



MOTORSPORTS

{Appendix 6, to [Sports Facility Reports, Volume 13](#)}

Research completed as of July 17, 2012

Facility Name: Atlanta Motor Speedway

Location: Hampton, GA

Facility Description: 1.54 mile quad-oval

Events: Atlanta 200 (NASCAR Camping World Truck Series), AdvoCare 500 (NASCAR Sprint Cup), NRA American Warrior 300 (NASCAR Nationwide 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](#)

UPDATE: The Nationwide Series race gained a new title sponsor this year in the National Rifle Association (NRA). Lieutenant Colonel Oliver North, who is an NRA Board Member, informed the public of the deal on June 30, 2012.

Bank of America Corp. ended its sponsorship arrangement with AMS as well as three other Speedway Motorsports tracks after the contracts expired in 2011. Bank of America also cut ties with five International Speedway Corporation tracks. A spokesman for Bank of America stated that while Motorsports was to remain an important marketing asset, the decision to drop sponsorship agreements was simply a choice based on evaluations of business assets.

AMS president Ed Clark announced that Montgomery Gentry would headline a pre-race concert as part of the 2012 AdvoCare 500 Sprint Cup race that will take place on Labor Day weekend.

The track also held the first annual Georgia Gift of Lights event, which featured the stadium being transformed into a holiday light display. An estimated 120,000 people and 25,000 automobiles were expected to have ridden through the display.

Further, the track will host the annual Asphalt Nationals and Thunder Car Nationals for the first time from October 24-27, 2012. The event is part of the Legend Cars Tour, which has been a launching pad for many of NASCAR's drivers.

NAMING RIGHTS: N/A

Facility Name: Auto Club Speedway of Southern California

Location: Fontana, CA

Facility Description: 2.0 mile D-shaped oval

Events: Auto Club 400 (NASCAR Sprint Cup), Royal Purple 300 (NASCAR Nationwide Series), IZOD IndyCar Series Championship Finale (IndyCar)

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](#)

UPDATE: Lefty's Fun Zone, an interactive entertainment area designed for children, opened in March of 2012. The Fun Zone features exhibits that demonstrate the "math and science of NASCAR," a mockup of Dale Earnhardt Jr.'s race car, and a Victory Lane cutout display. Nancy Cartwright, who plays the voice of Bart Simpson, and Tillman, the skateboarding bulldog from the Animal Planet channel, attended the opening.

Also, for the first time in seven years, IndyCar returns to Auto Club Speedway on September 15, 2012, for the IZOD IndyCar Series Championship Finale. The 500-mile race will be held under the lights at the track where the current world record was set for the fastest lap ever in 2000.

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 to be \$50-75 million.

Facility Name: Bristol Motor Speedway

Location: Bristol, TN

Facility Description: 0.533 mile concrete oval

Events: Food City 500 (NASCAR Sprint Cup), IRWIN Tools Night Race (NASCAR Sprint Cup), Ford EcoBoost 300 (NASCAR Nationwide Series), Food City 250 (NASCAR Nationwide Series), NCWTS 200 (NASCAR Camping World Truck 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](#)

UPDATE: Bristol made headlines earlier this year when many fans stayed away from the NASCAR festivities due to what many blamed on a sluggish economy and a lack of on-track action. In an effort to lure fans back to the track, Bristol track operator Bruton Smith announced that officials have decided to eliminate the upper groove on the track. By eliminating the groove, track officials hoped that the style of racing would revert back to more of a “beating and banging” style that is more conducive to what fans want. Three of NASCAR’s biggest stars participated in the initial test after the track was completed in June, and all agreed that the alteration to the track could bring back a much more rowdy nature of racing.

NAMING RIGHTS: N/A

Facility Name: Charlotte Motor Speedway

Location: Concord, NC

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

Events: North Carolina Education Lottery 200 (NASCAR Camping World Truck Series), Sprint All-Star Race (NASCAR Sprint Cup), NASCAR Sprint Showdown (NASCAR Sprint Cup), Coca-Cola 600 (NASCAR Sprint Cup), Bank of America 500 (NASCAR Sprint Cup), History 300 (NASCAR Nationwide Series), Dollar General 300 (NASCAR Nationwide Series)

Principal Owner: Speedway Motorsports, Inc.

