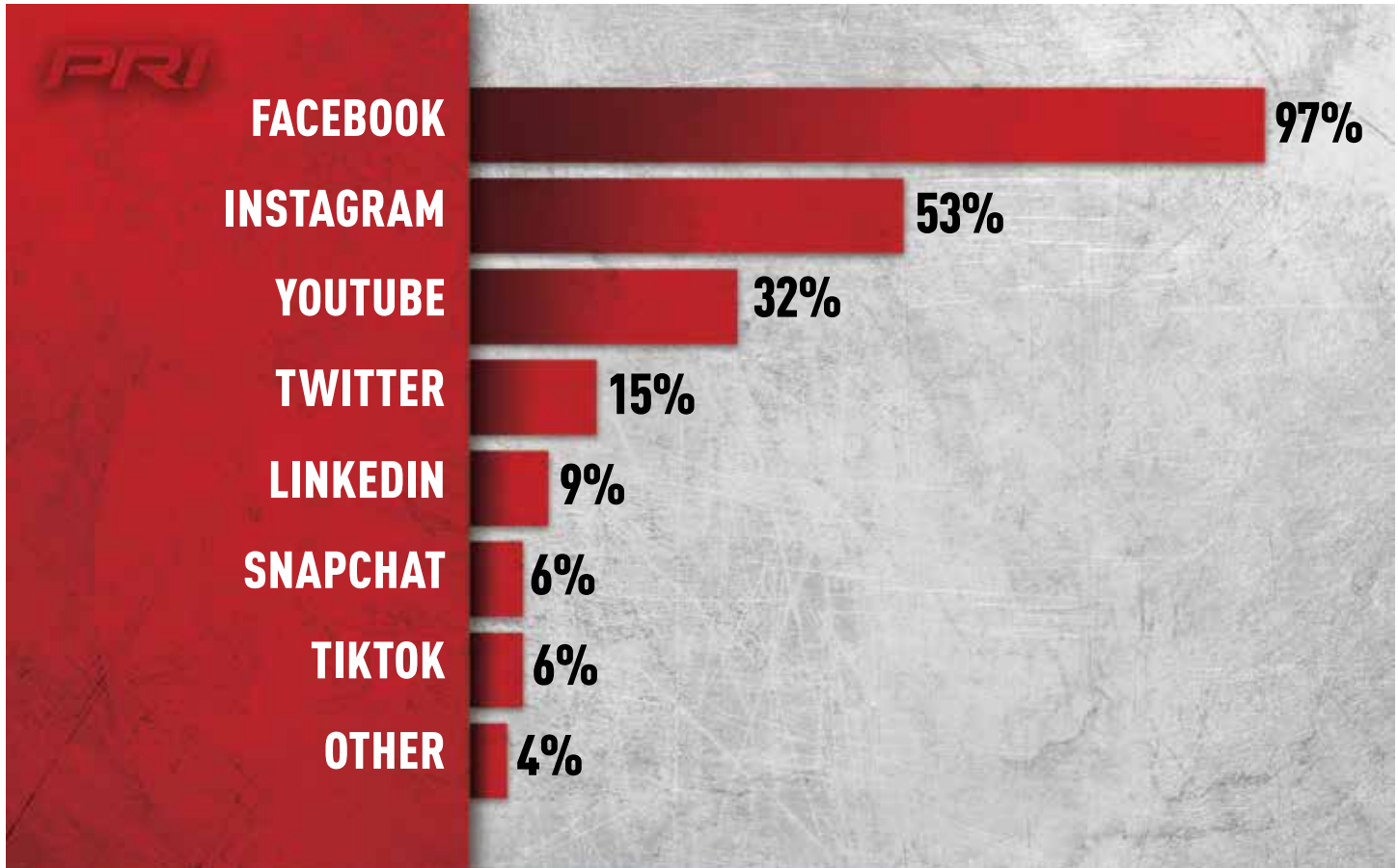
2022 MOTORSPORTS RETAIL BUSINESS SURVEY

SOCIAL MEDIA: DOES YOUR COMPANY USE SOCIAL MEDIA TO PROMOTE THE BUSINESS?

