



MOTORSPORTS

{Appendix 6, to [Sports Facility Reports, Volume 12](#)}

Research completed as of July 26, 2011

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), Great Clips 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: Night racing came back to AMS during Labor Day weekend 2011, where the track hosted three days of NASCAR night racing. The weekend started with a Camping World Truck Series race, followed by a Nationwide race and a Sprint Cup race. The Nationwide race was hosted by Great Clips, the longest-standing primary sponsor in the Nationwide Series, having been a sponsor since 2000. AMS hosted the largest Nationwide event crowd in Atlanta Motor Speedway history last year at the Great Clips 300.

Additionally, title sponsorship has changed for two NASCAR races at Atlanta Motor Speedway. The Sprint Cup race is now the AdvoCare 500 and the Truck Series race is the Atlanta 200. The multi-year contract between AdvoCare and the Speedway calls for AdvoCare to sponsor the track's Labor Day Weekend NASCAR Sprint Cup Series night race in addition to being the official performance products of the Speedway.

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)

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: The Auto Club 500 has been changed to the Auto Club 400 after an overwhelming fan response to the Pepsi Max 400 which was a 100 miles shorter than the previous year's race.

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: O'Reilly Auto Parts 200 (NASCAR Camping World Truck Series), Jeff Byrd 500 (NASCAR Sprint Cup), Irwin Tools Night Race (NASCAR Sprint Cup), Scotts EZ Seed 300 (NASCAR Nationwide Series), Food City 250 (NASCAR Nationwide 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: Food City officials surprised the NASCAR community with their decision to forgo traditional entitlement rights, choosing to name the March 20, 2011 Sprint Cup event the Jeff Byrd 500 Presented by Food City, in honor of the President and General Manager of Bristol Motor Speedway who passed away in October 2010. Food City is Bristol Motor Speedway's longest-running sponsor, and the second longest sponsorship in NASCAR motorsports. 2011 marks Food City's 20th year as the sponsor of both the NASCAR Sprint Cup race in March and the Food City 250 Nationwide event in August.

BMS will be featured on the cover of NASCAR The Game 2011.

Bristol Motor Speedway dedicated a POW/MIA memorial in the grandstands. The Empty Chair

Memorial, which serves as a symbol of the thousands of American POW/MIAs still unaccounted for from all foreign conflicts, will be placed on the front stretch grandstands, just behind the flag stand.

In March 2011, BMS opened a new Sharpie Kids Zone, where children can produce their own artwork, balloon animals, play cornhole, and play Sharpie Putt-Putt.

In a recent *Business Insider* article, entitled the “100 Best Venues In Sports”, Bristol Motor Speedway ranked 77th and was the only NASCAR track on the list.

After two successful races, Scotts Turf Builder and BMS announced that they would continue their partnership through the 2011 season.

BMS has added more than 160 feet of safer barriers at the exits of Turns 2 and 4. The barriers will narrow the racetrack by three feet.

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), Top Gear 300 (NASCAR Nationwide Series), Dollar General 300 Miles of Courage (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: In May 2011, Charlotte Motor Speedway became home to the World’s largest HDTV screen. Designed and created by Panasonic, the approximately 200’x80’ screen is centered across from the start/finish line. Fans seated throughout the frontstretch have clear viewing angles of instant replays, leaderboard updates, and interactive entertainment. More than nine million LED lights illuminate the screen during each NASCAR race event at Charlotte Motor Speedway.

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: NASCAR Camping World Truck Series Race (NASCAR Camping World Truck Series), Geico 400 (NASCAR Sprint Cup), Dollar General 300 (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 in July 2011 that Geico is sponsoring the Sprint Cup Series race. The Geico 400 will be the first race in the Chase for the NASCAR Sprint Cup, and it is the first time in Chicagoland history that the track will host the season's first Sprint Cup race.

For 2011, the NASCAR Camping World Truck Series Race does not have a sponsor. Also, a new Nationwide Series race was added this season, the STP 300.

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 1), NAPA Autoparts 200 (NASCAR Nationwide Series)

Principal Owner: City of Montreal

Date Built: 1977

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

Facility Financing: N/A

[Facility Website](#)

UPDATE: Formula 1 returned to Montreal in June of 2010. After not hosting a race in Montreal in 2009, Formula 1 reached a 5-year \$75 million agreement to bring racing back to Montreal in 2010. The agreement guarantees a race in Montreal every year through the 2014 season.