Date Built: 1960

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

Facility Financing: Privately financed by O. Bruton Smith.

[Facility Website](#)

UPDATE: Charlotte Motor Speedway was originally planned to host the 2012 Democratic National Convention. However, due to what is believed a shortage of funding, the plan to host the convention at the racetrack has been cancelled and the Labor Day celebration was moved to an Uptown Charlotte neighborhood.

The speedway also went mobile in May 2012, unleashing both a mobile map and mobile website for race fans.

NAMING RIGHTS: After the expiration of the contract with Lowe's Home Improvement, the speedway is once again the Charlotte Motor Speedway.

Facility Name: Chicagoland Speedway

Location: Joliet, IL

Facility Description: 1.5 mile tri-oval

Events: American Ethanol 225 (NASCAR Camping World Truck Series), Geico 400 (NASCAR Sprint Cup), Dollar General 300 Powered by Coca-Cola (NASCAR Nationwide Series), STP 300 (NASCAR Nationwide Series)

Principal Owner: International Speedway Corp.

Date Built: 2001

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

Facility Financing: N/A

[Facility Website](#)

UPDATE: Chicagoland Speedway announced that Growth Energy and the Illinois Corn Marketing Board partnered to become the title sponsor of the NASCAR Camping World Truck Series race. The American Ethanol 225 will mark the return of summer night racing to Chicagoland Speedway.

The speedway also gave back to the local community, donating 2.5 acres of land to the Joliet Fire Department. Along with the land, the speedway chipped in \$100,000 to help with the cost of building a new fire station. The fire station opened in May 2012 and is a Dale Earnhardt-inspired NASCAR-designed facility.

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), NAPA Auto Parts 200 presented by Dodge (NASCAR Nationwide Series)

Principal Owner: City of Montreal

Date Built: 1977

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

Facility Financing: N/A

[Facility Website](#)

UPDATE: In an attempt to promote the NAPA Auto Parts 200, the Canadian Government, with the help of Quebec and the City of Montreal, announced they would pump \$800,000 into the race. The hope is that the money will attract visitors from outside the city to attend the race.

The Formula One race went off without a hitch on June 11, 2012, despite local fears of student protestors upstaging the event due to tuition and fee increases. While there were no major incidents, Montreal police did arrest 34 individuals who attempted to disrupt the shuttle line that brought thousands of fans to the track.

The Grand Prix race was also significant as it marked the 30th anniversary of the crash that killed the city's beloved Formula One Driver Villeneuve.

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 Nationwide Series)

Principal Owner: International Speedway Corp.

Date Built: 1950

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

Facility Financing: Privately financed by Harold Brasington.

[Facility Website](#)

UPDATE: Track officials decided to embrace the growing demand for tailgating by establishing a new area outside of turn two for fans to enjoy. The area, which is to be known as the *Too Tough to Tailgate Zone*, will be open to all fans that are willing to pay the \$50 parking fee. Each spot is 20x20 and is big enough to accommodate a passenger vehicle, a pop-up tent, chairs, tables, and a grill.

The NASCAR Sprint Cup Series race was presented with a new title sponsor in 2012 as Bojangles' signed a five-year agreement with ISC and Darlington Raceway. The agreement will allow for fans to enjoy Bojangles' food at Darlington and other racetracks owned by International Speedway Corporation.

Also, NASCAR officials moved up the start time of the 2012 Sprint Cup race to 7:00pm to accommodate fans that planned to travel home after the event. Many fans had suggested an earlier start time so that attendees of the race could make it home in time for Mother's Day.

Another change at Darlington was in the title sponsor of the Nationwide Series Race. The track announced that the VFW and Sports Clips Haircuts would sponsor the May 2012 event. Details of the agreement were not released.

NAMING RIGHTS: N/A

Facility Name: Daytona International Speedway

Location: Daytona Beach, FL

Facility Description: 2.5 mile tri-oval

Events: Bud Shootout (NASCAR Sprint Cup), Gatorade Duel 1 & 2 (NASCAR Sprint Cup), NextEra Energy Resources 250 (NASCAR Camping World Truck Series), Daytona 500 (NASCAR Sprint Cup), Coke Zero 400 powered by Coca-Cola (NASCAR Sprint Cup), Drive4COPD 300 (NASCAR Nationwide Series), Subway Jalapeño 250 powered by Coca-Cola (NASCAR Nationwide Series)

Principal Owner: International Speedway Corp.