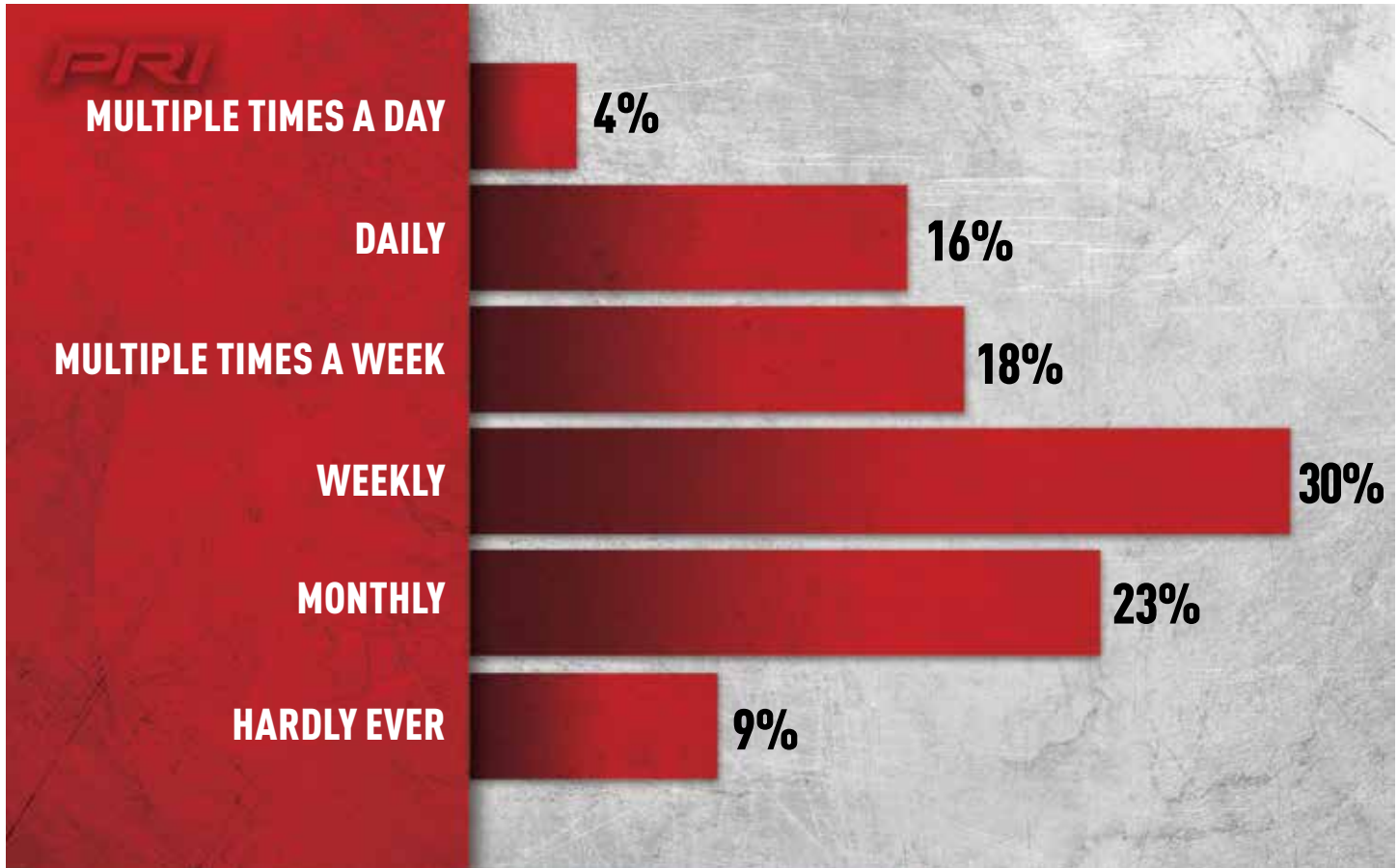


2022 MOTORSPORTS RETAIL BUSINESS SURVEY

SOCIAL MEDIA: WHAT ARE THE TOP THREE SOCIAL MEDIA SITES OR PLATFORMS YOUR COMPANY USES? (MORE THAN ONE ANSWER PROVIDED)



SOCIAL MEDIA: HOW OFTEN DOES YOUR COMPANY POST ON SOCIAL MEDIA?



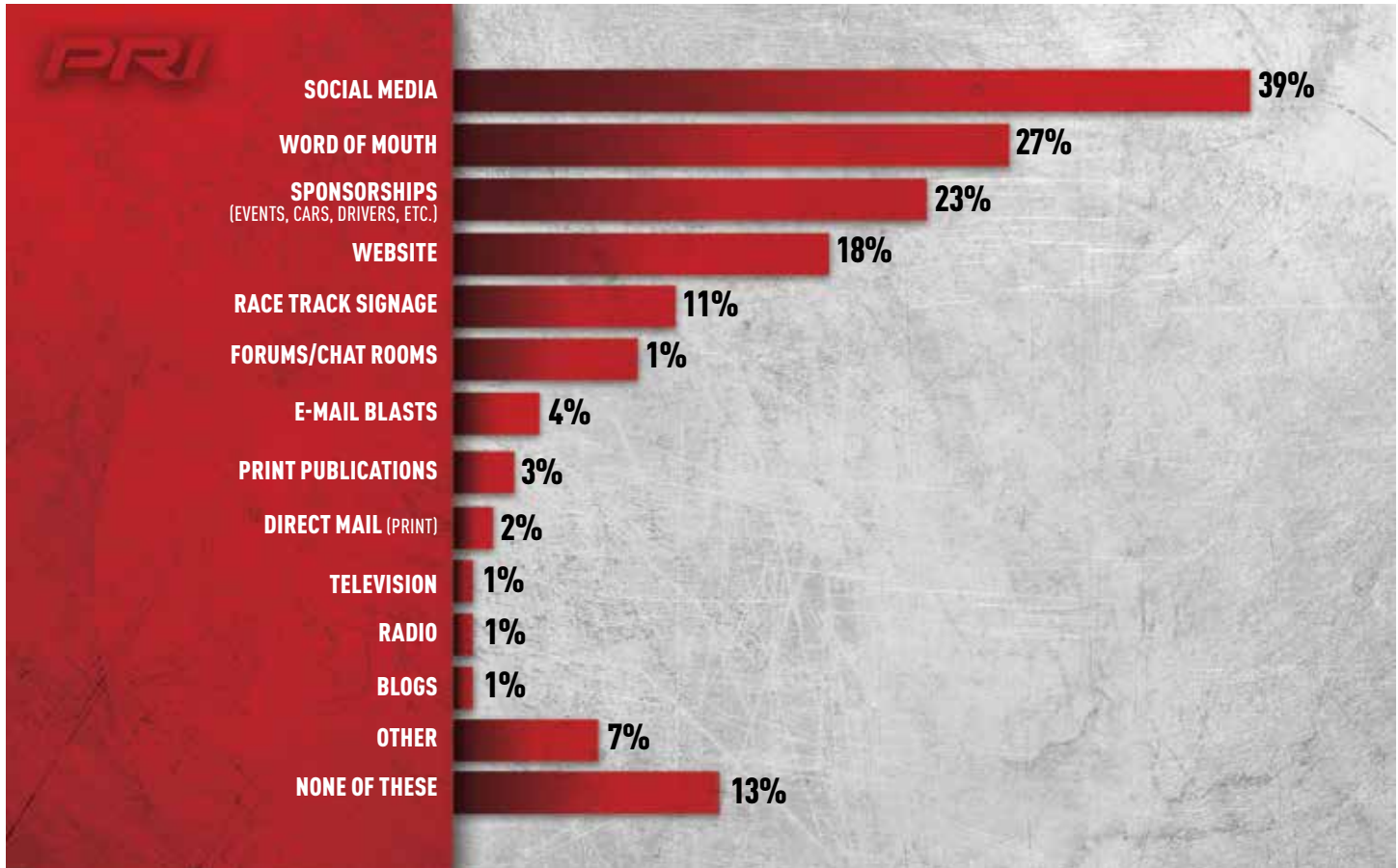
2022 MOTORSPORTS RETAIL BUSINESS SURVEY

SOCIAL MEDIA: WHAT IS YOUR PRIMARY GOAL WITH SOCIAL MEDIA?



