



|||| TRACK TIME ||||

10 RECORDS AND MILESTONES NASCAR IN 2015

1

The Chase for the NASCAR Sprint Cup Championship race on NBC and NBCSN was the most-watched finale since 2005 – peaking with nearly 12.4 million average viewers.

HOMESTEAD-MIAMI SPE



2



NASCAR set new records with 4.1 billion social media impressions and 1.1 billion page views – an increase of more than 20 percent from 2014.

3



The launch of the Fanatics Trackside Superstore resulted in a +20 percent increase of NASCAR driver merchandise sales at tracks.

4



NASCAR Next alumni swept the Sunoco Rookie of the Year Awards across the three national series for the second consecutive year. NASCAR Drive for Diversity alumni Daniel Suárez (above) and Darrell Wallace Jr. waged battle for rookie supremacy in the NASCAR XFINITY Series.

5



Throwback weekend at Darlington Raceway celebrated the storied history of NASCAR with collaborative industry support, 14 NASCAR Hall of Famers in attendance and 32 retro paint schemes on the track.

6



Nearly 1 in 2 Fortune 100 companies relied on NASCAR to build their brands.

7



For the first time, NASCAR announced multi-year sanctioning agreements with tracks. These five-year agreements will transform planning, promotion, sponsorships and the fan experience.

8



In Jeff Gordon's final season, he broke Ricky Rudd's Iron Man record with his 789th consecutive NSCS start and brought out the star power as Tom Cruise introduced him for his final speech as a driver.

9



Unprecedented influx of technological advancements, including pit road officiating, the mobile inspection app, live streaming R&D inspections and the digital dashboard.

10



Nearly 230 million viewers watching NASCAR drivers appear in 77 primetime shows including American Idol on FOX and Chicago Fire on NBC.

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A Season of Change

From Tony Stewart's swan song to a collection of significant rules changes, NASCAR's 2016 season is set up to be one of excitement and adrenaline-pumping action. What else is new?

One of the fastest-growing sports in terms popularity in the United States, NASCAR has attracted a fan base made up of young and old devotees who come out in droves to support their favorite drivers. And if last season was any indication, they will not be disappointed with the 2016 slate of NASCAR driving.

One of last year's surprise stories, Kyle Busch, looks to be a favorite to defend his 2015 Sprint Cup championship. With the title under his belt and a leadership role on last season's most dominant team — Joe Gibbs Racing — Busch appears to have the inside track to repeat performance.

MAJOR PACKAGE CHANGE

Even if the Sprint Cup champion doesn't change in 2016, plenty of adjustments are in order for the way drivers approach the track this season. In a move that was supported by both drivers and fans after being tested in 2015, NASCAR is implementing a new low-down force package for 32 of the 36 races this season.

Many feel the rule alterations will have a dramatic and positive impact on racing as we know it.

The base package includes a 3.5-inch spoiler, a quarter-inch front leading splitter edge and a 33-inch wide radiator pan. NASCAR has altered fans to expect a multitude of lead changes and faster races from beginning to end as result of the changes.

DRIVER CHANGES

Speaking of major change, many of



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racing's most prominent teams are seeing plenty of new faces enter their crews. Racing legend Jeff Gordon retired at the end of 2015, and his spot on Jeff Hendrick Motor Sports will be filled by Chase Elliott. Moving up from the

Xfinity series, Elliott will be looking to his teammates Jimmy Johnson, Kasey Kahne and Dale Earnhardt, Jr., for guidance.

Another bigtime retirement was announced at the end of 2015, as Tony

Stewart let the racing world know that this will be his last NASCAR season. With 48 career wins and three Sprint Cup championships, Stewart has been a force in the sport for a long time. He will be replaced by Clint Bowyer in 2017.

2015 BY THE NUMBERS

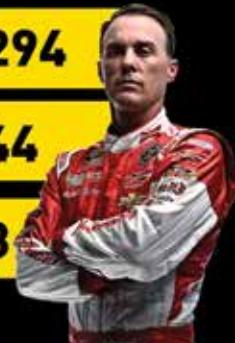
TOTAL NUMBER OF WINNERS

12
WINNER

MOST OWNER WINS

15

KEVIN HARVICK

MOST LAPS LED
Second straight year leading over 2,000 laps**2294**

MOST CHASE LAPS LED

844

MOST TOP FIVES

23**28**

MOST TOP 10S

28

JEFF GORDON

NASCAR'S NEW IRON MAN
797
CONSECUTIVE NSCS STARTS

KYLE BUSCH

JOEY LOGANO

MOST CONSECUTIVE WINS

3

JIMMIE JOHNSON

10TH
CAREER WIN ATDOVER
INTERNATIONAL SPEEDWAY

FIRST DRIVER CHAMPIONSHIP

MOST MANUFACTURER WINS **15**FIRST-TIME
NASCAR SPRINT CUP SERIES
CHAMPION
KYLE BUSCH

Can Busch Do It Again?