Date Built: 1959

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

Facility Financing: N/A

[Facility Website](#)

UPDATE: Daytona and Budweiser reached a deal that will allow Budweiser to take an enhanced role in NASCAR's season opening festivities. In addition to being named to the title sponsor of Speedweeks, Budweiser will also gain entitlement to the duels that establish the starting lineup for the Daytona 500 starting in 2013. Speedweeks is the ten-day stretch of stock-car races from the Shootout to the Daytona 500.

The track went through both minor and major changes during 2011 and 2012. One minor change occurred when track officials made the grandstands smoke-free beginning with the Coke Zero 400 weekend. Officials also unveiled a statue of Bill France Jr., the former NASCAR CEO and Chairman, at the track. Major changes occurred after a jet dryer exploded while cleaning up a collision during the 2012 Daytona 500. The incident, which happened on Turn 3, required a complete repaving of the affected area. Repairs were completed in early April 2012.

Finally, Daytona Speedway President Joie Chitwood III announced in late June 2012 that the track had filed a Planned Master Development application with the City of Daytona Beach. This application is the first step in the redevelopment process. Although no plans are currently set, Chitwood says plans will continue to be developed and updates released as they happen.

NAMING RIGHTS: N/A

Facility Name: Dover International Speedway

Location: Dover, DE

Facility Description: 1.0 mile oval

Events: Lucas Oil 200 (NASCAR Camping World Truck Series), AAA 400 (NASCAR Sprint Cup), FedEx 400 benefitting Autism Speaks (NASCAR Sprint Cup), 5-Hour Energy 200 (NASCAR Nationwide Series), OneMain Financial 200 (NASCAR Nationwide Series)

Principal Owner: Dover Motorsports, Inc.

Date Built: 1969

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

Facility Financing: N/A

[Facility Website](#)

UPDATE: Dover International Speedway reached an agreement with FanVision to bring a unique racing experience to fans that visit the “Monster Mile” in 2012. For \$59.99, fans can rent a FanVision controller that allows them to view a wide array of video and audio content. The device specifically allows for fans to access live broadcast feeds, eight on-board cameras, official timing, data, statistics, and analysis, as well as the ability to follow up to three specific drivers, instant replays, and digital radio scanners. The FanVision technology has been used for Formula One races, NFL games, and University of Michigan football games over the past year.

In addition, as part of Dover’s agreement with Autism Speaks, officials created the first-ever autism friendly NASCAR race that allowed for families to experience a NASCAR race in an environment conducive to children with autism. The event was held June 3, 2012, during the FedEx 400 and provided families with autistic children a chance to experience a NASCAR race in Dover’s air-conditioned grandstand. Included in the event were presentations by educational speakers, special appearances by NASCAR personalities, and a quiet zone that featured muted lighting and video screens.

OneMain Financial also renewed its title sponsorship for the 2012 Nationwide race that will be held in September. Similarly, the track reached similar title sponsorship agreements with 5-hour ENERGY for another 2012 Nationwide race.

Track changes also occurred, including a seat-widening plan on the track’s grandstands that began in early 2012. Seats are to be widened from 18” to 22”. Completion of this project is planned for 2014 and will lower seating capacity to 113,000.

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 Nationwide 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](#)

UPDATE: Prior to the November 2011 race, Homestead unveiled mobile applications and a mobile website for fans. The applications are free and available for both iPhone and Android devices. Fans will find the application to be helpful in both planning their day at the track as well as helping them find the nearest restroom, place to eat, souvenir trailer, and more.

Additionally in 2012, the Ford Motor Company and Homestead-Miami Speedway announced that NASCAR's season ending championship races would be renamed with the term EcoBoost to help promote Ford's EcoBoost engines.