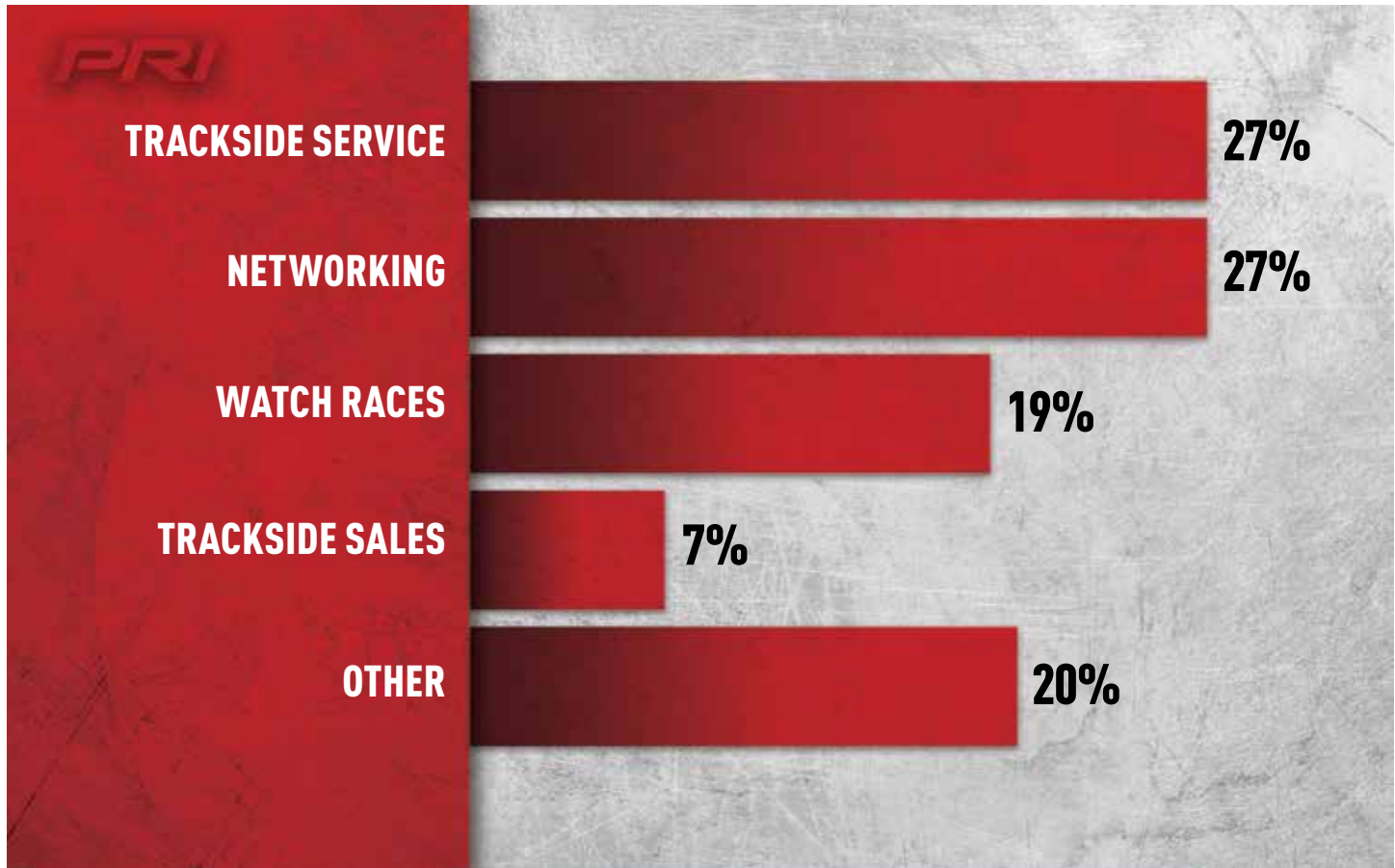
2022 MOTORSPORTS RETAIL BUSINESS SURVEY

WHICH OF THE FOLLOWING ARE THE MOST EFFECTIVE METHODS FOR PROMOTING YOUR BUSINESS? (MORE THAN ONE ANSWER PROVIDED)



2022 MOTORSPORTS RETAIL BUSINESS SURVEY

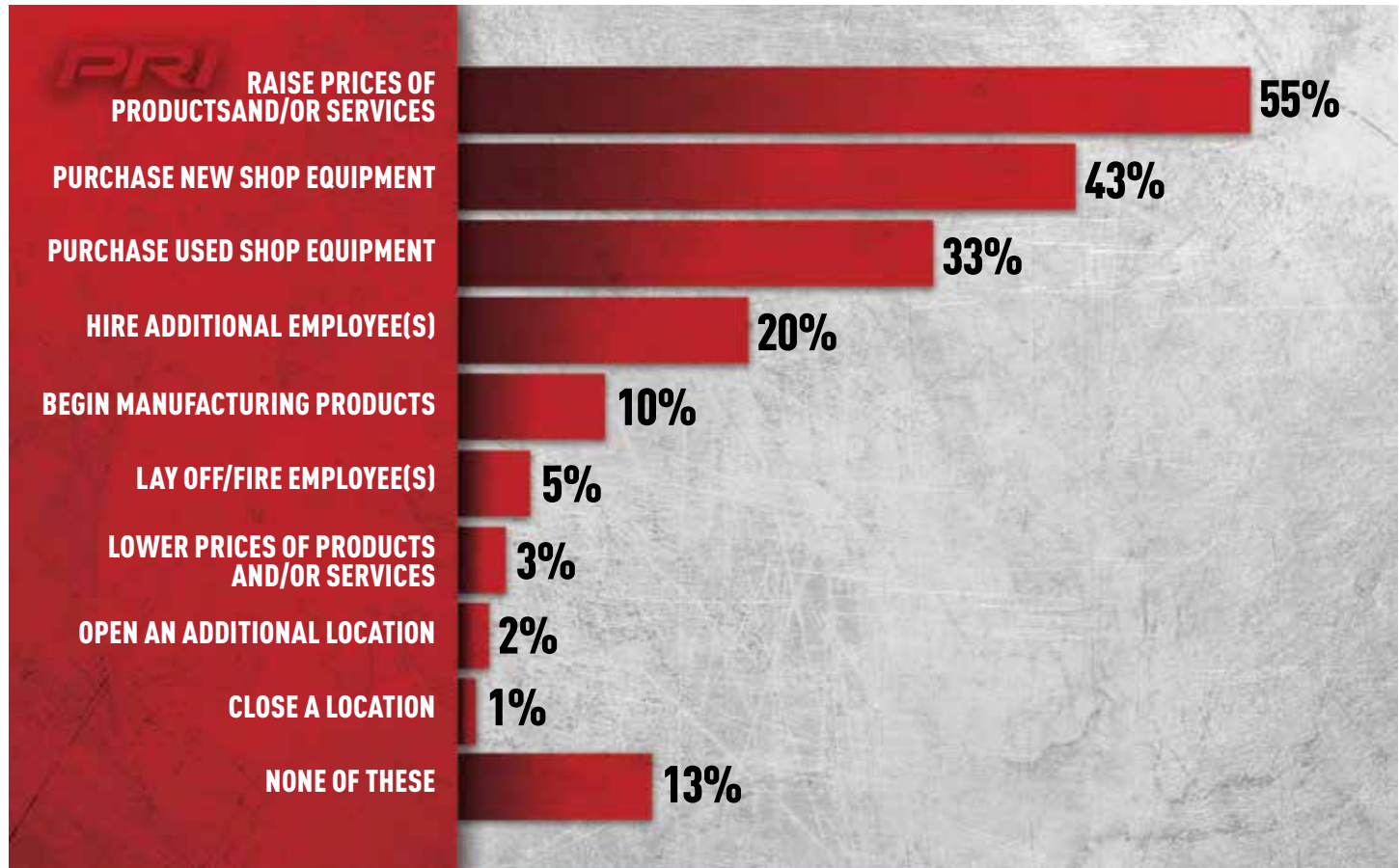
WHAT IS YOUR PRIMARY FUNCTION AT THE RACE TRACK?



