



MOTORSPORTS

{Appendix 6, to *Sports Facility Reports, Volume 17*}
Research completed as of July 27, 2016

Facility Name: Atlanta Motor Speedway

Location: Hampton, GA

Facility Description: 1.54 mile quad-oval, .25 mile legends track, 1 mile road course, and a 2.5 mile road course

Events: Great Clips 200 (NASCAR Camping World Truck Series); Folds of Honor Quiktrip 500 (NASCAR Sprint Cup); SCCA Autocross; BMW Club Autocross; Heads Up Georgia 250 (NASCAR Xfinity Series)

Principal Owner: Speedway Motorsports, Inc.

Date Built: 1960; Renovations in 2006

Facility Cost (\$/Mil): \$1.8; \$23 in renovations

Facility Financing: Privately financed by Dr. Warren Gremmel, Bill Boyd, Jack Black, Art Lester, and Garland Bagley.

[Facility Website](#)

[@amsupdates](#)

UPDATE: The Speedway announced that the 2017 NASCAR Camping World Truck Series race will now be named the Active Pest Control 200. Also for the 2017 season, the NASCAR Xfinity Series event will be named the Atlanta 250.

NAMING RIGHTS: Bruton Smith purchased Atlanta International Raceway in 1990, and he renamed the facility.

Facility Name: Auto Club Speedway

Location: Fontana, CA

Facility Description: 2.0-mile D-shaped oval

Events: Auto Club 400 (NASCAR Sprint Cup); TreatMyClot.com 300 by Janssen (NASCAR Xfinity Series)

Principal Owner: International Speedway Corp.

Date Built: 1997

Facility Cost (\$/Mil): \$100

Facility Financing: Privately funded through a joint venture by Penske Speedways, Inc. and Kaiser Ventures Inc.

[Facility Website](#)

[@ACSupdates](#)

UPDATE: In March 2016, to mark the track's 20th year, President David Allen, Roger Penske, and Wendy Sabins unveiled a new logo for the Speedway. Also, the Speedway announced a new title sponsorship with TreatMyClot.com to rename the NASCAR Xfinity Series Race, TreatMyClot.com 300.

NAMING RIGHTS: The Auto Club of Southern California has a ten-year naming rights deal with California Speedway, which was signed in 2008. Terms of the deal were not disclosed, but industry sources estimate its worth at \$50–75 million.

Facility Name: Bristol Motor Speedway

Location: Bristol, TN

Facility Description: 0.533-mile concrete oval

Events: Food City 500 and Bass Pro Shops NRA Night Race (NASCAR Sprint Cup); Food City 300 and Fitzgerald Glider Kits 300 (NASCAR Xfinity Series); UNOH 200 (NASCAR Camping World Truck Series); Bush's Beans 150 (NASCAR Whelen Modified Tour); Thunder Valley Nationals (NHRA Mello Yello Drag Racing Series)

Principal Owner: Speedway Motorsports, Inc.

Date Built: 1961

Facility Cost: \$600,000

Facility Financing: Privately financed by Carl Moore, Larry Carrier, and R.G. Pope.

[Facility Website](#)

[@BMSupdates](#)

UPDATE: Bass Pro Shop and the NRA (National Rifle Association) announced in November 2015 they would be the new title sponsor of the Night Race, with no details about the agreement being released. In March 2016, Bristol announced that Fitzgerald would be the new title sponsor of the NASCAR Xfinity Series Dash 4 Cash race. In April 2016, Bristol unveiled a new colossal four-sided video screen to enhance the visual and audio experience at the track.

NAMING RIGHTS: The track was renamed in 1996 after the track underwent renovation.

Facility Name: Canadian Tire Motorsports Park

Location: Bowmanville, Ontario, Canada

Facility Description: 2.459-mile road course, 1.8-mile road course, and 1.37-mile road course,

Events: Chevrolet Silverado 250 (NASCAR Camping World Truck Series); Mobil 1 SportsCar Grand Prix (United Sports Car Championship); Castrol Presents the Victories Day Speedfest (NASCAR Pinty's Series)

Principal Owner: Canadian Motorsports Ventures Ltd. headed by Ron Fellows and Carlos Fidani

Date Built: 1961

Facility Cost (\$/Mil): \$.5

Facility Financing: N/A

[Facility Website](#)

[@CTMPOfficial](#)

UPDATE: In November 2015, Canadian Tire announced it will host a NASCAR Camping World Truck Series event in September 2016, and agreed to host the event through the 2020 season. In December, Canadian Tire dropped out as the sponsor for the NASCAR Canada series and made a six-year deal with Pinty to be the sponsor for the series.