NAMING RIGHTS: N/A

Facility Name: Indianapolis Motor Speedway

Location: Indianapolis, IN

Facility Description: 2.5 mile oval; 2.605 mile road course

Events: Crown Royal presents the "Your Hero's Name Here" 400 at the Brickyard (NASCAR Sprint Cup), Indy 250 (NASCAR Nationwide Series), Indianapolis 500 (IndyCar)

Principal Owner: The Hulman-George Family

Date Built: 1909

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

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

[Facility Website](#)

UPDATE: For the first time ever in 2012, Indianapolis Motor Speedway hosted a Nationwide race at the historic speedway. The race was moved from Lucas Oil Raceway Park. Held on the same weekend as the Sprint Cup Series Race, the Nationwide race was part of a sponsorship agreement by Kroger to help benefit the Riley Children's foundation. For their sponsorship, the IMS Kids Club was renamed the Kroger Kids Club.

In an effort to raise revenue, Indianapolis Motor Speedway opened up most of the track for sponsorship possibilities. Some of these sponsors could be seen hanging in vinyl in Turns 3 and 4, as well as in the grassy area inside of Turn 1. According to track CEO and President Jeff Belskus, everything at the raceway is open for discussion, with the one exception being the title sponsorship of the Indianapolis 500.

NAMING RIGHTS: N/A

Facility Name: Iowa Speedway

Location: Newton, IA

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

Events: American Ethanol 200 (NASCAR Camping World Truck Series), American Ethanol 200 (NASCAR Camping World Truck Series), Pioneer Hi-Bred 250 (NASCAR Nationwide Series), U.S. Cellular 250 presented by Enlist Weed Control System (NASCAR Nationwide Series), Iowa Corn Indy 250 (IndyCar)

Principal Owner: U.S. Motorsport Corp.

Date Built: 2005

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

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

[Facility Website](#)

UPDATE: Last year marked the first time Iowa Speedway hosted two NASCAR Nationwide events. Track officials announced another first in February 2012 when it was declared that Pioneer, a sponsor at the track for years, agreed to its first title sponsorship.

In other sponsorship news, Enlist Weed Control System will be the presenting sponsor for the U.S. Cellular 250 for the second consecutive year in 2012. Details of the agreement were not available. Similarly, U.S. Cellular also reached a multi-year deal with the Iowa Speedway to continue its sponsorship of the event, a sponsorship that it has held since the inaugural event in 2009.

Also new in 2012, NASCAR added a Camping World Truck Series race to the schedule and announced in September of 2011 that the race would be held at the Iowa Speedway. Shortly following that announcement, American Ethanol and the Iowa Speedway announced an agreement that American Ethanol would be the title sponsor for both Camping World Truck Series races.

NAMING RIGHTS: N/A

Facility Name: Kansas Speedway

Location: Kansas City, KS

Facility Description: 1.5 mile tri-oval

Events: SFP 250 (NASCAR Camping World Truck Series), STP 400 (NASCAR Sprint Cup), Hollywood Casino 400 (NASCAR Sprint Cup), Kansas Lottery 300 (NASCAR Nationwide Series)

Principal Owner: International Speedway Corp.

Date Built: 2001

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

Facility Financing: N/A

[Facility Website](#)

UPDATE: The Speedway is undergoing a track reconfiguration that is slated for completion prior to NASCAR's Sprint Cup Series in October 2012. As part of the reconfiguration, the upper lanes will be made 30 percent steeper (in banking) while the rest of the track will be repaved. This was done in hopes of adding more excitement to the racetrack while also eliminating the seams that made racing difficult on NASCAR teams. Also, part of the reconfiguration will be an addition of a new infield road course.

New this year to the track is the brand new Hollywood Casino, which opened on February 3, 2012. The casino overlooks Turn 2 of the speedway.

NAMING RIGHTS: N/A

Facility Name: Kentucky Speedway

Location: Sparta, KY

Facility Description: 1.5 mile tri-oval

Events: UNOH 225 (NASCAR Camping World Truck Series), Kentucky 201 (NASCAR Camping World Truck Series), Feed the Children 300 (NASCAR Nationwide Series), Quaker State 400 (NASCAR Sprint Cup), Kentucky 300 (NASCAR Nationwide Series)

Principal Owner: Speedway Motorsports, Inc.