2022 MOTORSPORTS RETAIL BUSINESS SURVEY

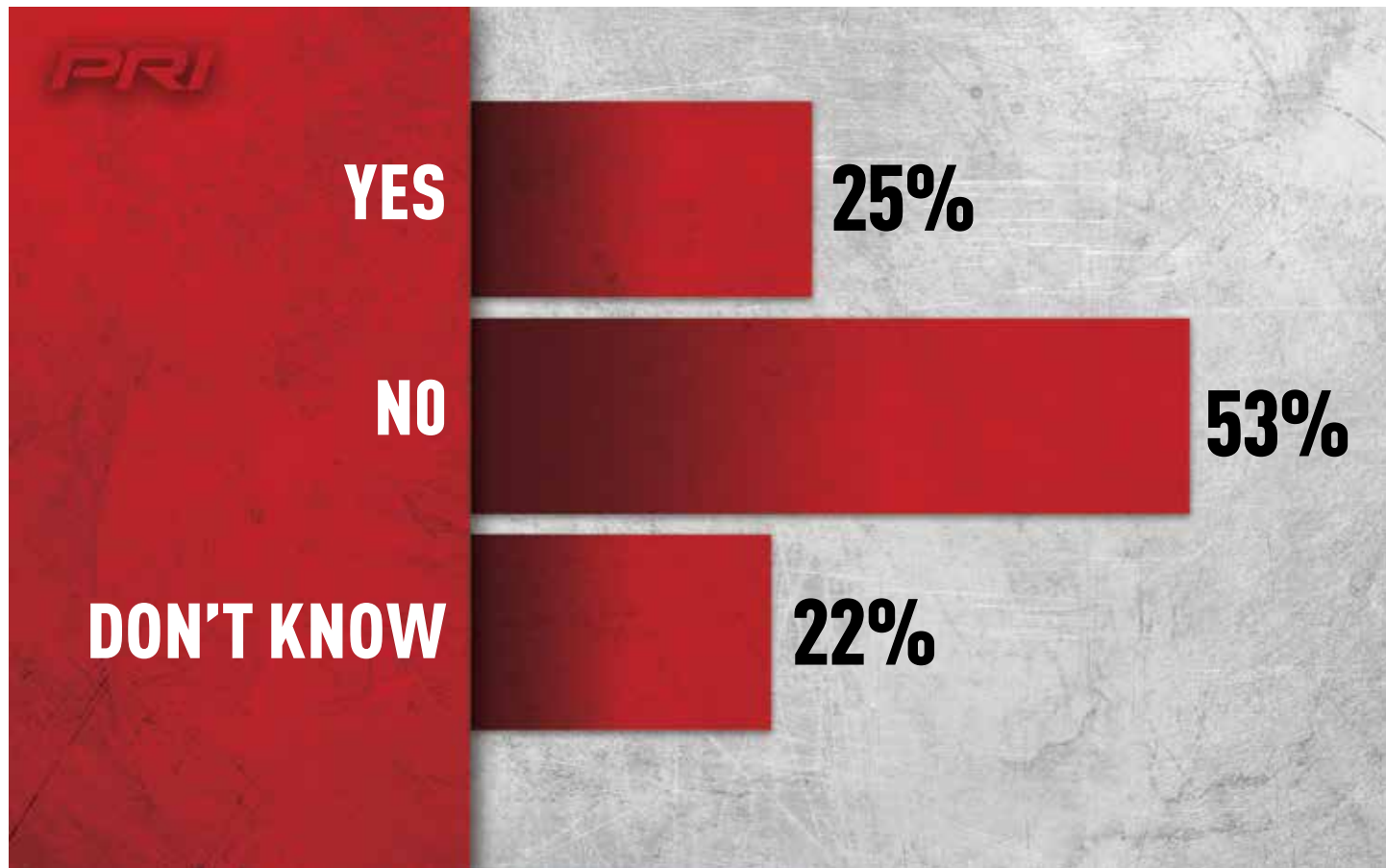
IN THE LAST 12 MONTHS, DID YOUR COMPANY...

(MORE THAN ONE ANSWER PROVIDED)



