



### THE MARKET

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

Currently, one in three U.S. adults enjoy NASCAR, making it the No. 1 motorsport in America and one of the premier sports entertainment brands in the world. NASCAR events are also broadcast in over 100 countries in more than 30 languages, making it a truly global brand.

### ACHIEVEMENTS

Over the last 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.

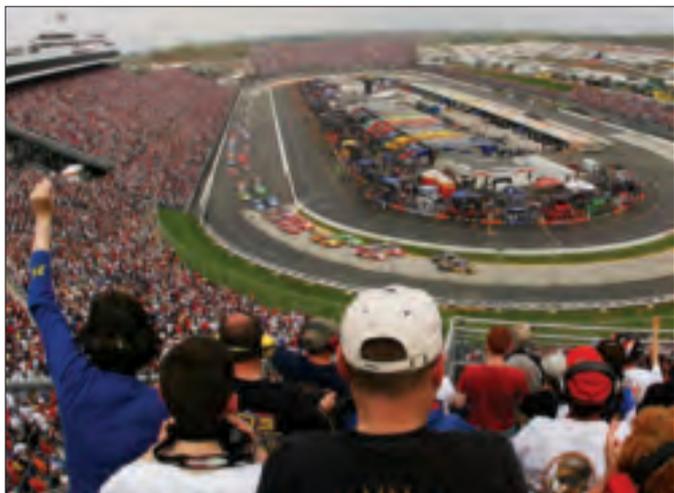
NASCAR is ranked No. 1 in fan loyalty among all major sports; studies show that NASCAR fans are three times as likely as non-fans to try and purchase NASCAR sponsor brands.

NASCAR is the No. 2-rated regular-season sport on television; all events among its three national series are televised.

NASCAR draws the largest attendances in America, with 17 of the top 20 largest annual U.S. sporting events.

Over 10 million fans attend NASCAR events yearly, with over 1,300 races held at more than 100 tracks in 30 U.S. states, Mexico, and Canada.

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



In the last decade, NASCAR has expanded its schedule to include more major events in key markets such as Los Angeles, Chicago, Las Vegas, Dallas-Fort Worth, Kansas City, and Miami.

### 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.

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 beachfront course at Daytona Beach, Florida.

Throughout the 1950s and '60s, 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. Talladega Superspeedway, the circuit's largest oval track, opened a decade later in 1969.

As NASCAR entered the 1970s and '80s, NASCAR saw steady growth. The legendary “King” Richard Petty continued his dominance throughout the 1970s, while stars like Cale Yarborough, Darrell Waltrip, and Bill Elliott took center

stage in the 1980s. That decade also saw the establishment of the NASCAR Busch Series in 1982. The growth trend carried into the 1990s with stars like Dale Earnhardt, Jeff Gordon, and Rusty Wallace carrying the torch; 1995 saw the debut of the popular NASCAR Craftsman Truck Series.

Entering the new century, the sport's growth was further fueled by a groundbreaking television package that commenced in 2001. This accelerated growth ushered in a new generation of stars, making Tony Stewart, Jimmie Johnson, and Dale Earnhardt Jr. household names. In 2004, Sprint Nextel became the new title sponsor of the premier NASCAR series, signaling a progressive new era in the sport.

**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 hundreds of events throughout North America each year on the national, regional and local levels.



**The NASCAR NEXTEL 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 22 different tracks across the country. Points are awarded based on finishing positions; after 26 races, the top 12 drivers then battle for the championship in the 10-race Chase for the NASCAR NEXTEL Cup.

**The NASCAR Busch Series** is the second-most-popular form of motorsports in America, with 35 points events at 26 different tracks. It brings together a thrilling combination of up-and-coming drivers and established veterans, where everyone has something to prove.

The **NASCAR Craftsman Truck Series** features full-size, American-made trucks in tough, side-by-side racing. Its 25 points events at 22 different tracks across the country are favorites among NASCAR fans who like big, powerful, fast trucks.

NASCAR series on the regional level include the **NASCAR Grand National Division**, the **NASCAR Canadian Tire Series** and **NASCAR Mexico Series**, the northeastern **NASCAR**



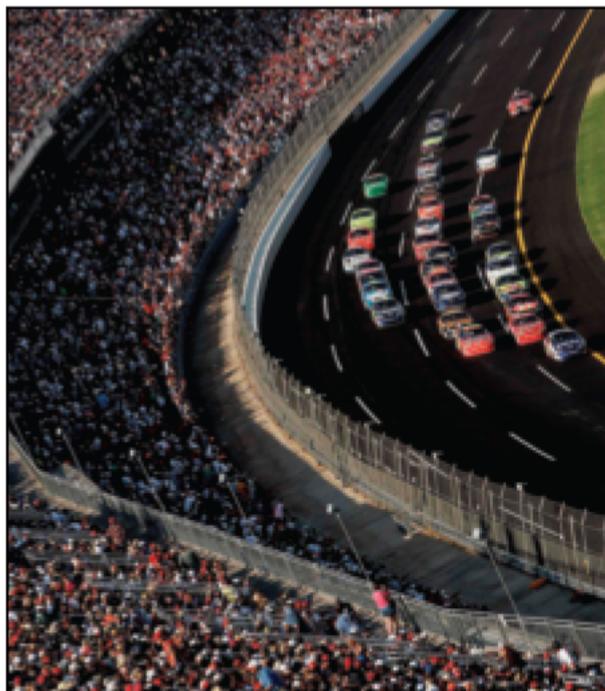
**Whelen Modified Tour**, and southeastern **NASCAR Whelen Southern Modified Tour**.