Date Built: 2000

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

Facility Financing: N/A

[Facility Website](#)

UPDATE: After traffic problems affected the debut race of NASCAR's Sprint Cup series during 2011, the state and speedway both initiated improvements in hopes of easing traffic flow for the 2012 races. The state spent \$3.7 million on road improvements to two different roadways while the speedway spent \$8-\$10 million on creating extra parking that will allow an additional 15,000 to 20,000 vehicles to park at the track. In addition, a 42-foot-wide pedestrian tunnel was constructed under the highway to connect the new parking areas to the track, an engineering firm

modeled a new traffic management plan, and gravel aisles were added to the all-grass parking areas. The new parking areas will be sponsored by Ford and will include special incentives for those who show up on race day in a Ford vehicle.

Unfortunately, Kentucky Speedway was unable to reach an agreement to bring IndyCar racing back to the raceway for the 2012 season.

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

Events: Smith's 350 (NASCAR Camping World Truck Series), Kobalt Tools 400 (NASCAR Sprint Cup), Sam's Town 300 (NASCAR Nationwide Series)

Principal Owner: Speedway Motorsports, Inc.

Date Built: 1996

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

Facility Financing: N/A

[Facility Website](#)

UPDATE: While Las Vegas has consistently been home to an IndyCar race, the circuit will take a year off from the speedway. Officials for IndyCar and Las Vegas Motor Speedway both agreed an extended break would allow for more testing on the track and hoped that a race could return in 2013. The delay is the result of a tragedy that occurred during the 2011 IndyCar event. In the race, Indy driver and two-time Indianapolis 500 winner Dan Wheldon was killed in a crash.

The 2012 NASCAR Camping World Truck Series was moved up from October 13 and will now be run on September 29. The date change was due to an IndyCar event cancellation on October 14th that was to take place in Las Vegas. Moving the event allows for the race to be run under the lights.

In sponsorship news, Las Vegas Motor Speedway reached an agreement with Stratosphere Casino, Hotel & Tower to continue the Las Vegas resort's sponsorship of Pole Day during NASCAR's big weekend at the Speedway. The agreement is for multiple years but other terms of the deal were not disclosed.

NAMING RIGHTS: N/A

Facility Name: Lucas Oil Raceway

Location: Indianapolis, IN

Facility Description: 0.686 mile oval; 2.5 mile road course

Events: 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](#)

UPDATE: Previously, Lucas Oil served as the home of the Nationwide Series race during NASCAR's weekend in Indianapolis. Prior to the 2012 season, NASCAR officials decided to move the race to the Indianapolis Motor Speedway. There are currently no plans to move the race back to Lucas Oil Raceway anytime in the near future.

NAMING RIGHTS: Lucas Oil purchased naming rights to the facility in January 2011. However, 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: Kroger 250 (NASCAR Camping World Truck Series), Kroger 200 (NASCAR Camping World Truck Series), Tums Fast Relief 500 (NASCAR Sprint Cup), Goody's Fast Relief 500 (NASCAR Sprint Cup)

Principal Owner: International Speedway Corp.

Date Built: 1947

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

Facility Financing: Privately funded by H. Clay Earles.

[Facility Website](#)

UPDATE: Sixty-five years after the first Jesse Jones hot dog was sold, Martinsville Speedway officials decided to make the company an official partner. The hot dog has become an icon in racing—during the 2012 NASCAR weekend, the track sold enough hot dogs to go around the half-mile track nine times.

The Speedway also celebrated its 65th anniversary in 2012 with special ticket offers, interactive social media campaigns and web promotions, special commemorative merchandise, and collectible items.

In track news, the Speedway demolished restrooms underneath the Richard Petty Tower on Turn 4 and replaced them with larger, more modern restrooms. The new restrooms will be nearly double the size of the previous restrooms and will also open up the concourse area to improve pedestrian traffic. Work began in 2011 and was completed in early April of 2012.

NAMING RIGHTS: N/A

Facility Name: Michigan International Speedway

Location: Brooklyn, MI

Facility Description: 2.0 mile tri-oval

Events: VFW 200 (NASCAR Camping World Truck Series), Quicken Loans 400 (NASCAR Sprint Cup), Pure Michigan 400 (NASCAR Sprint Cup), Alliance Truck Parts 250 (NASCAR Nationwide Series)

Principal Owner: International Speedway Corp.

Date Built: 1968

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

Facility Financing: Privately financed by Lawrence H. LoPatin.

