



THE MARKET

Founded in 1948 the National Association for Stock Car Auto Racing (NASCAR) annually promotes races throughout North America and Europe. The company is headquartered in Daytona Beach, Florida, with offices in New York, Los Angeles, and Charlotte and Concord, North Carolina, among others. NASCAR also operates offices in Mexico and Canada.

NASCAR is the number-one motorsport in America and the premier motorsports innovator, universally regarded as one of the world's most successful sports/entertainment properties. Nearly one in every four Fortune 500 companies invest in NASCAR — more than any other sport.

ACHIEVEMENTS

For more than six decades, NASCAR has built on its foundation as a regional attraction in the southeastern United States to become a mainstream sport and one of America's top sports/entertainment brands.

NASCAR is ranked first among all major U.S. sports in fan brand loyalty. All events among



its three national series are televised, and nearly 100 million unique television viewers in the United States tuned in to NASCAR programming in 2013.

NASCAR's reach extends online to NASCAR.com and the NASCAR mobile apps, utilizing cutting-edge technology to enhance the user experience and maximize engagement. The NASCAR digital platform drew 7.2 million average monthly unique visitors in 2013.

NASCAR sanctions more than 1,200 races at 100 tracks in more than 30 U.S. states, Mexico, Canada, and Europe.

NASCAR is a leader in licensed product sales, making it a top performer among major sports properties.



HISTORY

"Stock car racing has got distinct possibilities for Sunday shows, and we do not know how big it can be if it's handled properly. . . . I believe stock car racing can become a nationally recognized sport."

— NASCAR FOUNDER BILL FRANCE SR. (1947)

Prior to the establishment of NASCAR in 1948, stock car racing was a loosely structured sport, with events taking place throughout the South, including the world-famous beach and road course in Daytona Beach.

Throughout the 1950s and 1960s NASCAR continued to grow, primarily in the Southeast. In 1959 Daytona International Speedway opened, and has since become one of the most iconic sports facilities in the world.

As NASCAR entered the 1970s and 1980s NASCAR saw steady growth. The legendary "King" Richard Petty continued his dominance throughout the 1970s in what is now the NASCAR Sprint Cup Series, while stars like Cale Yarborough, Darrell Waltrip, and Bill Elliott took center stage in the 1980s.

The growth trend carried into the 1990s with stars like Dale Earnhardt, Jeff Gordon, and Rusty Wallace carrying the torch.

In 2004 the Chase for the NASCAR Sprint Cup was introduced, bringing a new level of excitement to millions of fans.

Bringing all of this history together is the NASCAR Hall of Fame. Opened in 2010 and located in uptown Charlotte, this

150,000-square-foot building gathers more than six decades of memorabilia and moments for generations of fans from all over the world.

The France Family. Founded by Bill France Sr. in 1948, who was succeeded by his son, Bill France Jr., in 1972, NASCAR has seen tremendous expansion under the France family. Today, a third generation of the family carries that legacy forward, with Brian France serving as NASCAR chairman and CEO.

THE PRODUCT

NASCAR holds events throughout North America and Europe each year on the national, regional, and local levels.

The **NASCAR Sprint Cup Series** is the highest-profile series in NASCAR and one of the



world's premier sports properties. Representing racing at its best, the series features 36 points events at 23 different tracks across the country.

The **NASCAR Nationwide Series** is the second-most popular form of motorsports in

America, with 33 points events at 23 different tracks. It brings together a thrilling combination of up-and-coming drivers and established veterans.

The **NASCAR Camping World Truck Series** features full-size, American-made trucks in tough, side-by-side racing. Its 22 points events at 20 different tracks across the country are favorites among NASCAR fans who like powerful, fast trucks.

NASCAR series on the regional level include the **NASCAR K&N Pro Series**, the **NASCAR Canadian Tire Series Presented by Mobil 1**, the **NASCAR Mexico Toyota Series**, the **NASCAR Whelen Euro Series** in Europe, the northeastern **NASCAR Whelen Modified Tour**, and the southeastern **NASCAR Whelen Southern Modified Tour**. NASCAR series on the local level include the **NASCAR Whelen All-American Series**.