NAMING RIGHTS: Mosport and Canadian Tire agreed to a naming rights deal in February 2012. Terms of the deal were not released.

Facility Name: Charlotte Motor Speedway

Location: Concord, NC

Facility Description: 1.5-mile quad-oval; 2.25-mile road course

Events: NC Education Lottery 200 (NASCAR Camping World Truck Series); Sprint All-Star Race, NASCAR Sprint Showdown, Coca-Cola 600, and Bank of America 500 (NASCAR Sprint Cup); Hisense 300 and Drive for the Cure 300 Presented by Blue Cross & Blue Shield of NCA (NASCAR Xfinity Series); UNOH Southern Slam; Whelen Southern Modified Tour

Principal Owner: Speedway Motorsports, Inc.

Date Built: 1960

Facility Cost (\$/Mil): \$1.25

Facility Financing: Privately financed by O. Bruton Smith.

[Facility Website](#)

[@CLTMotorSpdwy](#)

UPDATE: In May 2016, Charlotte announced a new format to the NASCAR Sprint All-Star Race to include two 50-lap segments with mandatory green pit stops that will end with a 13-lap final segment. The slight twist will be at the end of the second segment where either the top 9, 10, or 11 cars will be mandated to enter the pit. Later in June 2016, Charlotte signed a three-year deal with AFT Events to show the AMA Pro Flat Track at The Dirt Track at Charlotte. The Speedway's CEO, Marcus Smith, has commented that he has hopes to renovate and upgrade the track in the upcoming years after seeing the renovations happening at other tracks, but nothing official has been started.

NAMING RIGHTS: After its contract with Lowe's Home Improvement expired, the speedway once again became Charlotte Motor Speedway.

Facility Name: Chicagoland Speedway

Location: Joliet, IL

Facility Description: 1.5-mile tri-oval

Events: American Ethanol E15 225 (NASCAR Camping World Truck Series); Teenage Mutant Ninja Turtles 400 (NASCAR Sprint Cup Series); NASCAR Xfinity Series September Chicagoland Race (NASCAR Xfinity Series); SCOTT 150 (ARCA Racing)

Principal Owner: International Speedway Corp.

Date Built: 2001

Facility Cost (\$/Mil): \$130

Facility Financing: N/A

[Facility Website](#)
[@ChicagolndSpdwy](#)

Update: In April 2016, Nickelodeon announced it would be the title sponsor of the NASCAR Sprint Cup race at Chicagoland and named it the Teenage Mutant Ninja Turtle 400. Nickelodeon will be a sponsor through the 2017 season. In June 2016, Chicagoland and Papa John's announced a three-year agreement for the pizza company to be the official pizza provider of the Speedway and Route 66 Raceway.

NAMING RIGHTS: N/A

Facility Name: Circuit Gilles Villeneuve

Location: Montreal, Canada

Facility Description: 2.709-mile road course

Events: Grand Prix Du Canada (Formula One)

Principal Owner: City of Montreal

Date Built: 1978

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)
[@GrandPrixF1Can](#)

UPDATE: As of June 2016, the upgrades to the track have yet to begin due to "slight" disagreements and clarifications. The city and Bernie Ecclestone, CEO of F1, agreed that the track must be completed by 2017 and if not, then the city is in breach of the contract. The City of Montreal pledged \$32 million to the improvements in hopes to keep the race until 2024.

NAMING RIGHTS: The stadium was named after the late Canadian driver, Gilles Villeneuve.

Facility Name: Darlington Raceway

Location: Darlington, SC

Facility Description: 1.366-mile egg-shaped oval

Events: Bojangles Southern 500 (NASCAR Sprint Series); VFW Sport Clips Help a Hero 200 (NASCAR Xfinity Series)

Principal Owner: International Speedway Corp.

