

ABBI PULLING 2027 INDY NXT

Champion Driver. **Championship Team.**
Built to Make More History in America.

Why Abbi

2024 F1 ACADEMY
CHAMPION

FIRST WOMAN TO TAKE
POLE & WIN IN GB3

FIRST WOMAN TO WIN
A BRITISH F4 RACE

NISSAN FORMULA E
ROOKIE & SIM DRIVER

SELECTED BY ANDRETTI
AFTER IMS TEST

3M+ PEAK MONTHLY
SOCIAL REACH



THE NXT STEP — MAKING MORE HISTORY.

"I didn't come to America to make up the numbers. I came to win — with one of the most successful teams in INDY NXT history behind me." — **Abbi Pulling**

The Driver

2026 GB3
First Woman to Take Pole & Win

2025 GB3
First Woman on the Podium

FORMULA E
Nissan Rookie & Sim Driver

2024 F1 ACADEMY
Champion

2024 BRITISH F4
First Woman to Win a Race

2021 W SERIES
Youngest Pole Sitter

KARTING
Double British Karting Champion

The Team

Andretti is one of the most iconic names in American racing — and INDY NXT is the team's **most successful series**.

6

CHAMPIONSHIPS

89

RACE WINS

INDY NXT / Indy Lights record through the 2024 season.

Abbi earned the seat on merit following her **IMS** evaluation test.

The Story

One of very few women racing at this level of single-seaters anywhere in the world.

Already a star of Netflix's **F1: The Academy**, she brings a global audience with her.

The only female driver winning and making history in mixed single-seater competition.

When Abbi wins, it isn't just a sports story. It's a headline.



THE ROAD TO THE **INDY 500** STARTS HERE.

INDY NXT by Firestone is INDYCAR's official development series — the final step before the NTT INDYCAR SERIES and the Indianapolis 500.

Built for Champions

- 450 BHP Dallara IL-15 with push-to-pass, racing at 180+ mph on street, road and oval tracks.
- A proven pipeline: INDY NXT winners step up to INDYCAR, sports cars and factory programs.

Racing on INDYCAR Weekends

- Every round runs on an INDYCAR weekend, in front of packed grandstands, team owners and industry decision-makers.
- Live on **FOX Sports** in the US and **Sky Sports F1** internationally.

An Open Paddock for Partners

- Unlike Europe's closed paddocks, INDY NXT lets partners host clients trackside — at a fraction of the cost of an INDYCAR program.

Growing Fast on FOX · 2026 Season

127K

AVG VIEWERS / RACE

+14%

AUDIENCE VS 2025

250K

PEAK · MID-OHIO

1.68M

INDYCAR AVG. +23%

INDY NXT: 17 races on F51/F52. INDYCAR: best TV audience since 2008. Source: INDYCAR/FOX, Sept 2026.

The Path To The Pinnacle

 FORMULA E ROOKIE
Nissan Simulator & Rookie Driver 2026-2027


INDY NXT STATS

Chassis: Dallara IL-15

Top Speed: 180+ mph

Power: 450 BHP with push-to-pass

Calendar: 17 races, 12 venues

Tires: Firestone

Weight: 640 kg

Circuits: Street, road & oval

TV: FOX Sports & Sky Sports F1

6.6M

NEXT STOP: THE INDY 500

Watched by 6.6M on FOX in 2026. INDY NXT is the direct road there.



WHO'S WATCHING.

A young, global and highly engaged audience — and the United States is already Abbi's second-biggest market.

Abbi's Channels · Instagram & X, 2025/26 YTD

INSTAGRAM VIEWS

12.7M

REACH + IMPR.

6.5M

ENGAGEMENTS

1.02M

PEAK MONTHLY
REACH

3.2M

INSTAGRAM
FOLLOWERS

223.2K

YOUTUBE VIEWS*

411K

*Across 16 vlogs since April 2025. Profile visits YTD: 275.7K.