When Kyle Busch kissed the Sprint Cup trophy on the championship stage at Homestead-Miami Speedway to celebrate his first title, he did so with great appreciation for the feat he had just pulled off.

Busch was beat up for most of the season thanks to a crash in the season-opening NASCAR Xfinity Series race at Daytona International Speedway. The accident left him with a broken right leg and a broken left foot, forcing him out of action for the first 11 points races of the season.

NASCAR granted Busch a waiver to make the Chase, which he fulfilled by winning at least one race and cracking the top 30 points before the end of the 26-race regular season. Busch's victory came at Sonoma Raceway when he beat his older brother to start a stretch of four wins in five races.

A SUPERSTAR TEAM

Busch took home the 2015 championship by being the top finisher among the Championship 4 drivers, beating out Kevin Harvick, Jeff Gordon and Martin Truex Jr. The championship-capping victory came at the Ford EcoBoost 400 in Miami, with Busch leading the last seven laps of the 267-lap event.

The title makes the Busch brothers — Kurt won the 2004 championship — the second pair of brothers in NASCAR history to win premier series championships. Terry Labonte won titles in 1984 and 1996,



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while Bobby claimed his championship in 2000.

SEASON OF DISTRACTIONS

Busch had plenty to think about during the 2015 season.

His wife delivered the couple's son just days after his return to competition. He also signed a contract extension and was forced into dealing with his early-season injuries. And his

own personal racing team, Kyle Busch Motorsports, earned another championship with driver Erik Jones winning the NASCAR Camping World Truck Series title.

Despite those life changes, distractions and adversity, Busch and his motorsports team are hoping for a calmer 2016 with more focus on his skills behind the wheel.

2015 STATISTICS

5 WINS

12 TOP FIVES

16 TOP 10s

1 POLE AWARDS

- » RETURNED TO COMPETITION JUST THREE MONTHS AFTER BREAKING RIGHT LEG AND LEFT FOOT IN THE SEASON-OPENING NASCAR XFINITY SERIES EVENT AT DAYTONA, MISSING 11 NASCAR SPRINT CUP SERIES RACES
- » FOURTH DRIVER TO WIN BOTH A NASCAR SPRINT CUP SERIES AND NASCAR XFINITY SERIES TITLE, JOINING BOBBY LABONTE, BRAD KESELOWSKI AND KEVIN HARVICK
- » BUSCH AND BROTHER KURT BUSCH (2004 NSCS CHAMPION) JOIN TERRY AND BOBBY LABONTE AS THE ONLY BROTHERS TO EARN NASCAR SPRINT CUP SERIES TITLES
- » FOURTH NASCAR SPRINT CUP SERIES CROWN FOR JOE GIBBS RACING
- » FIRST NASCAR SPRINT CUP SERIES DRIVER TITLE FOR TOYOTA



Thank You, Tony Stewart

This year is not a victory lap by any stretch of the imagination for Tony Stewart. Yes, he is retiring from driving at the end of the season but that doesn't mean he's planning to take it easy on his competition.

The longtime, wildly popular driver will try to go out on top by winning his fourth Sprint Cup Series championship.

What a ride it's been. Stewart has amassed 48 career wins to complement his three titles (2002, 2005, 2011). As an owner, he also has won two championships (2011, 2014) and plans to focus on this aspect of his career moving forward.

A WINNING CAREER

Stewart — nicknamed Smoke — has been a fan favorite for years thanks to his throwback style and fiery personality. He has never been on to back down from other drivers and has long earned comparisons to all-time greats A.J. Foyt and Dale Earnhardt.

Stewart won a NASCAR Sprint Cup Series race in 15 straight seasons from his 1999 rookie year through 2013, and also was successful in the Xfinity series, winning 11 times in 94 starts. In the Camping World Truck Series, Stewart won twice in six tries and had five top 10 finishes.

Earlier in his career, he was the 1997 IndyCar champion and 1996 Indy 500 Rookie of the Race. This ability to win in any type of car on any type of



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track has helped Stewart build a reputation as a proven champion.

HEARTBREAK & TRAGEDY

Stewart insists that his decision to walk away from driving has nothing to do with his recent injuries or controver-

sial accident that led to the death of fellow driver Kevin Ward, Jr. He missed the last 15 races in the 2013 season after suffering a compound leg fracture. While still recovering, Ward, Jr., was killed after being struck by another car while confronting Stewart

during a Sprint car race.

Stewart sat out three Sprint Cup races immediately after the incident and has attempted to put it behind him as he focused on transitioning into fulltime NASCAR owner with aspirations to build a consistent title contender.