Date Built: 1950

Facility Cost (\$/Mil): N/A

Facility Financing: Privately financed by Harold Brasington.

[Facility Website](#)

[@TooToughToTame](#)

UPDATE: Kerry Tharp was named the new president of the Raceway in June 2016 replacing Chip Wile, who was president of the track for three years. Tharp was formerly the Senior Director of Communications for NASCAR. Based on the USAC Silver Crown Schedule and Darlington website, it appears it no longer hosts Silver Crown Showdown at Darlington.

NAMING RIGHTS: N/A

Facility Name: Daytona International Speedway

Location: Daytona Beach, FL

Facility Description: 2.5-mile tri-oval, 3.87-mile Sports Car Course, .4-mile short oval, .25-mile flat dirt track, 2.95-mile motorcycle course

Events: Sprint Unlimited, Can-Am Duel at Daytona 1 & 2, Daytona 500, and Coke Zero 400 Powered by Coca-Cola (NASCAR Sprint Cup); Alert Today Florida 300 and NextEra and Subway Firecracker 250 (NASCAR Xfinity Series); Nextera Energy Resources 250 (NASCAR Camping World Truck Series)

Principal Owner: International Speedway Corp.

Date Built: 1959

Facility Cost (\$/Mil): \$3

Facility Financing: N/A

[Facility Website](#)

[@DISupdates](#)

UPDATE: In September 2015, BRP announced it would be the title sponsor of the qualifying races for the Daytona 500 renaming the races the Can-Am Duel at Daytona. Later in May 2016, the Speedway won *Sports Business Journal's* 2016 Sports Facility of the Year due to its completed \$400 million redesign. The project began in July 2013 and was unveiled in February 2016 after some initial tests in January. The renovations included adding 101,000 seats, more restrooms, 60 new-and-improved luxury suites, revamped hospitality center, and more concession stands. Some upgrades that come with the project included repaving over 200,000 square feet and adding more SAFER barriers.

NAMING RIGHTS: N/A

Facility Name: Dover International Speedway

Location: Dover, DE

Facility Description: 1.0-mile oval

Events: JACOB Companies 200 (NASCAR Camping World Truck Series); AAA 400 Drive for Autism and NASCAR Sprint Cup October Dover Race (NASCAR Sprint Cup); Ollie's Bargain Outlet 200 (NASCAR Xfinity Series Dash 4 Cash)

Principal Owner: Dover Motorsports, Inc.

Date Built: 1969

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)

[@MonsterMile](#)

UPDATE: JACOB Companies and Dover announced a multi-year partnership for JACOB to be the title sponsor of the NASCAR Camping World Truck Series race, but the details of the deal were not released. In February 2016, AAA announced it will be the primary sponsor for the AAA 400 Drive for Autism until 2018.

Then in May 2016, Ollie's Bargain Outlet was named the new title sponsor of the NASCAR Xfinity Series Dash 4 Cash race held at Dover. Also in May 2016, Dover and Fanatics, a sports merchandiser, agreed to a 10-year retail and e-commerce agreement. The company handles hundreds of stores for leagues such as MLB, NFL, NBA, and NHL to name a few. There will be a merchandise store trackside at the Speedway. Dover completed two projects to make the track safer in May 2016. These projects included extending SAFER barriers by 500 feet along the backstretch and into Turn 3, repaving areas behind pit road, and extending pit stalls by the pit road by 2 feet.

NAMING RIGHTS: Dover Downs International Speedway was renamed Dover International Speedway after Dover Downs Gaming and Entertainment split in 2002.

Facility Name: Eldora Speedway

Location: Rossburg, OH

Facility Description: 0.5-mile clay oval

Events: Aspen Dental Eldora Dirt Derby (NASCAR Camping World Truck Series); #LetsRaceTwo, The Kings Royal, 4-Crown Nationals (midget, sprint, silver crown, World 100 all a part of World of Outlaws Sprint Car Series USAC)

Principal Owner: Tony Stewart

Date Built: 1954

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)

[@EldoraSpeedway](#)

UPDATE: In April 2016, Eldora announced Aspen Dental will be the new sponsor for its NASCAR Camping World Truck Series event. The name change came from an off-season decision that recognized a conflict with MLB's "Midsummer Classic" for its All-Star Game. Later in June 2016, the Speedway announced it had increased the prize money for the Dream 100 from \$196,525 to \$235,500 with the winner taking away \$100,000. This makes the Dream 100 purse the second highest in dirt track history.