On the local level, the **NASCAR Whelen All-American Series** consists of over 1,000 events at 60 North American tracks. This series is the grassroots foundation of NASCAR, where hometown drivers compete for state championships and national ranking positions.

NASCAR events are some of the most watched and attended sporting events in the world. Key NASCAR races include the Daytona 500, Indianapolis's Allstate 400 at the Brickyard, the Sharpie 500 at Bristol Motor Speedway, Charlotte's NASCAR NEXTEL All-Star Challenge, and the championship event at Homestead-Miami Speedway.

#### RECENT DEVELOPMENTS

The NASCAR Research & Development Center opened in 2003 in Concord, North Carolina. Its many advances include a redesigned racecar, introduced in 2007, that increases driver safety, reduces team costs, and enhances competition for all.



NASCAR introduced a bold, new championship points format in 2004. Called the Chase for the NASCAR NEXTEL Cup, this system narrows the field to 12 championship contenders for the final 10 races. It has produced some of the closest points battles and suspenseful action in NASCAR history, culminating with the season finale at Homestead-Miami Speedway.

In 2005, NASCAR held its first national series points event in Mexico, with a points event added to the schedule in Canada starting in 2007. Regular NASCAR points series also debuted in both Mexico and Canada in 2007, with the establishment of the NASCAR Mexico Series and the NASCAR Canadian Tire Series.

The NASCAR Foundation was created in 2006 to bring together a number of charities and causes. Its most high-profile initiative, NASCAR Day, helps raise awareness and funds for a range of worthy causes. Past NASCAR Day spokespersons have included actor Will Ferrell and singer Kelly Clarkson.

In 2007, Toyota joined Chevrolet, Dodge, and Ford in the top NASCAR national series, following their successful debut in the NASCAR Craftsman Truck Series in 2004. Also in 2007, NASCAR entered into a new multi-year broadcast agreement, as ABC, ESPN, ESPN2, and ESPN Deportes joined FOX, TNT, and SPEED.



NASCAR also entered into long-term partnerships with SIRIUS Satellite Radio and DIRECTV in 2007 to provide exclusive branded content and services.

NASCAR maintains a strong diversity initiative, with a number of ongoing programs designed to

increase diverse representation among fans, competitors, suppliers, and partners.

NASCAR continues to attract some of the world's top racing talent. In 2007, international superstar Juan Pablo Montoya made his full-time debut in the NASCAR NEXTEL Cup Series.

#### PROMOTION

NASCAR supports each of its national, regional, and local series through integrated multimedia branding campaigns. These campaigns underscore the key brand attributes and assets of each series, while reinforcing fan loyalty for each property.

The NASCAR season includes a number of key properties that allow marketers to reach NASCAR fans throughout the year. These properties include the NASCAR NEXTEL All-Star Challenge, the Chase for the NASCAR NEXTEL Cup, and others.

Held annually in New York City since 1981, the high-profile NASCAR Champions Week is a weeklong series of events leading up to the televised NASCAR NEXTEL Cup Series Awards Banquet, where the NASCAR NEXTEL Cup Series Champion is officially crowned and other Series Champions are honored.

NASCAR.COM is one of the most visited online sites in all of sports, attracting an average of nearly 4 million unique visitors each month.



#### BRAND VALUES

NASCAR shares a one-of-a-kind relationship with its fans. On the track, NASCAR fans know that they will see competition that is thrilling, exciting, and intensely competitive. Both on and off the track, competitors are genuine and honorable, stressing values that allow fans to connect and relate to one another. And the sport creates an inclusive sense of belonging, making it like a big family: everyone is welcome in the world of NASCAR, with fans and competitors coming from a wide range of geographic locations and varied backgrounds.

#### THINGS YOU DIDN'T KNOW ABOUT NASCAR

- Women are an integral part of NASCAR, making up 40 percent of the fan base.
- NASCAR NEXTEL Cup Series events average over 125,000 spectators; some attract over 200,000.
- NASCAR has more Fortune 500 involvement than any other major sport, and was recently named the Best Buy in Marketing in an independent study.
- NASCAR has one of the longest points seasons among all major sports: 10 months.
- A typical NASCAR NEXTEL Cup Series event weekend adds \$100–200 million to local economies in each race market.
- NASCAR drivers Dale Earnhardt Jr. and Jeff Gordon rank among the 10 most popular active athletes, according to the ESPN Sports Poll.
- The Daytona 500 has been named by *Forbes* as the fourth most valuable sporting event brand in the world, and the second most valuable among events held on an annual basis.
- The 2006 NASCAR-themed feature film *Talladega Nights: The Ballad of Ricky Bobby* is one of the top-grossing comedy films of all time.