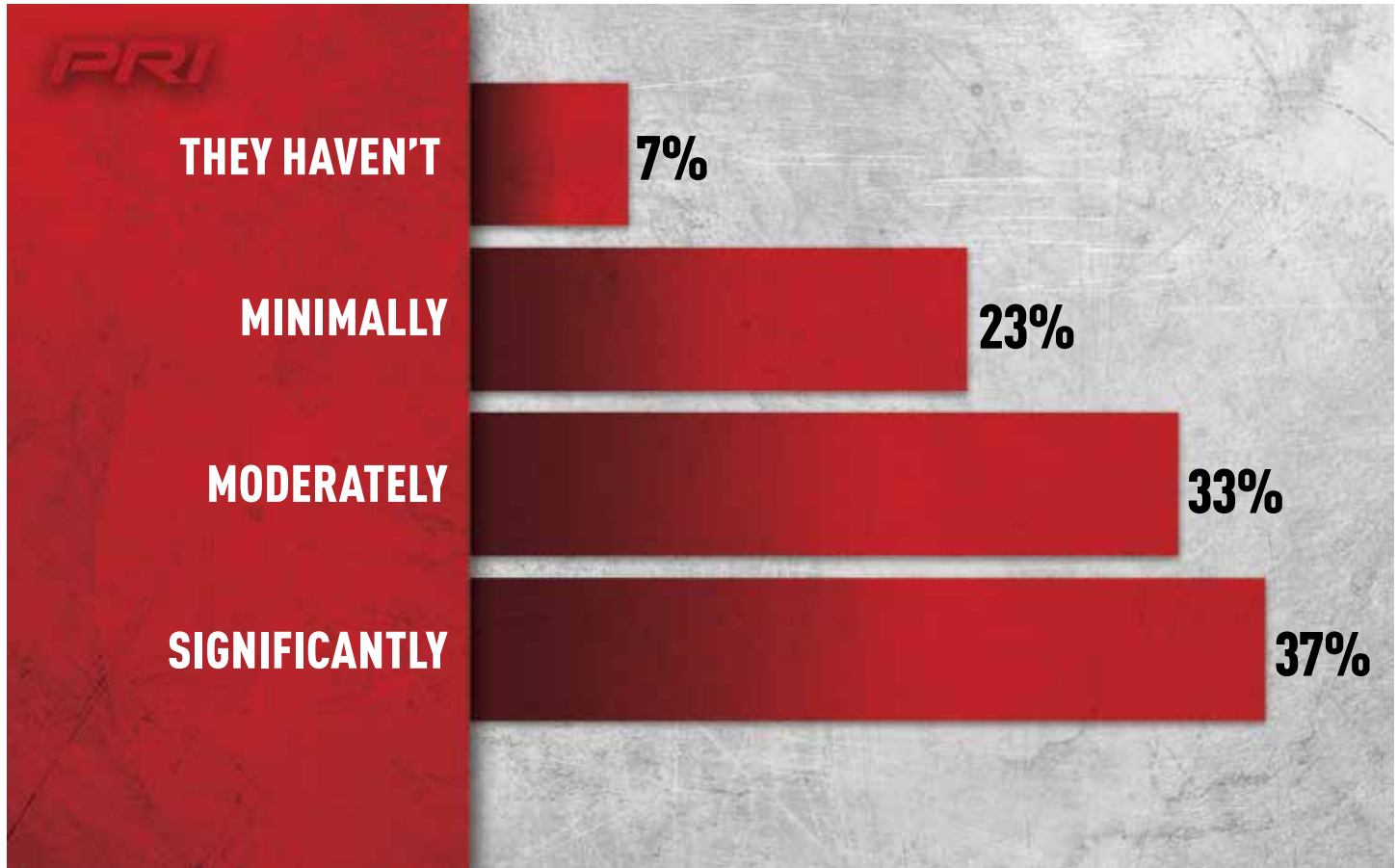
2022 MOTORSPORTS RETAIL BUSINESS SURVEY

DO YOU PLAN TO HIRE ADDITIONAL EMPLOYEES IN THE NEXT 12 MONTHS?



2022 MOTORSPORTS RETAIL BUSINESS SURVEY

HOW HAVE RAW MATERIAL AND/OR PRODUCT SHORTAGES AFFECTED YOUR ABILITY TO SERVE YOUR CUSTOMERS IN THE LAST 12 MONTHS?

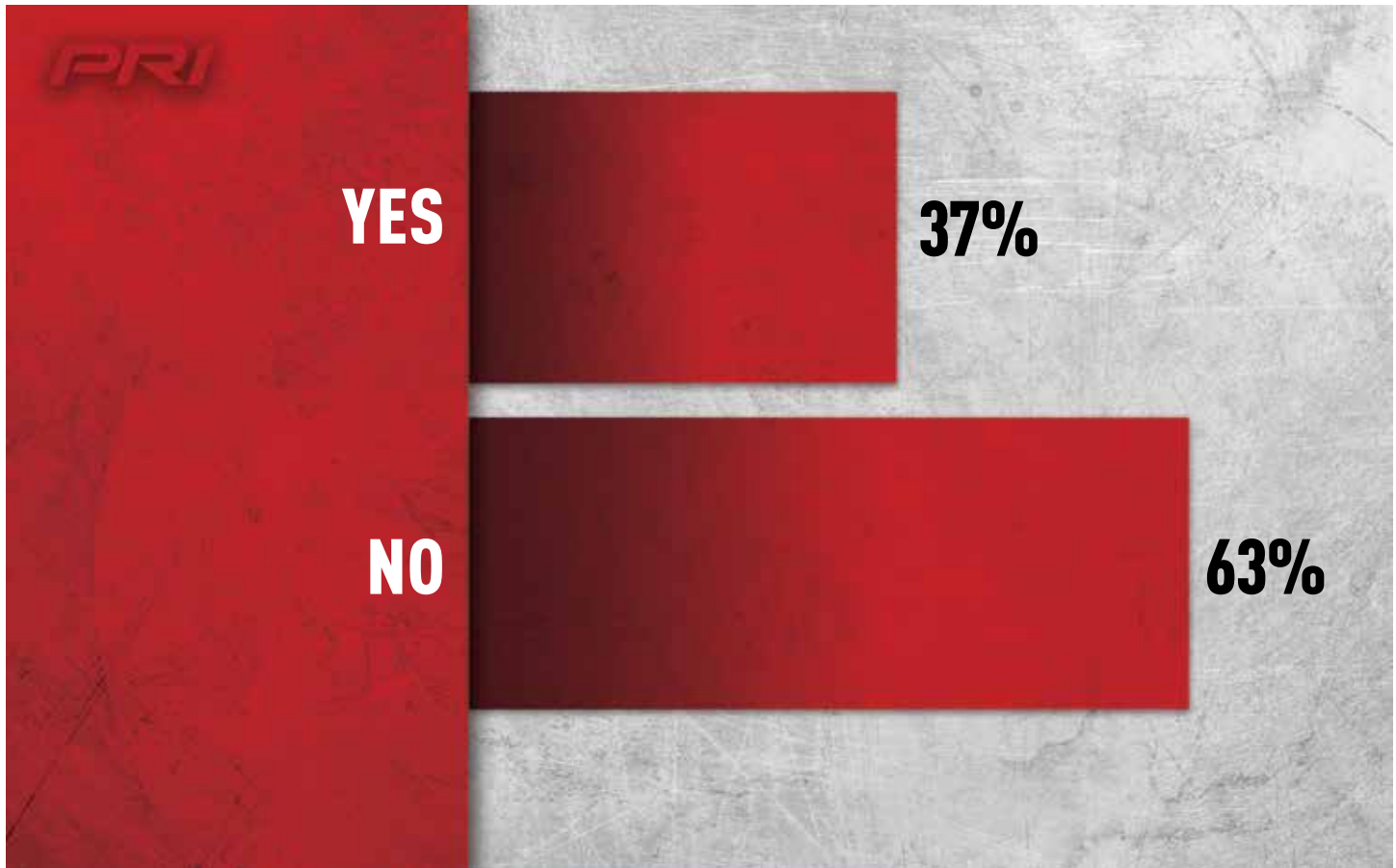


WHEN IT COMES TO YOUR PRODUCTS AND/OR SERVICES, IN THE NEXT 12 MONTHS DO YOU PLAN TO...