NAMING RIGHTS: N/A

Facility Name: Homestead-Miami Speedway

Location: Homestead, FL

Facility Description: 1.5-mile oval; 2.21-mile road course

Events: Ford EcoBoost 200 (NASCAR Camping World Truck Series); Ford EcoBoost 300 (NASCAR Xfinity Series); Ford EcoBoost 400 (NASCAR Sprint Cup)

Principal Owner: International Speedway Corp.

Date Built: 1995

Facility Cost (\$/Mil): \$70

Facility Financing: N/A

[Facility Website](#)

[@HomesteadMiami](#)

UPDATE: In October 2015, Homestead-Miami entered into a multi-year partnership with FanVision that included naming a hospitality center "FanVision Fan Zone." Later in May 2016, to honor a 15-year partnership, Ford Motor Company and Homestead-Miami unveiled a new logo to be displayed at the November 2016 events.

NAMING RIGHTS: They currently are searching for sponsorships, including a naming rights sponsor.

Facility Name: Indianapolis Motor Speedway

Location: Indianapolis, IN

Facility Description: 2.5-mile oval; 2.605-mile road course, 2.439-mile grand prix road course, and 2.621-mile motorcycle course

Events: Crown Royal Presents "The Combat Wounded Coalition" 400 at the Brickyard (NASCAR Sprint Cup); Indianapolis 500 and Grand Prix of Indianapolis (IndyCar)

Principal Owner: The Hulman-George Family under Hulman and Co.

Date Built: 1909

Facility Cost (\$/Mil): \$3

Facility Financing: Privately financed by Carl Fisher, James Allison, Frank Wheeler, and Arthur Newby.

[Facility Website](#)

[@IMS](#)

UPDATE: IMS announced it will give Tony Stewart, a retiring NASCAR driver, a dirt track inside Turn 3. This will require the track to be modified in order to host sprint cars and dirt midgets. The Speedway underwent renovations, titled Project 100, costing roughly \$92 million, which added more seating, raised the roofs, and improved views. The financing comes from a state loan approved in 2013 that allowed IMS to access its own tax revenue. MotoGP announced that Indianapolis would not host a 2016 MotoGP event.

NAMING RIGHTS: N/A

Facility Name: Iowa Speedway

Location: Newton, IA

Facility Description: 0.875-mile tri-oval; 1.3-mile road course

Events: Speediatrics 200 (NASCAR Camping World Truck Series); American Ethanol E15 250 Presented by Enogen and U.S. Cellular 250 (NASCAR Xfinity Series); Iowa Corn Indy 250 (IndyCar)

Principal Owner: Iowa Speedway LLC, a subsidiary of NASCAR

Date Built: 2006

Facility Cost (\$/Mil): \$70

Facility Financing: UBG Financial Corp., the City of Newton, and a group of seven Iowa private investors.

[Facility Website](#)
[@iowaspeedway](#)

UPDATE: In May 2016, it was announced that American Ethanol would be an entitlement sponsor and Enogen would be a presenting sponsor for the NASCAR Xfinity Series, which would replace the 3M 250. The Speedway and Iowa Corn renewed a multi-year sponsorship through 2018 to remain the title sponsor for the Verizon IndyCar Series Iowa Corn 300.

NAMING RIGHTS: N/A

Facility Name: Kansas Speedway

Location: Kansas City, KS, 2.37-mile road course

Facility Description: 1.5-mile tri-oval

Events: Toyota Tundra 250 (NASCAR Camping World Truck Series); Go Bowling 400 and Hollywood Casino 400 (NASCAR Sprint Cup); Kansas Lottery 300 (NASCAR Xfinity Series); SFP Grand Prix (GRAND-AM Road Racing)

Principal Owner: International Speedway Corp.