[Facility Website](#)

UPDATE: Michigan International Speedway performed a few facelifts to its facility in Fall 2011. The major improvement was repaving the racetrack surface. Also new to the track in 2012 is the Budweiser Party Porch. Located off of Turn 4, the porch will serve as a respite area and hangout at the track.

In sponsorship news, Michigan International Speedway and Pure Michigan have renewed their partnership with a three-year agreement beginning in 2012. The agreement allows for Pure Michigan to continue as the title sponsor for the NASCAR Sprint Cup race.

Michigan International Speedway was also named Track of the Year by the NASCAR Foundation for its charitable and community efforts during 2011.

NAMING RIGHTS: N/A

Facility Name: The Milwaukee Mile

Location: West Allis, WI

Facility Description: 1.0 mile oval

Events: Milwaukee IndyFest 225 (IndyCar), no NASCAR events are currently scheduled.

Principal Owner: Wisconsin State Fair Park

Date Built: 1903

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

Facility Financing: N/A

[Facility Website](#)

UPDATE: After a year of wondering whether the Indy series would come back to Milwaukee due to a lack of sponsorship funding, Michael Andretti stepped in to make sure the city kept the event. Andretti not only helped bring IndyCar back to the city in 2012, but also allowed for the race to continue into the future, as it was announced that the series would return to the Milwaukee Mile in 2013.

NAMING RIGHTS: N/A

Facility Name: Nashville Superspeedway

Location: Lebanon, TN

Facility Description: 1.333 mile oval; 1.8 mile road course

Events: No NASCAR events are currently scheduled at this time.

Principal Owner: Dover Motorsports, Inc.

Date Built: 2001

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

Facility Financing: Privately financed by Dover Motorsports, Inc.

[Facility Website](#)

UPDATE: Dover Motorsports, Inc. announced on August 3, 2011, that the Nashville track would be closing in 2012 and would no longer seek any NASCAR sanctions. Without a Sprint Cup Series event or a change in the current race schedule, it was not feasible to continue to host races at the speedway. Over the past 10 years, the superspeedway hosted 21 NASCAR Nationwide Series races, 13 NASCAR Camping World Truck Series races, and 8 IndyCar series races. Nashville will remain open for race team testing.

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: F.W. Webb 200 (NASCAR Nationwide Series), Lenox Industrial Tools 301 (NASCAR Sprint Cup), Sylvania 300 (NASCAR Sprint Cup)

Principal Owner: Speedway Motorsports, Inc

Date Built: 1990

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

Facility Financing: N/A

[Facility Website](#)

UPDATE: In November 2011, officials announced that a new state-of-the-art museum would be built on the grounds of the New Hampshire Motor Speedway. The museum will focus on Northeast motorsports and will feature cars and other racing memorabilia. Officials hope the museum will bring year-round tourism to the track.

In racing news, F.W. Webb, a major sponsor at the New Hampshire Motor Speedway, decided to be the title sponsor for the Nationwide Series race in July 2012. Prior to the Nationwide race, Webb had sponsored the NASCAR Camping World Truck Series.

The IndyCar series decided not to return to New Hampshire during the 2012 season.

NAMING RIGHTS: N/A

Facility Name: Phoenix International Raceway

Location: Avondale, AZ

Facility Description: 1.0 mile oval; 2.5 mile road course

Events: Lucas Oil 150 (NASCAR Camping World Truck Series), Kobalt Tools 500 (NASCAR Sprint Cup), Subway Fresh Fit 500 (NASCAR Sprint Cup), Great Clips 200 (NASCAR Nationwide Series), Bashas' Supermarkets 200 (NASCAR Nationwide Series)

Principal Owner: International Speedway Corp.

Date Built: 1964

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

Facility Financing: N/A

[Facility Website](#)

UPDATE: Last year, as part of a major renovation, the track was demolished and repaved. It was completed in the fall of 2011 for the NASCAR Sprint Cup's Kobalt Tools 500.

Prior to the Subway Fresh Fit 500, Phoenix International Raceway completed a pre-event track-grooming program where rubber was burnished into the track to enhance the racing groove. The process, which Phoenix also conducted in fall 2011, is a way to ensure the track is prepared for

top-level racing.

Great Clips was named as the title sponsor for the inaugural Great Clips 200, a Nationwide series race that will take place in November 2012. Currently, Great Clips is the longest running sponsor in the Nationwide Series, having sponsored the circuit since 2000.