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: Showtime Southern 500 (NASCAR Sprint Cup), Royal Purple 200 (NASCAR Nationwide Series), Too Tough to Tame (NASCAR Camping World Trucks Series)

Principal Owner: International Speedway Corp.

Date Built: 1950

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

Facility Financing: Privately financed by Harold Brasington.

[Facility Website](#)

UPDATE: All of the track walls were painted after the Royal Purple 200 race in May 2011. The project required over 100 gallons of paint.

Signage around the facility was updated with new 3-D maps, making it easier for fans to find their way around the 400-plus acre facility. Additionally, new parking lot marker signs were added in the Petty Boulevard parking lot, making it easier for fans to locate their vehicles. Fans will now be permitted to bring in coolers measuring 14"x14"x14"– six times larger than the size previously permitted.

Darlington Raceway officials rededicated the facility's media center in honor of former track President and NASCAR Vice President of Corporate Communication, Jim Hunter. A plaque featuring a photo of the late Jim Hunter was installed near the building's main entrance.

NAMING RIGHTS: N/A

Facility Name: Daytona International Speedway

Location: Daytona Beach, FL

Facility Description: 2.5 mile tri-oval

Events: 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: During the Coke Zero 400 Powered By Coca-Cola, Daytona International Speedway was the first NASCAR racing venue to debut 3D Signs turf logos. The logos are located in two areas on the Daytona International Speedway property. The first, a Coke Zero 400 Powered By

Coca-Cola race logo, is located on the grass inside of Turn 4. The second, a Coca-Cola logo, was featured on the inside wall at the exit of Pit Road.

Budweiser will continue to serve as both the exclusive official beer sponsor of Daytona International Speedway and the entitlement sponsor for the Budweiser Shootout following a multi-year partnership renewal. Under the terms of the agreement, Budweiser will maintain signage rights for all events at Daytona International Speedway as well as the naming rights of the infield concession area—the Budweiser Bistro and the Budweiser Party Porch.

Daytona International Speedway named Halifax Health as the Official Healthcare System of the speedway. Under the terms of the agreement, Halifax Health physicians and staff provided medical services to visitors, crews, staff, and drivers at the speedway's three care centers during Speedweeks 2011 events and the Daytona 500 on February 20th, and will continue to provide those same services at other events throughout the year.

Daytona International Speedway has a new mobile website in 2011. With the new mobile website, fans can access ticket and race weekend information directly from their smart phones. In addition, speedway officials announced the return of the Fan Texting Service, allowing fans to communicate directly with officials on the property to report a safety issue, ask a seating question, or request general assistance.

Americrown Service Corporation, the catering, concessions, and merchandise subsidiary of International Speedway Corporation ("ISC"), announced the implementation of credit card payment systems at concessions stands. All major credit cards will now be accepted for payment at Americrown concessions and merchandise locations.

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), Autism Speaks 400 presented by FedEx (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: Fans are permitted to bring in 14"x14"x14" coolers with wheels and telescoping handles. Fans are also allowed to exit the speedway to refill their coolers at any point during the day.

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 200 (NASCAR Camping World Truck Series), Ford 400 (NASCAR Sprint Cup), Ford 300 (NASCAR Nationwide Series), Miami Indy 300 (IndyCar)

Principal Owner: International Speedway Corp.

Date Built: 1995

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

Facility Financing: N/A

[Facility Website](#)

UPDATE: Budweiser will begin a non-exclusive promotional partnership with Homestead-Miami Speedway in 2012. Budweiser's promotional partnership will include race tickets and hospitality assets with the purpose of activating in-market sweepstakes, facilitating ticket giveaways, and capitalizing on a retail point-of-sale presence throughout the Florida region.

NAMING RIGHTS: N/A

Facility Name: Indianapolis Motor Speedway

Location: Indianapolis, IN

Facility Description: 2.5 mile oval; 2.605 mile road course

Events: Brickyard 400 (NASCAR Sprint Cup), 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: The Brickyard 400 remains unsponsored for the second year in a row. A Centennial Golden Brick was placed in the famous Yard of Bricks at Indianapolis Motor Speedway, celebrating the 100th Anniversary of the Indianapolis 500. The 100th Anniversary race took place May 29, 2011. Ray Harroun, winner of the first Indianapolis 500 in 1911, is featured on 50 million First-Class Mail Forever stamps to commemorate the 100th Anniversary of the Indianapolis 500.