Date Built: 2001

Facility Cost (\$/Mil): \$250

Facility Financing: The state issued \$71.3 million in tax increment financing bonds, \$24.3 million in STAR bonds, \$33 million for infrastructure, and \$6 million from economic development funds

[Facility Website](#)
[@kansasspeedway](#)

UPDATE: In January 2016, the Speedway and GoBowling.com announced a partnership for a GoBowling.com 400, which would replace the SpongeBob Squarepants 400. The terms of the deal were not disclosed.

NAMING RIGHTS: N/A

Facility Name: Kentucky Speedway

Location: Sparta, KY

Facility Description: 1.5-mile tri-oval

Events: Buckle Up in Your Truck 225 (NASCAR Camping World Truck Series); Quaker State 400 Presented by Advance Auto Parts (NASCAR Sprint Cup); AlSCO 300 and VisitMyrtleBeach.com 300 (NASCAR Xfinity Series); ZLOOP 150 (ARCA Series)

Principal Owner: Speedway Motorsports, Inc.

Date Built: 2000

Facility Cost (\$/Mil): \$152

Facility Financing: N/A

[Facility Website](#)
[@KySpeedway](#)

UPDATE: The Speedway was repaved in 2016, which increased the banking in two turns from 14 to 17 degrees, added protective SAFER barriers, and fixed water drainage issues. However, some are concerned that after the paving, the track may have lost its “character,” i.e. its bumpy pavement. In January 2016, AlSCO and Kentucky Speedway announced a new multi-year sponsorship agreement, but financials of the agreement were not disclosed. Additionally, University of Northwestern Ohio extended its relationship with the Speedway for three years to retain its title as “Official Education Partner of Kentucky Speedway.” VisitMyrtleBeach.com has renewed its sponsorship agreement for a third year with Kentucky Speedway, and is said to be worth up to \$250,000.

NAMING RIGHTS: N/A

Facility Name: Las Vegas Motor Speedway

Location: Las Vegas, NV

Facility Description: 1.5-mile tri-oval; 2.5-mile road course, .375-mile bullring oval, .5-mile dirt track, and .25-mile drag strip

Events: Rhino Linings 350 (NASCAR Camping World Truck Series); Kobalt 400 (NASCAR Sprint Cup); Boyd Gaming 300 (NASCAR Xfinity Series); DENSO Spark Plugs NHRA Nationals and NHRA Toyota Nationals (NHRA Mello Yello Drag Racing Series)

Principal Owner: Speedway Motorsports, Inc.

Date Built: 1996

Facility Cost (\$/Mil): \$200

Facility Financing: N/A

[Facility Website](#)
[@LVMotorSpeedway](#)

UPDATE: The Speedway announced in June 2016 that it will host two Mello Yello Drag Racing events, DENSO Spark Plugs NHRA Nationals and NHRA Toyota Nationals, in 2017. In March 2016, the Nevada Department of Transportation said it will begin a \$40 million construction project to widen Interstate 15 to help relieve the traffic build-up that comes from major events like the NASCAR Sprint Cup Series and other events hosted by the Speedway.

NAMING RIGHTS: N/A

Facility Name: Lucas Oil Raceway

Location: Indianapolis, IN

Facility Description: 0.686-mile oval; 2.5-mile road course, and a drag strip

Events: Chevrolet Performance U.S Nationals (National Hot Rod Association). No NASCAR events are currently scheduled at this time.

Principal Owner: National Hot Rod Association

Date Built: 1960

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)
[@LucasOilRaceway](#)

UPDATE: In March 2016, Lucas Oil announced it would retain its naming rights of the track. The terms were not disclosed, some speculate that it is for \$1 million and they are paying roughly \$300,000 annually, but it was stated that it is a multi-year agreement.

NAMING RIGHTS: Lucas Oil purchased naming rights to the facility in January 2011, but details of the multi-year, multi-million dollar deal were not disclosed.

Facility Name: Martinsville Speedway

Location: Ridgeway, VA

Facility Description: 0.526-mile oval

Events: Alpha Energy Solutions 250 and Texas Roadhouse 200 Presented by Alpha Energy Solutions (NASCAR Camping World Truck Series); STP 500 and Goody's Fast Relief 500 (NASCAR Sprint Cup); ValleyStar Credit Union 300 (NASCAR Whelen All-American Series)

Principal Owner: International Speedway Corp.