NAMING RIGHTS: N/A

Facility Name: Pocono Raceway

Location: Long Pond, PA

Facility Description: 2.5 mile tri-oval

Events: Pennsylvania 400 (NASCAR Sprint Cup), Pocono 400 presented by #NASCAR (NASCAR Sprint Cup), Pocono Mountains 125 (NASCAR Camping World Truck Series)

Principal Owner: Pocono International Raceway

Date Built: 1969

Facility Cost (\$/Mil): NA

Facility Financing: Privately financed by the Mattioli Family.

[Facility Website](#)

UPDATE: Major renovations came to a close during the spring of 2012 at Pocono. Officials installed new safety barriers, built a new outer pit wall, put in concrete pit stalls, and repaved the entire track in a project that began in 2010. The work was done in phases so that races would not have to be cancelled or moved to different tracks.

After an agreement was reached between Twitter and NASCAR, Pocono Raceway made an agreement of its own with the social media site in 2012, changing the name of the Pocono 400 to the Pocono 400 presented by #NASCAR. Several Twitter-based initiatives were launched for the race including a “Tweet Your Seat” contest where a randomly selected fan was named the Honorary Starter and got to wave the green flag to start the race.

NAMING RIGHTS: N/A

Facility Name: Richmond International Raceway

Location: Richmond, VA

Facility Description: 0.75 mile oval

Events: Federated Auto Parts 400 (NASCAR Sprint Cup), Capital City 400 presented by Virginia is for Lovers (NASCAR Sprint Cup), Virginia 529 College Savings 250 (NASCAR Nationwide Series)

Principal Owner: International Speedway Corp.

Date Built: 1946

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

Facility Financing: N/A

[Facility Website](#)

UPDATE: A new partnership was created when Richmond International Raceway announced an agreement with Federated Auto Parts in 2012. The partnership states that Federated Auto Parts will be the title sponsor of the NASCAR Sprint Cup race that is the final showdown prior to the Chase for the Cup. Details of the agreement were not disclosed.

In the raceway's other NASCAR Sprint Cup race, Richmond reached a deal with the Commonwealth of Virginia to be a title sponsor in 2012. The deal was made in an effort to promote tourism to Virginia as the NASCAR races represent some of the biggest draws to the state. In 2010, tourism generated \$19 billion in revenue and more than 204,000 jobs within the state.

This year (2012) also marked the 60-year anniversary of NASCAR at Richmond. Currently, the track has held 111 NASCAR Sprint Cup Series races, the third most all-time.

NAMING RIGHTS: N/A

Facility Name: Road America

Location: Elkhart Lake, WI

Facility Description: 4.048 mile road course

Events: Sargento 200 (NASCAR Nationwide Series)

Principal Owner: Road America, Inc.

Date Built: 1955

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

Facility Financing: N/A

[Facility Website](#)

UPDATE: Sargento signed on to be the title sponsor of the Nationwide Series race at Road America for 2012. Details of the agreement were not disclosed.

IndyCar has shown interest in the Road America course. However, no race seems imminent, as IndyCar's CEO Randy Bernard promised Michael Andretti that the series would put all efforts into building up the race at the Milwaukee Mile before looking into a race at Road America.

NAMING RIGHTS: N/A

Facility Name: Rockingham Speedway

Location: Rockingham, NC

Facility Description: 1.017 mile oval

Events: Good Sam Roadside Assistance 200 presented by Cheerwine (NASCAR Camping World Truck Series)

Principal Owner: Andy Hillenburg

Date Built: October 31, 1965

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

Facility Financing: Joint venture between Darlington Raceway builder Harold Brasington and Landowner Bill Land.

[Facility Website](#)

UPDATE: In a long awaited return, NASCAR racing came back to "the Rock" on April 15, 2012. Andy Hillenburg, who purchased the track for just over \$4 million dollars in 2007, desperately tried to attract a NASCAR race for years. His efforts paid off when NASCAR officials granted Rockingham the NASCAR Camping World Truck Series race. Shortly following this announcement, Rockingham agreed with Good Sam Club and Cheerwine to be the sponsors of the inaugural race.