Indianapolis 500 fans were able to order their tickets online for Miller Lite Carb Day or Race Day and immediately print them, the first time print-at-home tickets have been offered for this event.

IMS is presenting its first Kids Club for the 2011 season. Indianapolis Motor Speedway Kids Club benefits include a welcome letter from a driver, a “Kid-ential” membership card and lanyard, a Kids Club T-shirt, a lunch bag with school supplies, temporary tattoos and a Mattel Hot Wheels car.

NAMING RIGHTS: N/A

Facility Name: Infineon Raceway

Location: Sonoma, CA

Facility Description: 2.52 mile road course

Events: Toyota/Save Mart 350 (NASCAR Sprint Cup), Indy Grand Prix of Sonoma County 300 (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: *Car and Driver* magazine judged Infineon Raceway as one of the top road-racing circuits in the United States.

Infineon Raceway and Panasonic have entered into a multi-year relationship, marking the launch of the facility’s comprehensive sustainability initiative. The centerpiece of the Panasonic collaboration will be a major solar-electric-power-generating installation at the raceway with a capacity of more than 350 kilowatts, along with a new dual-sided, solar-powered LED display board along Highway 37. Panasonic will assume a charter sponsor role in the raceway’s new green performance program in an agreement that runs through 2015. The cooperation with Panasonic also includes the renaming of the Infineon Raceway Technology Center. It will now be known as the Panasonic Technology Center.

In addition to the solar-powered LED board, Infineon Raceway partnered with the Conservation Corps North Bay to collect more than 67 tons of materials to be recycled during the 2010 season. The raceway has collected more than 208 tons of materials since the inception of its recycling program in 2004.

NAMING RIGHTS: Infineon Technologies, based in Munich Germany, has a ten-year naming rights agreement for the raceway that runs through 2011.

Facility Name: Iowa Speedway

Location: Newton, IA

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

Events: Coca-Cola 200 presented by Hy-Vee (NASCAR Camping World Truck Series), John Deere Dealers 250 presented by Pioneer (NASCAR Nationwide Series), U.S. Cellular 250 presented by Enlist Weed Control System (NASCAR Nationwide Series), Iowa Corn 250 presented by Pioneer (IndyCar)

Principal Owner: U.S. Motorsport Entertainment 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: Coca-Cola and Hy-Vee sponsored the NASCAR Camping World Truck Series in 2011. Both are official partners of Iowa Speedway, but this is their first race sponsorship. Also, Enlist Weed Control System from Dow AgroSciences is the presenting sponsor of the U.S. Cellular 250 in August. This sponsorship qualifies the Enlist Weed Control System as an official partner of Iowa Speedway for the 2011 racing season. Additionally, John Deere partnered with ten of its Iowa dealers to sponsor the Iowa John Deere Dealers 250 presented by Pioneer NASCAR Nationwide Series Race.

Iowa Speedway entered into a new partnership with Truck Country of Iowa starting with the 2011 race season. The three-year deal provides the track with three recovery vehicles—two tow trucks and one roll-back car carrier. These track service vehicles will go into action if cars are involved in an accident and are unable to make it to the garage area. Also, in the event of rain, the vehicles will help in the drying effort.

Hollywood movie stars Zac Efron and Emmy-nominated actor Dennis Quaid were at Iowa Speedway on July 16, filming scenes for a currently untitled racing movie.

NAMING RIGHTS: N/A

Facility Name: Kansas Speedway

Location: Kansas City, KS

Facility Description: 1.5 mile tri-oval

Events: O'Reilly Auto Parts 250 (NASCAR Camping World Truck Series), STP 400 (NASCAR Sprint Cup), Hollywood Casino 400 (NASCAR Sprint Cup), Kansas Lottery 300 (NASCAR Nationwide Series), Road Runner Turbo Indy 300 (IndyCar)

Principal Owner: International Speedway Corp.