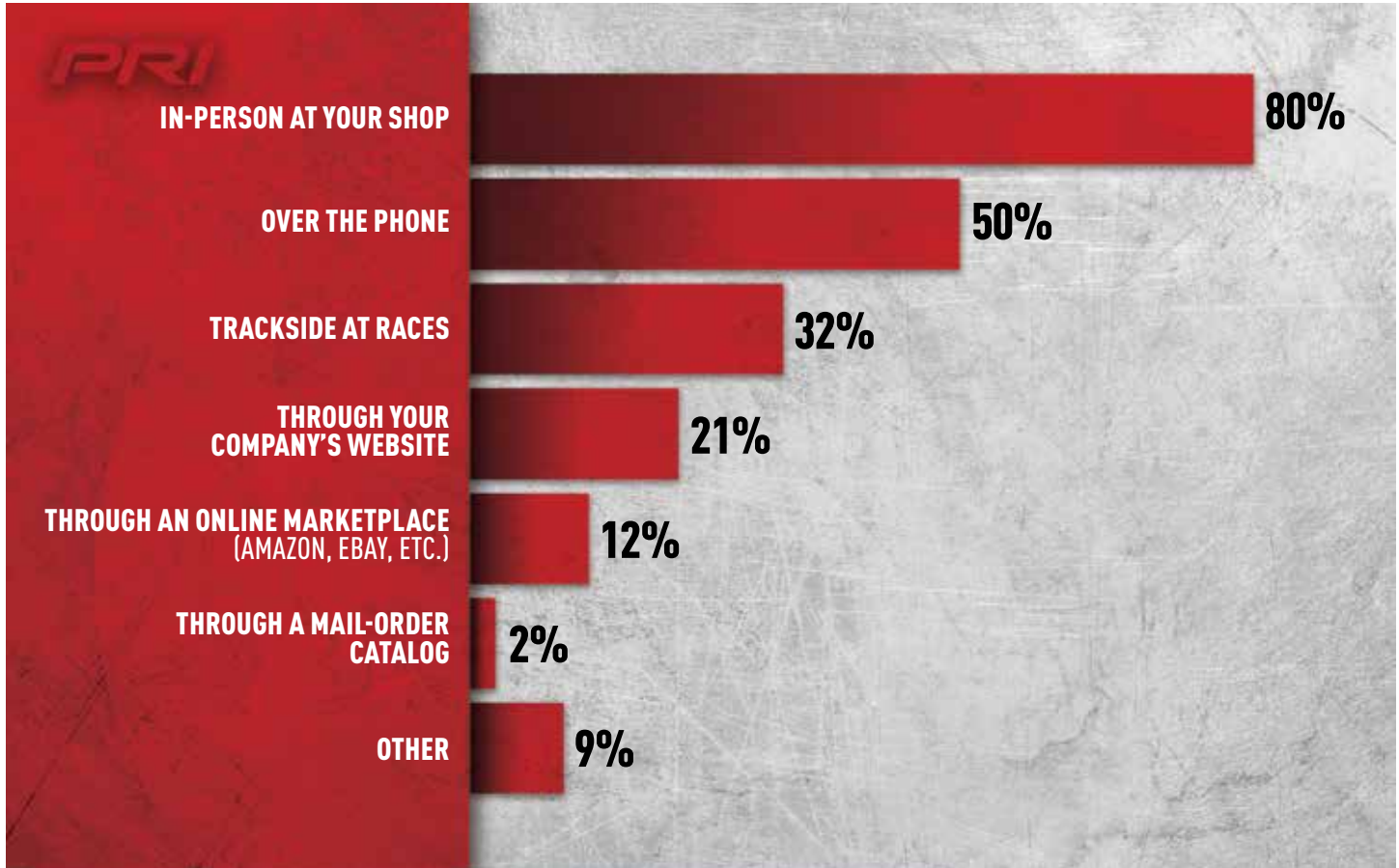
2022 MOTORSPORTS RETAIL BUSINESS SURVEY

DOES YOUR COMPANY ALSO MANUFACTURE PRODUCTS?



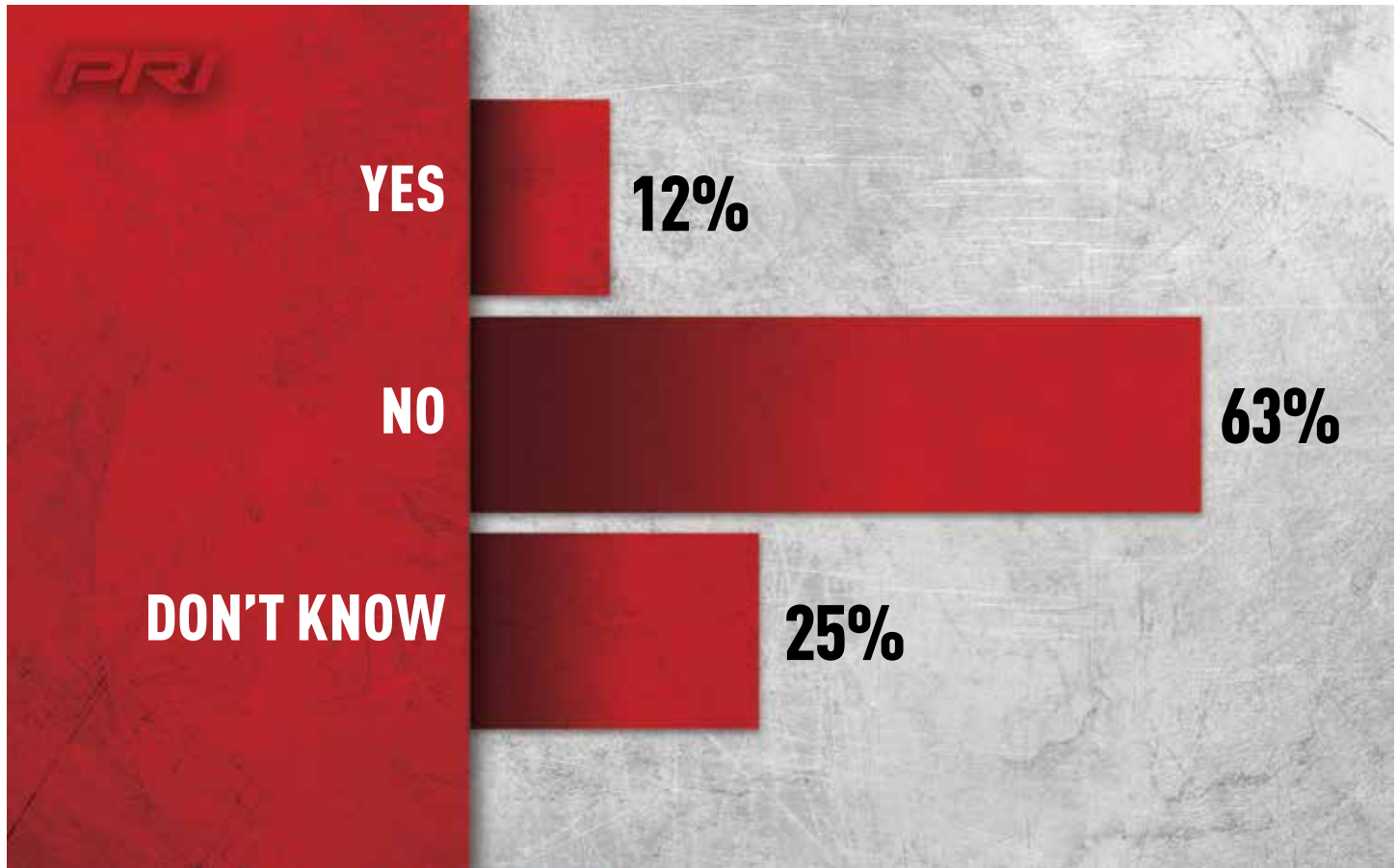
2022 MOTORSPORTS RETAIL BUSINESS SURVEY

THROUGH WHICH CHANNELS DOES YOUR COMPANY SELL PRODUCTS? (MORE THAN ONE ANSWER PROVIDED)