In preparation of the race, Rockingham spent \$1 million on upgrades in the fall of 2011 to bring the speedway up to NASCAR safety standards. Included in the improvements was the installation of the SAFER barrier system, upgrades to the track's scoring system and pit road, and other aesthetic improvements.

NAMING RIGHTS: N/A

Facility Name: Sonoma Raceway

Location: Sonoma, CA

Facility Description: 2.52 mile road course

Events: Toyota/Save Mart 350 (NASCAR Sprint Cup), Indy Grand Prix of Sonoma (IndyCar)

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](#)

UPDATE: Formerly Infineon Raceway, the name was changed back to Sonoma Raceway after a ten-year naming rights agreement with Infineon Technologies expired on June 1, 2012. Officials at the track are currently searching for a new brand identity and plan to have one established by the end of 2012. Until that time, the raceway will be identified by its location.

NAMING RIGHTS: N/A

Facility Name: Talladega Superspeedway

Location: Talladega, AL

Facility Description: 2.66 mile tri-oval

Events: Coca-Cola 250 powered by fred's (NASCAR Camping World Truck Series), Aaron's 499 (NASCAR Sprint Cup), Good Sam Roadside Assistance 500 (NASCAR Sprint Cup), Aaron's 312 (NASCAR Nationwide 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](#)

UPDATE: In May 2012, Talladega Superspeedway decided to replace all existing seats in the Tri-Oval and OV Hill South Towers with wider, more comfortable seats. This renovation was part of a four-phase process that will see all seats in the country's largest speedway upgraded to the more fan friendly chairs. All lower grandstand seats were converted in Phase 1 of the project. The May 2012 renovation was part of Phase 2. Phase 3 will include upgraded seats in the Talladega, Moss-Thornton, Birmingham, O.V. Hill North, and Anniston towers while Phase 4 will renovate remaining seats in the Talladega, Lincoln, and Gadsden towers. No completion date for the whole project has been announced.

In sponsorship news, O'Reilly Auto Parts and Talladega Superspeedway announced an agreement starting with the 2012 season. The multi-year agreement gives O'Reilly the distinction of the Official Auto Parts Retailer of Talladega.

NAMING RIGHTS: N/A

Facility Name: Texas Motor Speedway

Location: Ft. Worth, TX

Facility Description: 1.50 mile quad-oval

Events: WinStar World Casino 400K (NASCAR Camping World Truck Series), WinStar World Casino 350K (NASCAR Camping World Truck Series), Samsung Mobile 500 (NASCAR Sprint Cup), AAA Texas 500 (NASCAR Sprint Cup), O'Reilly Auto Parts 300 (NASCAR Nationwide Series), O'Reilly Auto Parts Challenge (NASCAR Nationwide Series), Firestone 550K (IndyCar)

Principal Owner: Speedway Motorsports Inc.

Date Built: 1997

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

Facility Financing: N/A

[Facility Website](#)

UPDATE: Seeking to fulfill a 16-race schedule, IndyCar approached Texas Motor Speedway to see if it would host the 2012 IndyCar finale after a scheduled race in China fell through. The speedway declined due to an inability to properly promote the race to a satisfactory standard.

On the track, all races at the speedway in 2012 will be night races with the exception of the AAA Texas 500. Officials believe this will help boost ticket sales and fan excitement.

NAMING RIGHTS: N/A

Facility Name: Watkins Glen International

Location: Watkins Glen, NY

Facility Description: 2.45 mile road course

Events: NASCAR Sprint Cup Series at The Glen (NASCAR Sprint Cup), Zippo 200 at the Glen (NASCAR Nationwide Series)

Principal Owner: International Speedway Corp.

Date Built: 1953

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

Facility Financing: Privately financed by Cameron Argetsinger.

[Facility Website](#)

UPDATE: Beginning in 2011, fans have seen many capital improvements underway at Watkins Glen. Projects included expanding the curb off of Turn 1, creating two retention ponds inside of

Gate 2, completing work on The Glen Club, and constructing new grandstands. All projects were finished prior to the start of racing at Watkins Glen in the 2012 season. With these projects completed, Watkins Glen has now spent just over \$30 million on improvements since 2001.

IndyCar decided not to bring racing to the Glen in 2012 and currently has no plans for a race in 2013.

NAMING RIGHTS: N/A