Audience Profile

AGED 18-34

67.8%

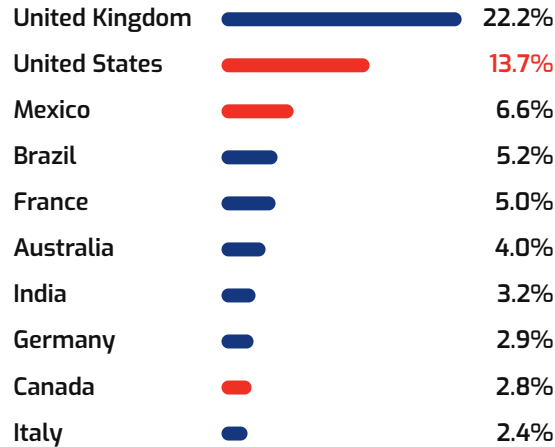
Gen-Z & millennial core audience

MEN / WOMEN

55 / 45

A rare, genuinely balanced split for motorsport

Top Follower Markets



The INDYCAR Platform

- Every INDY NXT round live on **FOX Sports** (US) and **Sky Sports F1** (UK & international).
- Races on INDYCAR weekends, including the Indianapolis Motor Speedway.
- Andretti's global fan base and team channels amplify every result.

Series & team audience figures available from Andretti on request.



ALREADY A HEADLINE.

Abbi starred in Netflix's **F1: The Academy** and is regularly featured by major outlets on both sides of the Atlantic.

NETFLIX

NY TIMES

FORBES

SKY SPORTS

BBC SPORT

THE GUARDIAN

GQ

THE SUN

Trusted by Global Brands



GLOBAL BRAND
AMBASSADOR



F1 ACTIVATIONS &
EVENTS



BRAND EVENTS & MEDIA



APPAREL ATHLETE



ACADEMY DRIVER



F1 ACADEMY SPONSOR



CAMPAIGNS & CONTENT



PANELS & ACTIVATION

■ Current partners ■ Previous partners & activations



YOUR BRAND, ON THE GRID.

Every partnership includes the core assets of a professional INDY NXT program, delivered with Andretti.

On the Car & Driver

- **Car livery:** sidepods, engine cover, nose and rear wing, live on FOX Sports and Sky Sports F1.
- **Driver branding:** race suit, helmet and podium cap, in every photo, interview and celebration.

Andretti Hospitality

- Hospitality suite access, paddock passes, grid walks, pit-lane tours and timing-stand access at marquee US race weekends.

Digital & Partner Rights

- Integration across Abbi's channels (3M+ peak monthly reach) and rights to use her name, image and results in your marketing.