Date Built: 1947

Facility Cost (\$/Mil): N/A

Facility Financing: Privately funded by H. Clay Earles.

[Facility Website](#)
[@MartinsvilleSwy](#)

UPDATE: In January 2016, Alpha Energy Solutions announced it would sponsor the two Camping World Truck series hosted by Martinsville for the next three years. Later on in June 2016, the NASCAR Camping World Truck Series was renamed Texas Roadhouse 200 Presented by Alpha Energy Solutions.

NAMING RIGHTS: N/A

Facility Name: Michigan International Speedway

Location: Brooklyn, MI

Facility Description: 2.0-mile tri-oval

Events: Careers for Veterans 200 Presented by Cooper Standard and Brad Keselowski's Checkered Flag Foundation (NASCAR Camping World Truck Series); Pure Michigan 400 and Firekeepers Casino 400 (NASCAR Sprint Cup); Menards 250 Presented by Valvoline (NASCAR Xfinity Series); Corrigan Oil 250 (ARCA Racing Series)

Principal Owner: International Speedway Corp.

Date Built: 1968

Facility Cost (\$/Mil): \$4-6

Facility Financing: Privately financed by Lawrence H. LoPatin.

[Facility Website](#)
[@MISpeedway](#)

UPDATE: In October 2015, FireKeepers Casino hotel replaced Quicken Loans as the sponsor for the NASCAR Sprint Cup race at MIS. The deal is for three years and the June 12, 2016, race featured an updated aerodynamic package, which is the next step in improving the races by reducing downforce and sideforce.

NAMING RIGHTS: It was named Michigan International Speedway in 2000 after International Speedway Corp. bought the facility.

Facility Name: Mid-Ohio Sports Car Course

Location: Lexington, OH

Facility Description: 2.4-mile road course, 2.258 mile second road course

Events: Mid-Ohio Challenge (NASCAR Xfinity Series); Mid-Ohio Vintage Grand Prix; AMA Vintage Motorcycle Days; Honda Indy 200 (Verizon IndyCar Series); SCCA National Championship Runoffs

Principal Owner: Green Savoree Mid-Ohio, LLC

Date Built: 1962

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)

[@Mid Ohio](#)

UPDATE: For 2016, the Course will host 5 events, including the SCCA National Championship Runoffs, Mid-Ohio Vintage Grand Prix, and AMA Vintage Motorcycle Days. The most exciting is the SCCA event because it will be the first time since 2005 the race has been at Mid-Ohio. Also, the Nationwide Children's Hospital 200 seems to be have be re-named to NASCAR Xfinity Series Mid-Ohio 200.

NAMING RIGHTS: N/A

Facility Name: The Milwaukee Mile

Location: West Allis, WI

Facility Description: 1.0-mile oval, 1.8-mile infield road course

Events: No events are currently scheduled.

Principal Owner: State of Wisconsin

Date Built: 1903

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)

[@MilwaukeeMile](#)

UPDATE: In October 2015, there was no promoter for the IndyCar race and no NASCAR races so no events were scheduled for the track in 2016. Then in March 2016, a section of the bleachers was posted as being for sale, and then Rick Frenette, executive director of the State Fair Park, was terminated in May. Many believe there is a slow dismantling of the track and a "Save the Milwaukee Mile" campaign has begun.

NAMING RIGHTS: N/A

Facility Name: New Hampshire Motor Speedway

Location: Loudon, NH

Facility Description: 1.058-mile oval; 1.6-mile road course

Events: Autolotto 200 (NASCAR Xfinity Series); New Hampshire 301 and New England 300 (NASCAR Sprint Cup); Sunoco 100 (NASCAR Whelen Modified Tour); UNOH 175 (NASCAR Camping World Truck Series); MoveThatBlock.com 225 (IndyCar Series)

Principal Owner: Speedway Motorsports, Inc.

Date Built: 1990

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)
[@NHMS](#)

UPDATE: In fall 2015, it was announced that David McGrath, who was former vice president of corporate sales, was elevated to General Manager of the facility. McGrath is hoping to expand the facility operations by adding lights to allow night racing, as well as bringing in new kinds of events like Ironman Triathlons or Tough Mudder runs, and snowmobile racing.

