



## THE MARKET

Founded in 1948, the National Association for Stock Car Auto Racing (NASCAR) annually promotes 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.

NASCAR is the No. 1 motorsport in America and one of the premier sports brands in the world. NASCAR events are also broadcast in more than 150 countries in 20 languages, making it a truly global brand.

## 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 No. 1 among all major sports 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, with more of the top 20 annual U.S. sporting events than any other sport.

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.

NASCAR Sprint Cup Series events are held in 20 U.S. states each season, including major markets such as Los Angeles, Chicago, Dallas-Ft. Worth, and Atlanta.

## 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 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

also saw the establishment of what is now 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 the popular 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.

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



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





## THE PRODUCT

NASCAR holds 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 23 different tracks across the country.

The **NASCAR Nationwide Series** is the second-most-popular form of motorsports in America, with 34 points events at 24 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 21 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**, **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, 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, Charlotte Motor Speedway's NASCAR Sprint All-Star Race, and the season finale Ford 400 at Homestead-Miami Speedway, among others.

## PROMOTION

NASCAR is a lifestyle and culture fueled by the loyalty of millions of passionate fans. That loyalty and sense of belonging come from a universal attraction to the speed, the danger, and the power of NASCAR racing. NASCAR fans are proud to be a part of a unique community and a one-of-a-kind sport; to them, Everything Else Is Just A Game™.

This sense of identity extends to all integrated multimedia branding campaigns for NASCAR series on the national, regional, and local levels. 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 Champion's Week, and others.

## RECENT DEVELOPMENTS

In 2011, NASCAR introduced an exciting new development in its championship points system, the Chase for the NASCAR Sprint Cup. In addition to the traditional top 10 drivers, the field of 12 contenders now includes two "wild cards," among drivers who score the most wins outside the top 10. This has created a new level of excitement and suspense in determining the finalists for the premier series' championship.

Also in 2011, NASCAR introduced Sunoco Green E15 racing fuel in all three of its national series. This 15 percent gasoline/ethanol blend is the most significant development yet in the sport's commitment to environmental responsibility — a commitment that has made NASCAR the No. 1 recycler among all major sports and a leader in promoting cleaner air and solar power.

The NASCAR Foundation was created to bring together the sport's numerous charitable activities. In 2011, the NASCAR Unites initiative was introduced to increase awareness and raise funds for worthy causes, while mobilizing volunteers from the NASCAR community to make a difference in the world.

NASCAR continues to broaden its international appeal, holding its first national series points event in Montreal, Canada, in 2007.

Regular NASCAR points series also debuted in Mexico and Canada that year, with the establishment of the NASCAR Mexico Series and the NASCAR Canadian Tire Series.

## BRAND VALUES

NASCAR is a sport that's built on relationships between fans, teams, sponsors, drivers, and others, coming together for a shared social experience that is truly bigger than the sum of its parts.

At the core of that social dynamic is a sport that's simply more fun — a place where shared values and appreciation for good times create a sense of family and belonging. Fans appreciate being part of an authentic American sport, sharing a deep connection with the sport's personalities that's unheard of in other sports properties.

Tying it all together is the exhilaration of the racing itself: the thrill of fast cars racing side by side at 200 miles per hour keeps everyone coming back for more.

## 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 approximately 100,000 spectators.
- 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 million to \$200 million to local and regional economies.
- NASCAR Sprint Cup Series Champion Jimmie Johnson was ranked No. 1 on *Forbes'* 2011 Most Influential Athletes list; Dale Earnhardt Jr. and Jeff Gordon were ranked No. 3 and No. 8, respectively.
- *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 uniques per month.