Date Built: 2001

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

Facility Financing: N/A

[Facility Website](#)

UPDATE: Immediately following the 2012 STP 400 at Kansas Speedway, the track will undergo a massive renovation project that includes repavement of the existing track surface, reconfiguration of the oval, and addition of a new infield road course. ISC Design and Development will oversee the repave and road course projects. The group will utilize state of the art computer modeling to develop track geometry that features up to 20 degrees of variable banking in the turns; the current banking at Kansas Speedway has 15 degree uniform banking in the turns. To accomplish this reconfiguration, construction crews will remove the existing oval track asphalt and re-grade the underlying soil to create the variable banking. In addition to the turns, the frontstretch, backstretch, and pit road will all be reconstructed.

Kansas Speedway is increasing the width of its seats throughout the grandstands, including chair-back and bleacher seating. Seats that are currently 18 inches will become 20 inches and seats that are 20 inches will increase to 22 inches, which will improve fan comfort during events. The previous grandstand seats, both aluminum and plastic, will be recycled.

In addition to widening seats in the grandstand, Kansas Speedway is also increasing the size of coolers fans can bring to the track. Soft-sided coolers measuring 14"x14"x14" will be permitted—six times bigger than in the past. Kansas Speedway is also adding an additional 185-paved camping spots to its Blue Ox campground.

Kansas Speedway President announced that Hollywood Casino at Kansas Speedway will sponsor the fall NASCAR Sprint Cup Series race for ten years, beginning with the October 9, 2011 race. The race will be named the Hollywood Casino 400 at Kansas Speedway. In April 2010, construction began on the Hollywood Casino at Kansas Speedway overlooking Turn two of the track. The new facility is expected to open in the first half of 2012.

Additionally, Kansas Speedway announced that SFP has signed a multi-year deal to sponsor the NASCAR Camping World Truck Series race at Kansas Speedway starting in 2012.

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 225 (NASCAR Camping World Truck Series), Feed the Children 300 (NASCAR Nationwide Series), Quaker State 400 (NASCAR Sprint Cup), Indy 300 (IndyCar)

Principal Owner: Speedway Motorsports, Inc.

Date Built: 2000

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

Facility Financing: N/A

[Facility Website](#)

UPDATE: In anticipation of the Quaker State 400, the first Sprint Cup race the track has hosted, Kentucky Speedway enhanced its facility by constructing the 19,000 seat Kentucky Tower and Ohio Tower grandstands. Improvements include chair back seating, moving pit road closer to the grandstands, expanding infield, reserved and general camping areas, and adding new concession and restroom facilities. Total seating capacity increased by over 30,000 seats.

Additionally, Kentucky Speedway opened new corporate offices. The expanded two-story building previously known as the track's Fan Center will feature new ticket areas, conference rooms, and offices that will house and support all communications, sales, marketing, and administrative functions.

A new five-year partnership with Coca-Cola North America has resulted in Coke being the exclusive non-alcoholic beverage provider to Kentucky Speedway. Coca-Cola and Kentucky Speedway worked together to create a series of entertainment and promotional programs designed to enhance the fan experience and promote the venue's events for the 2011 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: Lowe's and its Kobalt Tools brand are partnering with Las Vegas Motor Speedway.

The companies announced a multi-year agreement that will make Kobalt Tools the sponsor of the NASCAR Sprint Cup Series race at the Speedway.

Rheem will serve as the official heating, cooling and water-heating supplier to LVMS for 2011. This is the first time in the company's history that Rheem has forged a partnership with a NASCAR track.

Las Vegas Motor Speedway hosted a group date on an episode of the ABC-TV reality series *The Bachelor*. The episode featured LVMS and the newest *Bachelor*, Brad Womack.

NAMING RIGHTS: N/A

Facility Name: Lucas Oil Raceway

Location: Indianapolis, IN

Facility Description: 0.686 mile oval; 2.5 mile road course

Events: AAA Insurance 200 presented by J.D. Byrider (NASCAR Camping World Truck Series), 30th Annual Kroger 200 (NASCAR Nationwide Series)

Principal Owner: National Hot Rod Association

Date Built: 1960

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

Facility Financing: N/A

[Facility Website](#)

UPDATE: The motorsports facility is now known as Lucas Oil Raceway, after Forrest Lucas purchased the naming rights from the NHRA. NASCAR's Nationwide Series and Camping World Truck Series will not return to the track in 2012, with the Nationwide race moving to Indianapolis Motor Speedway. Lucas Oil said it will renegotiate the terms of the naming rights deal because a clause in the company's contract with the raceway allows Lucas Oil to renegotiate its sponsorship arrangement should NASCAR pull out.