NAMING RIGHTS: N/A

Facility Name: Phoenix International Raceway

Location: Avondale, AZ

Facility Description: 1.0-mile oval; 1.5-mile road course

Events: Lucas Oil 150 (NASCAR Camping World Truck Series); Can-Am 500 and Good Sam 500 (NASCAR Sprint Cup); Axalta Faster. Tougher. Brighter. 200 and NASCAR Xfinity Series November Phoenix Race (NASCAR Xfinity Series); Toyota 120 (NASCAR Mexico Series); Casino Arizona 50 (NASCAR K&N Pro Series West)

Principal Owner: International Speedway Corp.

Date Built: 1964

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)
[@PhoenixRaceway](#)

UPDATE: PIR hosted its first IndyCar race since 2005 in April 2016. The track was built as an IndyCar track but due to poor attendance stopped hosting Indy races in 2005. The speeds and times are faster than those of a NASCAR race. Bryan Sperber, PIR President, announced the NASCAR Mexico Series will not return after its three-year stint due to problems with the Mexico organization.

NAMING RIGHTS: N/A

Facility Name: Pocono Raceway

Location: Long Pond, PA

Facility Description: 2.5-mile tri-oval

Events: Axalta “We Paint Winners” 400 and Pennsylvania 400 (NASCAR Sprint Cup); Pocono Mountains 125 (NASCAR Camping World Truck Series); ABC Supply 500 (Verizon IndyCar Series); Pocono 200 Presented by Menards and Pennsylvania 125 Presented by Menards (ARCA Racing Series)

Principal Owner: Mattco Inc.

Date Built: 1971, ten-year renovation starting 1990

Facility Cost (\$/Mil): \$3 per year for Renovations starting in 1990

Facility Financing: Privately financed by the Mattioli Family.

[Facility Website](#)
[@poconoraceway](#)

UPDATE: In January 2016, Pocono announced the addition of Steel and Foam Energy Reduction (SAFER) barriers due to three different drivers spinning and hitting the pit wall. Overall, the Raceway will add 11,700 feet of SAFER barriers.

NAMING RIGHTS: N/A

Facility Name: Richmond International Raceway

Location: Richmond, VA

Facility Description: 0.75-mile oval

Events: Toyota Owners 400 and Federated Auto Parts 400 (NASCAR Sprint Cup); Virginia529 College Savings 250 and ToyotaCare 250 (NASCAR Xfinity Series)

Principal Owner: International Speedway Corp.

Date Built: 1946

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)
[@RIRInsider](#)

UPDATE: In January 2016, RIR announced it would remove the backstretch stand before April reducing seating from 75,000 to 60,000. Later in June 2016, Lesa France Kennedy, CEO of International Speedway Corporations, listed RIR as a track that she looks to improve in the future.

NAMING RIGHTS: The raceway was named Strawberry Hill until International Speedway Corp. bought them out in 1999. It was then renamed Richmond International Raceway.

Facility Name: Road America

Location: Elkhart Lake, WI

Facility Description: 4.048-mile road course, .8-mile karting road course

Events: Road America 180 Fired Up by Johnsonville (NASCAR Xfinity Series); Continental Tire Road Race Showcase (Tudor United SportsCar Championship)

Principal Owner: Road America, Inc.

Date Built: 1955

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)
[@roadamerica](#)

UPDATE: In June 2016, track president, George Bruggenthies, confirmed Road America will host more Indy Car races after the successful return of the Verizon IndyCar Series. This series was the first Indy Car race that the track has hosted in the past nine years.

NAMING RIGHTS: N/A

Facility Name: Sonoma Raceway

Location: Sonoma, CA

Facility Description: 2.52-mile full road course, 1.99-mile NASCAR course, 2.22 IndyCar/Motorcycle Course

Events: Toyota-Save Mart 350 (NASCAR Sprint Cup); GoPro Indy Grand Prix of Sonoma (IndyCar); Toyota NHRA Sonoma Nationals (NHRA Mello Yello Drag Racing Event)

Principal Owner: Speedway Motorsports, Inc.