Activations Built Around Your Brand

TRACKSIDE

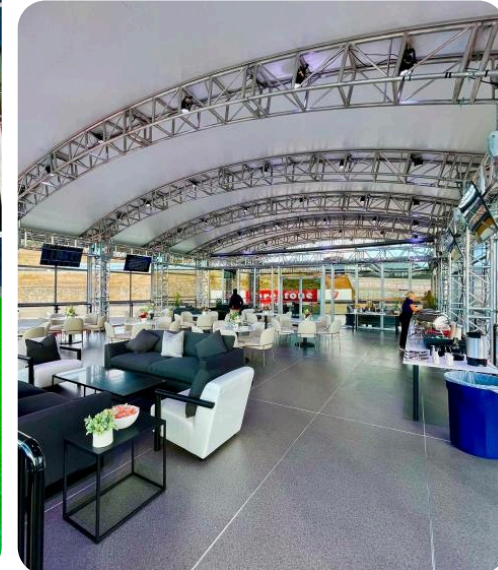
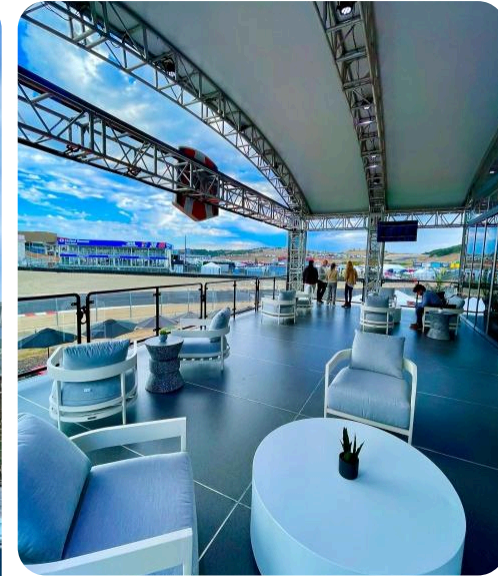
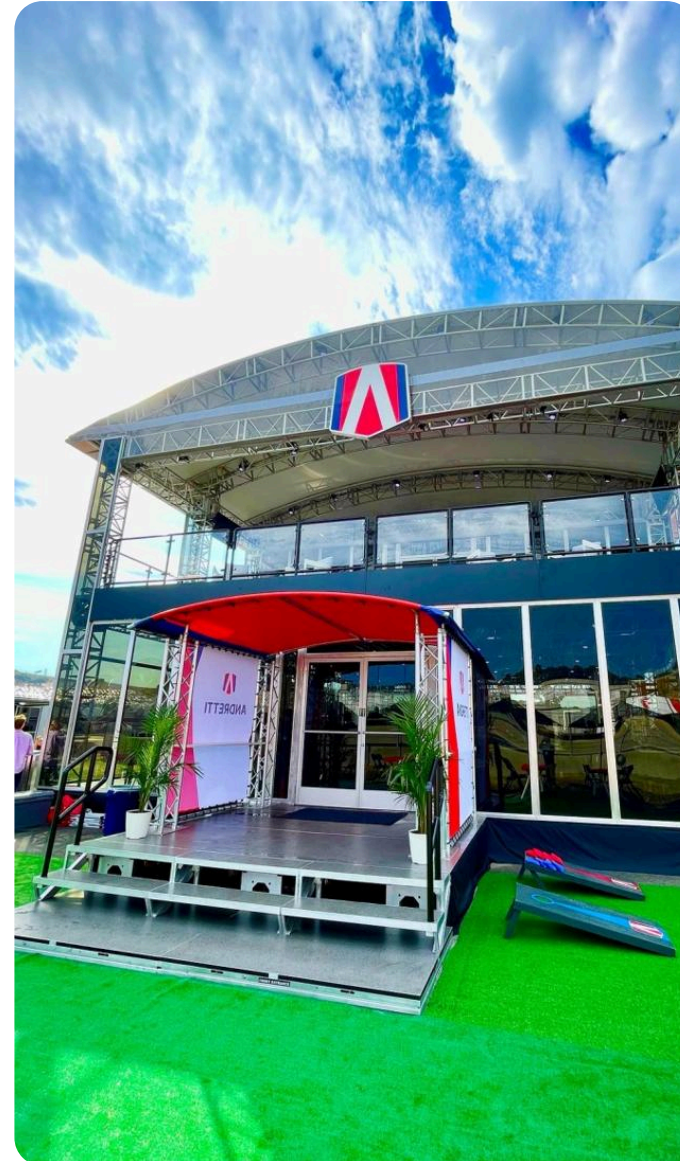
Branded hosting, product showcases, fan meet-and-greets and signing sessions at races.

STEM

School and university visits, engineering workshops and mentoring programs in your name.

EXPERIENCES

Private karting days, sim challenges and driving experiences with Abbi.



MORE THAN A LOGO. **AN AMBASSADOR.**

This is what sets Abbi apart. Partners get an active, media-trained ambassador working for their brand all year, not just on race day.

01 Keynotes & Panels

Abbi speaks at your conferences, staff events and client evenings — from leadership and resilience to women in sport.

02 Collaborative Digital Content

Bespoke vlogs, videos and social content created with Abbi for your channels, products and campaigns.

03 Client Experiences

Hosted test days, karting events and behind-the-wheel driving experiences with Abbi.

04 Sim Racing Activations

As a Formula E simulator driver, Abbi brings pro-level sim experiences to offices, trade shows and events.

05 STEM & Mentorship

Put your name on programs that inspire the next generation of engineers and drivers.

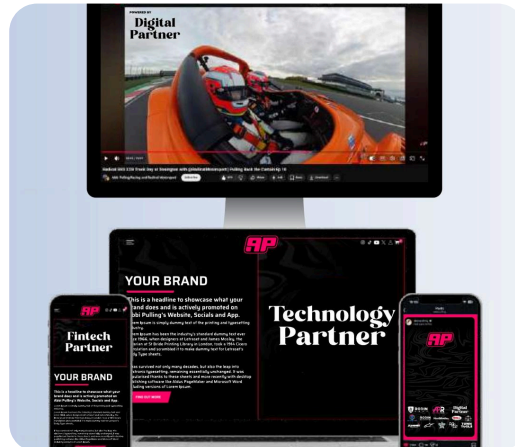
06 A Headline Launch

Announce the partnership with a bespoke launch film across Abbi's and Andretti's channels, with a live reveal at a major industry event where possible.