RECENT DEVELOPMENTS

In 2014 NASCAR introduced several major and historic changes to its competition model. These enhancements were the culmination of a three-year process that consisted of extensive



research as well as planning and communication with key industry stakeholders. These changes collectively impact everything throughout the sport, including fan experience, television, tracks, and sponsorship:

- **Qualifying format changes:** In a move aimed toward enhancing the fan experience watching at the track and at home, NASCAR announced in late January 2014



NASCAR is committed to environmental responsibility and is a leader in promoting cleaner air and solar power. Many of the world's top companies validate their technologies in NASCAR because it has the largest green platform in all of sports, promoting initiatives around renewable energy, recycling, and clean air.



a new group qualifying format for its three national series that is more compelling, more closely emulates actual on-track competition, and underlines the sport's ongoing commitment to innovation.

- **Championship format changes:** Also in January 2014 NASCAR announced overarching changes to the Chase for the NASCAR Sprint Cup. Elevating the importance of winning a race to a level unseen in the series' 65-year history, NASCAR announced the Chase field would increase from 12 to 16 drivers with winners during the regular season all but guaranteed a berth in the Chase.

- **Deterrence system and appeals process enhancements:** The changes made to the deterrence system for all three national series of NASCAR at the beginning of February help maintain the sport's integrity and send a clear message that rules violations will not be tolerated. The revamped appeals process puts in place a system in which those penalized can be heard and have their penalty disputes resolved impartially.

In 2013 the Gen-6 race car was introduced in the NASCAR Sprint Cup Series, a machine that took competition and safety to new heights, with a look that more closely resembles that of its showroom counterpart.

PROMOTION

NASCAR is a lifestyle and culture driven by the most brand-loyal fans in major U.S. sports. A NASCAR race is an unpredictable and dramatic experience like nothing else, featuring fierce rivalries among the best race car drivers in the world.

The NASCAR season consists of a number of key platforms that enable marketers to reach loyal NASCAR fans throughout the year and includes the Road to Daytona, the Race to Green, NASCAR: An American Salute, and the Chase for the NASCAR Sprint Cup.

BRAND VALUES

NASCAR is a sport that is built on relationships between fans, drivers, teams, tracks, sponsors, and others, coming together for a shared social

experience that is truly bigger than the sum of its parts.

NASCAR is also dedicated to its Drive for Diversity program, the industry's leading development program for minority and female drivers and crew members. Former Drive for Diversity driver Darrell Wallace Jr. has gone on to compete in the NASCAR Camping World Truck Series and the NASCAR Nationwide Series. In addition, former Drive for Diversity driver Kyle Larson has gone on to compete in the NASCAR Camping World Truck Series, the NASCAR Nationwide Series, and the NASCAR Sprint Cup Series.

The NASCAR Foundation seeks to raise funds and increase volunteerism to support non-profit charities and charitable causes throughout the nation with an emphasis placed on initiatives that affect the ability of children to live, learn, and play. The NASCAR Foundation has contributed nearly \$18 million in charitable support to initiatives that further this mission.

Valuing its history and tradition while progressing and evolving with time, NASCAR is innovating its connection with fans through its Industry Action Plan, an industrywide initiative focusing on key initiatives such as outreach to next-generation and multicultural fans, digital and social media engagement, and harnessing the collective star power of NASCAR drivers.

THINGS YOU DIDN'T KNOW ABOUT NASCAR

- **Women are an integral part of NASCAR, representing approximately 40 percent of the fan base.**
- **According to various independent economic studies, on average, each NASCAR Sprint Cup Series race adds nearly \$150 million to local and regional economies.**
- **NASCAR bolstered its digital presence in January 2013 with the reacquisition of its digital rights, relaunch of NASCAR.com, and a brand-new digital experience and suite of mobile apps.**
- **Beginning in 2015 NBCUniversal will gain exclusive rights to the final 20 NASCAR Sprint Cup Series races, final 19 NASCAR Nationwide Series events, select NASCAR Regional and Touring Series events, and other live content.**
- **FOX Sports and NASCAR solidified their future together in 2012 with a multiseries media rights agreement through 2022, and less than 10 months after that agreement, FOX Sports extended its rights until 2024, while adding three additional NSCS events and the first 14 NNS events of each season.**