Date Built: 1968

Facility Cost (\$/Mil): \$70

Facility Financing: Privately financed by Robert Marshall Jr. and Jim Coleman.

[Facility Website](#)

[@RaceSonoma](#)

UPDATE: In June 2016, Toyota Motor Sales and Northern California Toyota Dealers signed a multi-year agreement to sponsor the NASCAR Sprint Series. Toyota has been a sponsor for the past 10 seasons and the new deal extends the agreement for another 3 years. In addition to the Sprint Cup, Toyota has agreed to sponsor the NHRA Mello Yello Drag Racing Event, now renamed Toyota NHRA Sonoma Nationals. Also, Honda and Sonoma signed a three-year agreement making Honda the official vehicle for the GoPro Grand Prix through the 2018 season.

NAMING RIGHTS: In March 2012, Infineon did not renew their naming-rights contract, so track management is looking for a new company to take over the naming rights. Until then, it will remain the Sonoma Raceway.

Facility Name: Talladega Superspeedway

Location: Talladega, AL

Facility Description: 2.66-mile tri-oval

Events: Fred's 250 Powered by Coca-Cola (NASCAR Camping World Truck Series); Alabama 500 and GEICO 500 (NASCAR Sprint Cup); Sparks Energy 300 (NASCAR Xfinity Series)

Principal Owner: International Speedway Corp.

Date Built: 1969

Facility Cost (\$/Mil): \$4

Facility Financing: Privately funded by William H.G. France, founder of NASCAR and International Speedway Corp.

[Facility Website](#)

[@TalladegaSuperS](#)

UPDATE: In May 2016, NASCAR announced that Talladega Superspeedway will no longer be an elimination race in the 2017 championship Chase. This change is due to the numerous crashes that happen at the Superspeedway. During the GEICO 500, 33 out of the 43 racers were involved in some kind of a crash.

NAMING RIGHTS: The speedway was renamed Talladega Superspeedway after International Speedway Corp. bought the facility in 1989.

Facility Name: Texas Motor Speedway

Location: Ft. Worth, TX

Facility Description: 1.50-mile quad-oval

Events: Rattlesnake 400 and Longhorn 350 (NASCAR Camping World Truck Series); Duck Commander 500 and AAA Texas 500 (NASCAR Sprint Cup); O'Reilly Auto Parts 300 and O'Reilly Auto Parts Challenge (NASCAR Xfinity Series); Firestone 600 (Verizon IndyCar Series)

Principal Owner: Speedway Motorsports Inc.

Date Built: 1996

Facility Cost (\$/Mil): \$250

Facility Financing: N/A

[Facility Website](#)

[@TXMotorSpeedway](#)

UPDATE: The Friday Night Drags returned for its eighth season and there was a new sponsor, Maaco. In June 2016, Texas Motor Speedway announced they were adding an additional 2,071 square-feet to their infamous “Big Hoss” and will take three weeks to complete.

NAMING RIGHTS: When Speedway Motorsports Inc. bought the track, they wanted to have “Motor Speedway” included in the name, but in 1996, a small dirt racetrack filed suit to use that same name. The two came to an agreement for the track to be named Texas Motor Speedway. The small track is currently named Texas Thunder Speedway.

Facility Name: Watkins Glen International

Location: Watkins Glen, NY

Facility Description: 3.4-mile grand prix course, another 3.4-mile grand prix course, and 2.45-mile short road course,

Events: Cheez-It 355 at the Glen (NASCAR Sprint Cup); Zippo 200 at the Glen (NASCAR Xfinity Series); Six Hours of the Glen (IMSA United SportsCar Championship)

Principal Owner: International Speedway Corp.

Date Built: 1953

Facility Cost (\$/Mil): N/A

Facility Financing: Privately financed by Cameron Argetsinger.

[Facility Website](#)
[@WGI](#)

UPDATE: In May 2016, drivers were able to test the recently \$12 million re-paved track. Drivers have commented that the drive is incredibly smooth and increased the grip level.

NAMING RIGHTS: In 1983, Corning Enterprises partnered with International Speedway Corporation to purchase the track and rename the track to Watkins Glen International.