SEE YOUR BRAND **WIN.**

Car, helmet, suit, podium and digital, tailored to each partner. Every prospect gets bespoke mock-ups.



PARTNERSHIP OPPORTUNITIES.

Three ways to join the team, each tailored to your goals. Founding partners get first choice of placement.

CONTACT US TO TAILOR YOUR PARTNERSHIP

Put your brand on the podium with a history-making champion. We'll build a package around your goals.

abbi@abbipulling.com →

TIER 01

TITLE PARTNER

- Primary livery: sidepods & engine cover
- "Abbi Pulling, presented by Your Brand"
- Helmet crown, suit chest & Nomex underwear chest
- First call on appearances, content & experiences
- Andretti hospitality at multiple rounds

INVESTMENT

On request

TIER 02

GLOBAL PARTNER

- Secondary livery: nose & rear wing
- Race suit & helmet placement
- Agreed package of appearances & digital collaborations
- Andretti hospitality at selected rounds
- Official partner rights & digital integration

INVESTMENT

On request

TIER 03

PRIMARY PARTNER

- Car & suit logo placement
- Official supplier or technical partner status
- Digital rights & social integration
- Hospitality at a race weekend of your choice
- Product collaboration opportunities

INVESTMENT

On request

16 OCTOBER

Andretti will hold the 2027 seat for Abbi until 16 October 2026. Partners who commit now lock in the best placements on the car, the suit and the helmet.

2027 RACE CALENDAR

17 races at 12 of America's biggest events — street, road and oval. The season opens in St. Petersburg and finishes at Laguna Seca.

Race	Event	Location	Projected Date
Round 1	Grand Prix of St. Petersburg	St. Petersburg, FL	March 6–7
Round 2	Grand Prix of Arlington	Arlington, TX	March 14
Rounds 3–4	Grand Prix of Alabama	Birmingham, AL	March 27–28
Rounds 5–6	Indianapolis Grand Prix	Indianapolis, IN	May 7–8
Round 7	Detroit Grand Prix	Detroit, MI	May 30
Round 8	World Wide Technology Raceway	Madison, IL	June 6
Rounds 9–10	Grand Prix at Road America	Elkhart Lake, WI	June 19–20
Rounds 11–12	Grand Prix at Mid-Ohio	Lexington, OH	July 3–4
Round 13	Nashville Music City Grand Prix	Nashville, TN	July 18
Round 14	Grand Prix of Portland	Portland, OR	August 8
Round 15	Firestone Milwaukee Mile	Milwaukee, WI	August 29
Rounds 16–17	Laguna Seca Grand Prix of Monterey	Monterey, CA	September 4–5