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: Work was completed on a new on/off ramp to the US-58 bypass that allows fans easier entrance and exit from the first and second turn of the racetrack. This ramp will help with traffic delays that have plagued the raceway in the past. An old wire fence, which was separating the grandstands and the racetrack, was removed. The older fence became obsolete when the new, state-of-the-art safety fence was added.

New restrooms and concession stands at the first-turn end of the front stretch were constructed prior to the 2011 season. The project is part of a multi-phase effort that will result in most of the restrooms and concession stands along the front stretch being replaced. It is being funded by a Virginia Tobacco Commission grant of \$1.5 million, which is being matched by Martinsville Speedway. A new speaker system was also installed. Additionally, fan seats were widened by two inches, and cooler policies have been relaxed to allow fans to carry in larger coolers.

NAMING RIGHTS: N/A

Facility Name: Memphis International Raceway

Location: Memphis, TN

Facility Description: 0.75 mile oval; 1.7 mile road course

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

Principal Owner: Moroso Investment Partners

Date Built: 1986

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

Facility Financing: Privately funded by a group of investors headed by Ed Gatlin.

[Facility Website](#)

UPDATE: Moroso Investment Partners, the ownership group of Palm Beach International Raceway, purchased the Memphis Motorsports Park track property from Dover Motorsports Inc. for \$2.062 million. Moroso Investment Partners was the high bidder at an auction held on December 14, 2010. The purchase included all 342 acres, including the ¼ mile drag strip, the ¾ mile paved oval and the road course. All equipment, furniture and fixtures were sold separately at the auction.

Jason Rittenberry, the CEO of Palm Beach International Raceway, said the Memphis racetrack will need \$1.5-2 million in capital improvements to get it ready to host major events. It also remains to be seen whether any NASCAR events will return to Memphis. The facility was renamed the Memphis International Raceway.

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), Helluva Good! Sour Cream Dips! 400 (NASCAR Sprint Cup), 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: The track's scoreboard was redesigned for the 2011 season, and three of the general admission grandstands were taken down near the Turn 3 area. This decreased the track's capacity by 12,000 seats. The track is exploring options for the area, including the potential for trackside camping and hospitality.

The track will recycle the grandstands and relocate the steel and aluminum to Watkins Glen International, so the road course will be able to add permanent grandstand seating for its race weekends. This project will recycle 300 tons of steel and 105 tons of aluminum.

Other new projects include additional parking for handicapped guests, as well as paving a new tram route from the speedway's Lot 10 to the frontstretch area of the New Holland Fan Plaza. Finally, the track received a second network TV broadcast booth to accommodate its national television broadcast partners. In total, about \$3 million was spent on upgrades and changes at the track prior to the 2011 season.

The track will be repaved in 2011. Pit road was repaved following the Helluva Good! Sour Cream Dips 400 in June, and the rest of the track's two-mile oval racing surface will be repaved following the NASCAR Sprint Cup Series race in August. The oval track repaving project consists of removing the top two inches of the existing asphalt pavement, and placing two lifts of asphalt – each 1 ½ inches thick – as a leveling course and a final wearing course. About 646,000-square-feet of asphalt will be removed. Another 22,000 tons of new asphalt will go in its place.

In addition to a new mobile website, speedway officials announced its new MIS Mobile Fan Club, enabling track staff to communicate directly with guests.

Alliance Truck Parts has signed a three-year naming rights deal with Michigan International Speedway for the NASCAR Nationwide Series Alliance Truck Parts 250.

NAMING RIGHTS: N/A

Facility Name: The Milwaukee Mile

Location: West Allis, WI

Facility Description: 1.0 mile oval

Events: Milwaukee 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: The Fair Park continues to search for a new promoter to bring major racing back to the track, but in the mean time, no NASCAR events will be held at the Milwaukee Mile facility in 2011.

NAMING RIGHTS: N/A

Facility Name: Nashville Superspeedway

Location: Lebanon, TN

Facility Description: 1.333 mile oval; 1.8 mile road course

Events: Bully Hill Vineyards 200 (NASCAR Camping World Truck Series), Lucas Deep Clean 200 (NASCAR Camping World Truck Series), Nashville 300 (NASCAR Nationwide Series), Federated Auto Parts 300 (NASCAR Nationwide Series)

Principal Owner: Dover Motorsports, Inc.