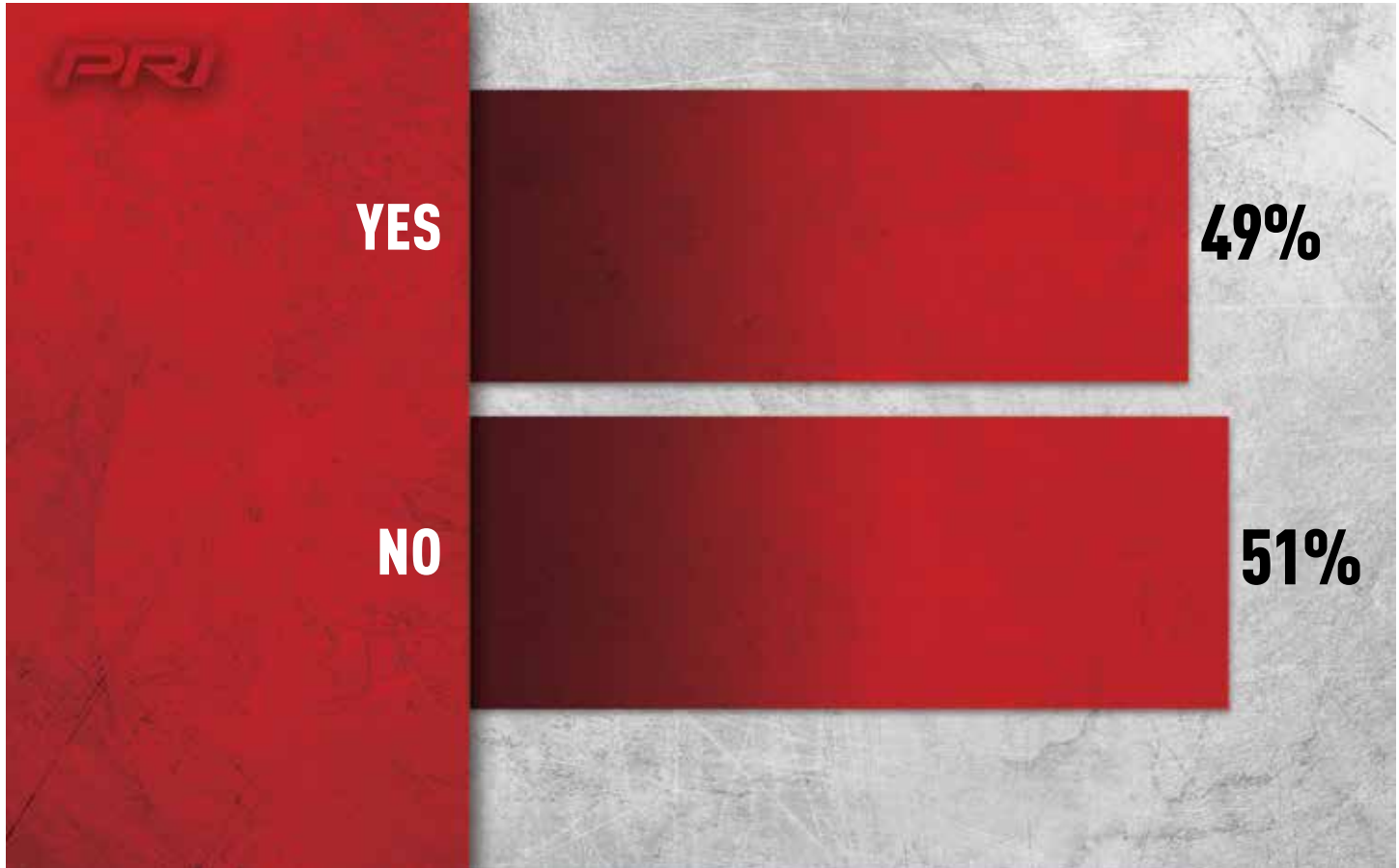
2022 MOTORSPORTS RETAIL BUSINESS SURVEY

DOES YOUR COMPANY PLAN TO SELL PRODUCTS ONLINE?



