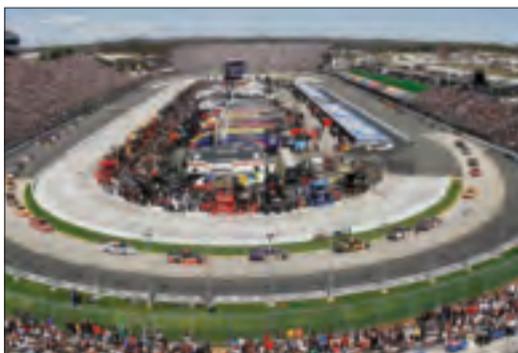




THE MARKET

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 more than 150 countries in 20 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 No. 1 in fan brand loyalty; 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, including 17 of the top 20 largest attended U.S. sporting events each year.

NASCAR sanctions more than 1,200 races at 100 tracks in more than 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 Chicago, 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 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. Talladega Superspeedway, the circuit's largest oval track, opened a decade later in 1969.

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. That decade also saw the establishment of what is now known as the NASCAR Nationwide 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 what is now the NASCAR Camping World Truck Series.

Entering the new century, the sport's growth was further fueled by a groundbreaking television partnership that commenced in 2001. This accelerated growth ushered in a new generation of stars, making household names of Tony Stewart, Jimmie Johnson, and Dale Earnhardt Jr. In 2004, the Chase for the NASCAR Sprint Cup was introduced, bringing a new level of excitement to millions of fans.

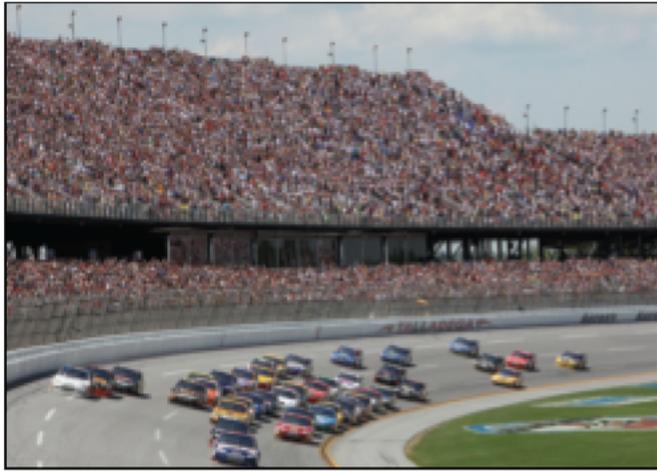


The France Family. Founded by Bill France Sr. in 1948, who was succeeded by his son, Bill France Jr. in 1972, NASCAR has seen tremendous expansion under the France family. Today, a third generation of the family carries that legacy forward, with Brian France serving as NASCAR Chairman and CEO.

THE PRODUCT

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

The **NASCAR 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 22 different tracks across the country.



the season finale event at Homestead-Miami Speedway.

PROMOTION

Launched nationally in 2008, the “Our NASCAR” brand platform unifies the NASCAR community by conveying a sense of ownership in the success of the sport and emphasizing attributes that make the sport unique: sense of community, accessible drivers, history and heritage, and speed and power.

This unifying brand platform is incorporated into integrated multimedia branding campaigns for the national, regional, and local series. 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 enable marketers to reach loyal NASCAR fans throughout the year. These properties include the NASCAR Sprint All-Star Race, the Chase for the NASCAR Sprint Cup, NASCAR Sprint Cup Series Champions Week, and others.

RECENT DEVELOPMENTS

In 2004, NASCAR introduced a bold, new championship points format. Called the Chase for the NASCAR Sprint 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 most suspenseful action in NASCAR history, culminating with the season finale at Homestead-Miami Speedway.

In 2006, The NASCAR Foundation was created to bring together a number of charities and causes. Its most high-profile initiative, NASCAR Day, helps raise awareness and funds for a wide range of worthy causes. Past NASCAR Day honorary chairpersons have included actors Kevin Costner and Will Ferrell, and singers Kelly Clarkson and Garth Brooks.

In 2007, NASCAR held its first national series points event in Montreal, Canada. Regular NASCAR points series also debuted in Mexico and Canada, with the establishment of the NASCAR Mexico Series and the NASCAR Canadian Tire Series.

Also in 2007, NASCAR entered into a new multi-year broadcast partnership, as ABC, ESPN, ESPN2, and ESPN Deportes joined FOX, TNT, and SPEED. NASCAR entered into long-term partnerships with SIRIUS XM Radio and DIRECTV to provide exclusive branded content and services.

The 2008 season marked the first full season of NASCAR Sprint Cup Series racing in a newly configured race car. Developed over a period of more than five years, the design was created to keep racing close and competitive, while keeping drivers as safe as possible and containing costs for race teams.

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. International superstars Juan Pablo Montoya and Marcos Ambrose race full-time in the NASCAR Sprint Cup Series.

BRAND VALUES

NASCAR is a sport that’s built on relationships between fans, teams, sponsors, drivers, and others, coming together to create a community that is truly bigger than the sum of its parts. The feeling that everyone has something to contribute prevails in the NASCAR world. Each member of the community plays an active role and has an

The **NASCAR Nationwide 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.

The **NASCAR Camping World Truck Series** features full-size, American-made trucks in tough, side-by-side racing. Its 25 points events at 23 different tracks across the country are favorites among NASCAR fans who like powerful, fast trucks.

NASCAR series on the regional level include the **NASCAR Camping World Series**, the **NASCAR Canadian Tire Series**, **NASCAR Mexico Series**, the northeastern **NASCAR Whelen Modified Tour**, and the southeastern **NASCAR Whelen Southern Modified Tour**.

On the local level, the **NASCAR Whelen All-American Series** consists of over 1,000 events at approximately 50 North American tracks. This series is the grassroots foundation of NASCAR, where hometown drivers compete for state and provincial 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’ Allstate 400 at the Brickyard, the Sharpie 500 at Bristol Motor Speedway, Charlotte’s NASCAR Sprint All-Star Race, and



interest in the success of the sport; participation from all members of the community is encouraged and rewarded. That sense of ownership keeps the NASCAR community strong, because all stakeholders — from team owners to fans — are driven by the same sense of purpose.

THINGS YOU DIDN'T KNOW ABOUT NASCAR

- Women are an integral part of NASCAR, composing 40 percent of the fan base.
- NASCAR Sprint Cup Series events average nearly 120,000 spectators; some attract nearly 200,000 or more.
- NASCAR has more Fortune 500 involvement than any other major sport.
- NASCAR has one of the longest seasons among all major sports: 10 months.
- NASCAR Sprint Cup Series events typically add \$100-\$200 million to local and regional economies.
- NASCAR drivers Dale Earnhardt Jr. and Jeff Gordon rank among the 10 most popular active athletes, according to the ESPN Sports Poll, a service of TNS.
- *Forbes* named the Daytona 500 as the fourth most valuable sporting event brand in the world, and the second most valuable among events held on an annual basis.
- NASCAR.COM is one of the most visited online sites in all of sports, attracting an average of nearly 7 million fans per month.