Date Built: 2001

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

Facility Financing: Privately financed by Dover Motorsports, Inc.

[Facility Website](#)

UPDATE: No update.

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 175 (NASCAR Camping World Truck Series), Lenox Industrial Tools 301 (NASCAR Sprint Cup), Sylvania 300 (NASCAR Sprint Cup), New England 200 (NASCAR Nationwide Series), MoveThatBlock.com Indy 225 (IndyCar)

Principal Owner: Speedway Motorsports, Inc

Date Built: 1990

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

Facility Financing: N/A

[Facility Website](#)

UPDATE: The IZOD Indy Racing Series will return to New Hampshire in 2011, and will be sponsored by Movethatblock.com. This is the first time Indy has come to New Hampshire Motor Speedway in thirteen years.

A new \$1.2 million Panasonic video scoreboard was installed prior to the 2011 season. The steel frame supports three 32'x18' Panasonic TV screens, providing views of race action and instant replays. Below the video boards is a scrolling leaderboard with color graphics that gives fans running positions and lap times for all 43 drivers, along with interesting race statistics and event information. New Hampshire Motor Speedway will auction off the old scoreboard at a later date with all proceeds benefitting the New Hampshire Chapter of Speedway Children's Charities.

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), Wypall 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: Phoenix International Raceway is undertaking the facility's first major track re-paving project since 1990. Construction began in March 2011 and is slated to conclude in September 2011.

PIR launched a new mobile version of PhoenixRaceway.com, giving race fans the opportunity to

access all the latest news and information with their smart phones. By creating a mobile version of the PIR website, fans will be able to access information about race schedules, events, gate policies and ticket information more easily. The mobile website is accessible from all smart phones.

Phoenix International Raceway President Bryan R. Sperber announced that RIDEMAKERZ, the first-ever customizing shop for one-of-a-kind radio control cars, has joined the family of official partners at PIR. RIDEMAKERZ will debut its new collection of NASCAR licensed products during the Kobalt Tools 500 weekend in November 2011.

Also beginning in 2011, PIR will allow soft-sided coolers that measure up to 14"x14"x14" into the stadium—six times the size previously permitted. Lightweight backpacks or daypacks will also be permitted.

NAMING RIGHTS: N/A

Facility Name: Pocono Raceway

Location: Long Pond, PA

Facility Description: 2.5 mile tri-oval

Events: 5-Hour Energy 500 (NASCAR Sprint Cup), Sunoco Red Cross Pennsylvania 500 (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: In August 2010, Pocono Raceway completed the world's largest solar energy project at a sports venue. The project includes 40,000 photovoltaic panels that were installed on 25 acres across the street from the raceway. The site was used for parking in the past. The Pocono Raceway Solar Project was recognized as the winner of the 2011 Excellence in Renewable Energy Awards, Readers Choice Award. Of the hundreds of nominees, The Pocono Raceway Solar Project was one of four finalists selected by the Renewable Energy World Network of Editors. Pocono Raceway's Solar Project was recognized for its achievements in developing the world's largest solar-powered sports facility. The award was announced at the Renewable Energy World Conference & Expo in Tampa, Florida on March 8, 2011.

NAMING RIGHTS: N/A

Facility Name: Richmond International Raceway

Location: Richmond, VA

Facility Description: 0.75 mile oval

Events: One Last Chance to Make The Chase (NASCAR Sprint Cup), Crown Royal Presents the Matthew and Daniel Hansen 400 (NASCAR Sprint Cup), Bubba Burger 250 (NASCAR Nationwide Series), 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: Richmond International Raceway's grandstands became smoke-free beginning in 2011. Fans who smoke may continue to do so in approved areas only. The new policy is in response to negative fan feedback. Richmond International Raceway is also launching a Fan Advisory Board. The group of fans will represent the entire body of fans to assist the track in continuing to improve the overall fan experience.

Many upgrades welcomed patrons for the 2011 season. Nearly all of the grandstand seats were widened and now measure 22 inches. Backpacks and coolers up to 14"x14"x14" are now permitted, and fans may continue to bring their own food and beverages. Additionally, more than twenty 42" televisions were installed throughout the concourse, underneath the grandstands.

Safer barriers will be installed in time for the September "One Last Race to Make The Chase" NASCAR weekend at Richmond International Raceway. The new safer barriers will cover the entire length of the inside backstretch wall, which is more than 900 feet.