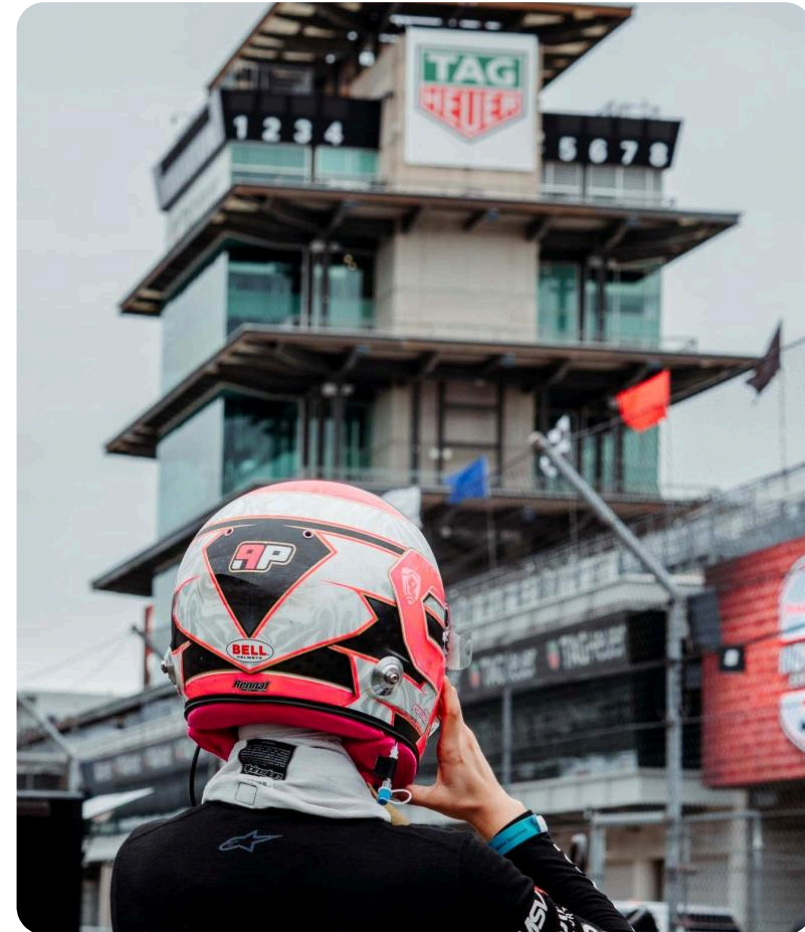
2026-27 TESTING CALENDAR

Test	Event	Location	Projected Date
Open Test	Chris Griffis Test, IMS	Indianapolis, IN	October 16, 2026
Group Test	Barber Group Test	Birmingham, AL	November 9, 2026
Group Test	Sebring Pre-Season Test	Sebring, FL	January 27-28, 2027
Open Test	Nashville Open Test	Nashville, TN	April 8, 2027
Open Test	Gateway Open Test	Madison, IL	April 22, 2027
Group Test	Mid-Ohio Group Test	Lexington, OH	April 28-29, 2027
Open Test	Milwaukee Open Test	Milwaukee, WI	June 17, 2027
Group Test	Laguna Seca Group Test	Monterey, CA	August 2, 2027

Your Brand On Track From Day One

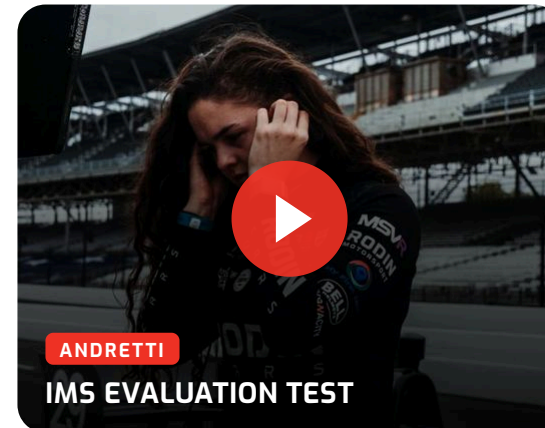
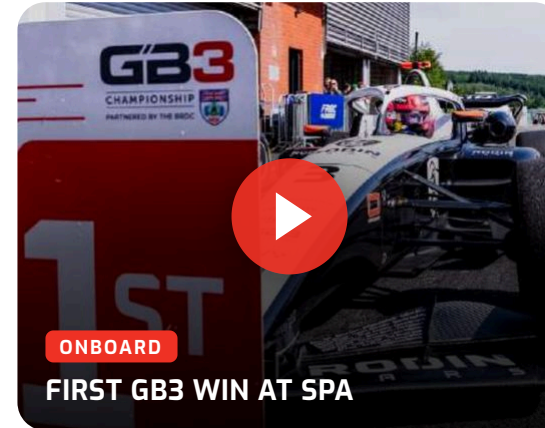
Andretti's confirmed testing program gives partners VIP access and activation opportunities before the season starts, at key US venues including Indianapolis, Barber and Sebring.

Trackside activations are also available at race weekends throughout the season, inside the INDYCAR paddock.



SEE ABBI IN ACTION.

Click any video to watch it online, or scan the code.



SCAN TO WATCH
All videos & the
full deck online
media.abbipulling.com



JOIN ME ON THE PODIUM.

ABBI PULLING × ANDRETTI × INDY NXT

Andretti have opened the door. A history-making female champion, a championship-winning team and a story the world is already watching. Partner with us before **16 October**, and let's take it to Victory Lane together.

Get In Touch

Email:
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Website:
abbipulling.com

Socials:
[@abbipulling](https://www.instagram.com/abbipulling)