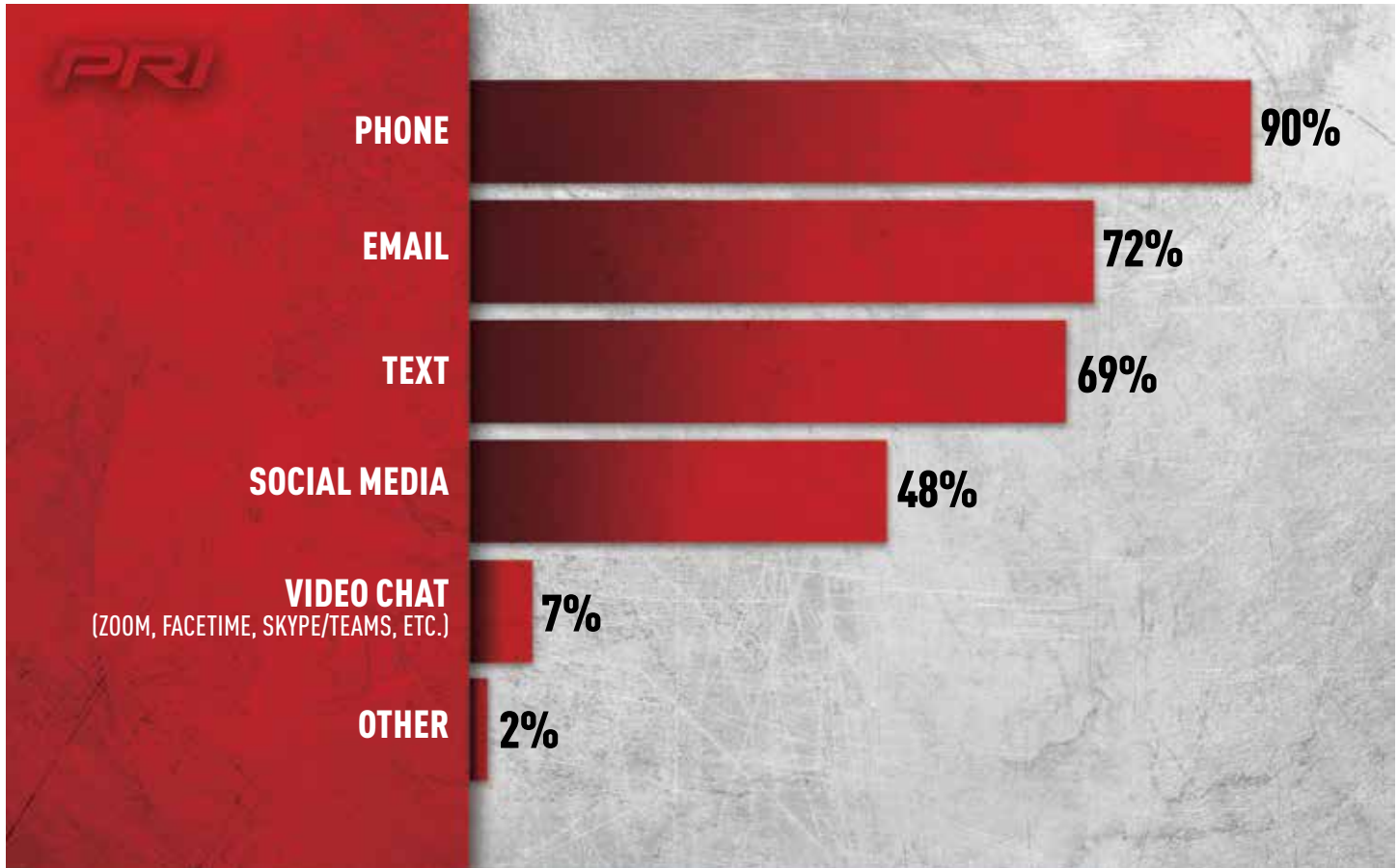
2022 MOTORSPORTS RETAIL BUSINESS SURVEY

DOES YOUR COMPANY SELL USED PARTS?



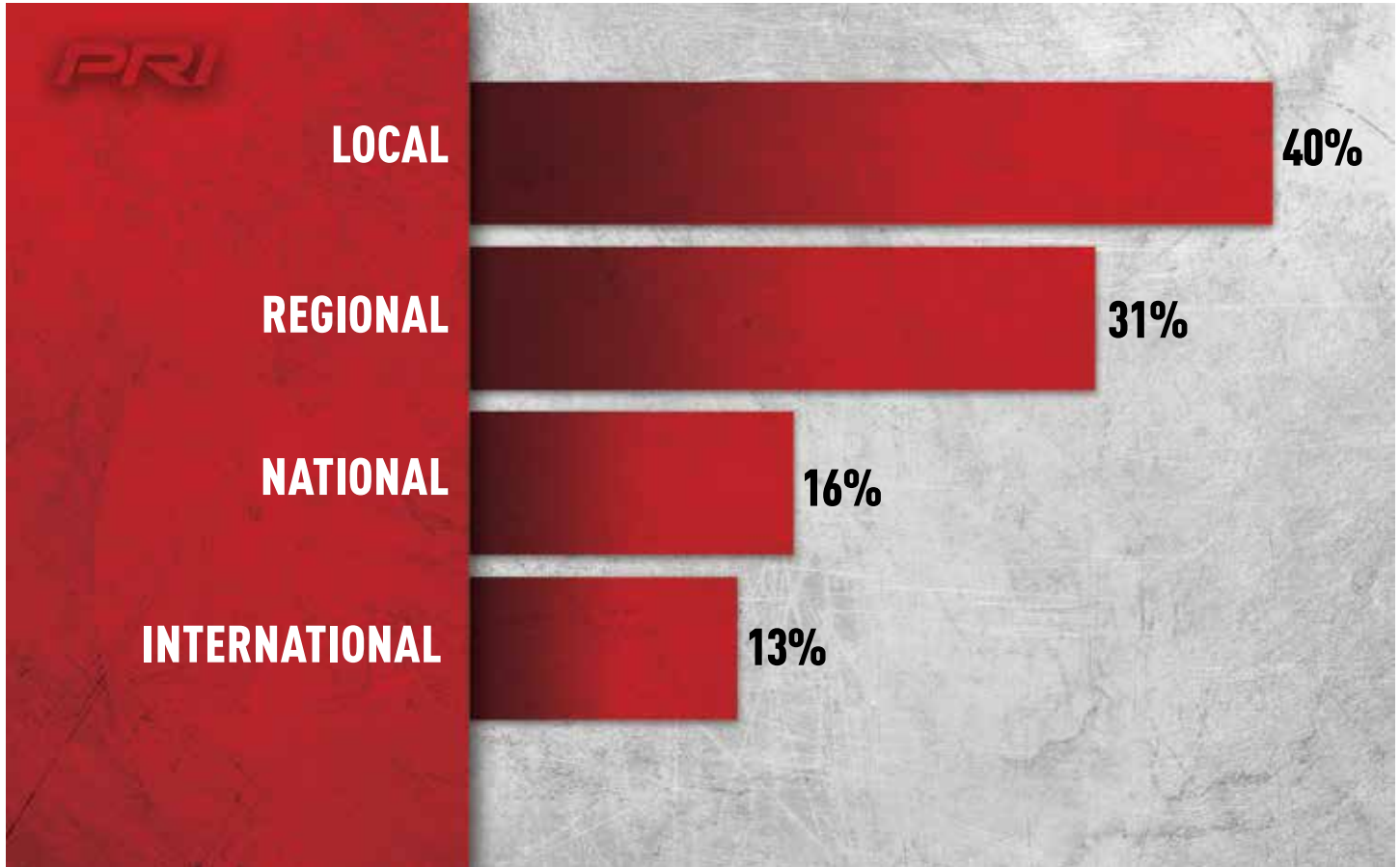
2022 MOTORSPORTS RETAIL BUSINESS SURVEY

BESIDES FACE TO FACE, HOW ELSE DO YOU COMMUNICATE WITH YOUR CUSTOMERS? (MORE THAN ONE ANSWER PROVIDED)



2022 MOTORSPORTS RETAIL BUSINESS SURVEY

HOW WOULD YOU DESCRIBE THE SCOPE OF YOUR BUSINESS?



2022 MOTORSPORTS RETAIL BUSINESS SURVEY

WHAT ARE YOUR COMPANY'S APPROXIMATE ANNUAL SALES?



2022 MOTORSPORTS RETAIL BUSINESS SURVEY