International Speedway Corporation named Dennis Bickmeier President of Richmond International Raceway. Bickmeier was most recently Vice President of Consumer Sales and Marketing for Michigan International Speedway. Former RIR President, Doug Fritz, resigned to pursue other career opportunities.

NAMING RIGHTS: N/A

Facility Name: Road America

Location: Elkhart Lake, WI

Facility Description: 4.048 mile road course

Events: Bucyrus 200 (NASCAR Nationwide Series)

Principal Owner: Road America, Inc.

Date Built: 1955

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

Facility Financing: N/A

[Facility Website](#)

UPDATE: Chevrolet and Road America announced a multifaceted marketing partnership. Chevrolet is now the official Vehicle of Road America, the Corvette Bridge will return to the track, and the Corvette World Tribute will celebrate Corvette's rich racing heritage.

Suzuki returns as official Motorcycle and ATV of Road America. Suzuki motorcycles and ATVs are used in the Road America Motorcycle School and Group Adventure Programs.

The NASCAR Nationwide Series returned in 2011 with the Bucyrus 200.

NAMING RIGHTS: N/A

Facility Name: Talladega Superspeedway

Location: Talladega, AL

Facility Description: 2.66 mile tri-oval

Events: Talladega 250 (NASCAR Camping World Truck Series), Aaron's 499 (NASCAR Sprint Cup), Talladega 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: AMP Energy Juice is sponsoring twelve new Guest Experience Centers at Talladega Superspeedway that will provide race fans with event information. Additionally, at the conclusion of each race, the Guest Experience Centers will provide samples of AMP Energy Juice and other Pepsi Products. AMP Energy Juice Guest Experience Centers will be staffed by experienced Talladega Superspeedway Guest Services employees and stocked with maps, event guides and sponsor information.

A new shower and restroom facility outside of Turn 1 will service the Family and Free South campgrounds. The new shower house has 18 showers on each side and more than 30 restroom

facilities on each side. The new shower facility measures approximately 6400 square-feet, compared to approximately 800 square-feet for the old facility. Rheem tank-less hot water heaters provide instant hot water throughout the shower house. The old shower house was converted into a Security and Guest Services building that will service the South side of the track.

To help make the race day experience more enjoyable, fans may now carry in soft-sided coolers that measure no greater than 14”x14”x14”—six times the size previously permitted.

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: In early 2010, Texas Motor Speedway (TMS) announced two multi-year title sponsorship agreements for two of the major events at TMS. AAA Texas agreed to a five-year deal to become the title sponsor of the fall NASCAR Sprint Cup Series race at TMS. As part of the deal, AAA Texas will also be the official auto club and auto insurance of Texas Motor Speedway. Firestone also reached a two-year agreement to be the title sponsor of the IndyCar race at TMS.

NASA Pilot Doug Hurley took a Texas Motor Speedway flag on board Atlantis—the 135th and final mission of NASA’s space shuttle program. Hurley, a season-ticket holder at Texas Motor Speedway since 2005, was presented with a 3’x5’ “No Limits” flag from TMS President Eddie Gossage. While thousands of souvenirs are included in the STS-135 Official Flight Kit inventory, NASCAR is the only professional sports series on board Atlantis.

NAMING RIGHTS: N/A

Facility Name: Watkins Glen International

Location: Watkins Glen, NY

Facility Description: 2.45 mile road course

Events: Helluva Good! Sour Cream Dips! at The Glen (NASCAR Sprint Cup), Zippo 200 at the Glen (NASCAR Nationwide Series), Camping World Grand Prix at The Glen (IndyCar)

Principal Owner: International Speedway Corp.

Date Built: 1953

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

Facility Financing: Privately financed by Cameron Argetsinger.

[Facility Website](#)

UPDATE: Fans will experience a wide range of changes at Watkins Glen International in 2011. Four new grandstands, a new Crown Royal Club, and permanent showers in the infield are among the changes. The estimated cost of this project is approximately \$3 million.

Watkins Glen International and long-time partner, Steuben have signed a new agreement that not only renews their partnership, but expanded it to include involvement in the Finger Lakes Wine Festival presented by Yancey's Fancy New York's Artisan Cheese in July 2011. This is the first time that the glass and crystal maker has moved beyond making the trophies for the marquee racing events at Watkins Glen International and into being featured during an event.

NAMING RIGHTS: N/A