

## **Feb 27 2008 Just Marketing: This months Just Marketing International INSIGHT**

After a dozen years of strained and expensive division, American open-wheel racing is again unified.

This months Just Marketing International INSIGHT considers the commercial implications of this long-awaited coming together. A blending of the best drivers, teams and events from the Champ Car World Series and IndyCar Series is afoot.

With NASCAR well-established as the dominant North American motorsports product, does a new-look IndyCar Series change the sponsorship landscape?

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