2016 Hall of Fame Class

Another year, another outstanding NASCAR Hall of Fame Class. The Class of 2016 is one of the deepest in the history of the hall, highlighted by a collection of impressive drivers and an influential executive leader.

Here is a look at the five inductees into this year's hall of fame class:

JERRY COOK: Cook won six NASCAR Modified championships, including four consecutively from 1974-77. He retired from racing in 1982 and became a key contributor to the formation of the NASCAR Whelen Modified Tour.

BOBBY ISAAC: The 1970 premier series champion, Isaac's 49 career poles rank 10th all-time. He won 19 poles in 1969 — still a record for poles in one season. His breakthrough season came in 1970, when Isaac won the championship, posting 11 victories, 32 top-fives and 38 top-10s in 47 starts.

TERRY LABONTE: Labonte is revered for his longevity, winning two premier series championships in 1984 and 1996. No other driver has won his first two championships that far apart, and Labonte is one of only six drivers to have won premier series championships in two decades.

BRUTON SMITH: Smith is the founder of Speedway Motorsports, Inc., which currently owns eight NASCAR tracks hosting 12 NASCAR Sprint Cup Series events, the NASCAR Sprint All-Star Race and additional high-profile motorsports activities.

CURTIS TURNER: Turner posted his first of 17 career victories in only his fourth start in September 1949. Most of his wins pre-dated NASCAR's superspeedway era, but he did win the 1956 Southern 500 at Darlington Raceway and the first American 500 at Rockingham Speedway in 1965.



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HALL OF FAME INDUCTEE HISTORY

Here is a brief look at the past six classes inducted into the NASCAR Hall of Fame, which opened May 11, 2010:

- **Class of 2010:** Dale Earnhardt, Bill France Sr., Bill France Jr., Junior

Johnson, Richard Petty;

- **Class of 2011:** Bobby Allison, Ned Jarrett, Bud Moore, David Pearson, Lee Petty;

- **Class of 2012:** Richie Evans, Dale Inman, Darrell Waltrip, Glen Wood, Cale Yarborough;

- **Class of 2013:** Buck Baker, Cotton

Owens, Herb Thomas, Rusty Wallace, Leonard Wood;

- **Class of 2014:** Jack Ingram, Tim Flock, Dale Jarrett, Maurice Petty, Fireball Roberts; and

- **Class of 2015:** Bill Elliott, Fred Lorenzen, Wendell Scott, Joe Weatherly, Rex White.

Big Package Changes

NASCAR's new low-down force package for 32 of the 36 races this season is focused on giving fans a better on-track performance to enjoy. Since the changes were announced in 2015, teams have had plenty of time to adjust.

The base package includes a 3.5-inch spoiler, a quarter-inch front leading splitter edge and a 33-inch wide radiator pan. Characteristics of the lower downforce rules package include more off-throttle time for drivers and decreasing corner speeds, which will generate more passing zones over the entire track and allow for multiple tire combinations to be levered, according to NASCAR.

"NASCAR has worked tirelessly with our teams, drivers, manufacturers and Goodyear to develop a rules package that provides fans with the best racing possible," said Steve O'Donnell, NASCAR executive vice president and chief racing development officer, in a 2015 statement. "Now, as teams have even more time to prepare and a strong baseline of data, we anticipate the racing to be even better."

TRACK-SPECIFIC RULES

Along with the new base package, teams will still have to consider each track's specific rules on tire combinations and drive train configurations. NASCAR's other announced changes include rear gear ratios being adjusted to maintain a maximum engine speed of 9,000 RPM



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and a 1.38 third-gear ratio to be used at all tracks smaller than 1.25 miles.

Additionally, the digital dashboard was optional for teams during the second half of 2015 but becomes mandatory in all vehicles for 2016.

SAFETY IMPROVEMENTS

In terms of safety-focused changes to the sport, NASCAR will include a double air duct by the passenger side window

to lower the in-car temperature for drivers.

A fire suppression system also will be made available to drivers via the right-side leg board to quicken response time, and a higher quality

seat-belt system will be installed in every car, according to NASCAR. These changes are in line with NASCAR's approach to continuously improving the sport, both for the fans and the drivers.

CHASE

WHAT TO KNOW ABOUT THE 2016 CHASE FORMATS FOR NASCAR'S NATIONAL SERIES

All Three Series

- Four drivers will be eligible to win the championship in the finale at Homestead-Miami Speedway.
- Points-eligible drivers earn a Chase berth with a regular season win. All remaining spots will be filled by eligible drivers highest in series points.



NASCAR Sprint Cup Series

- 16 Drivers
- 10 Races and 4 Rounds - Round of 16, Round of 12, Round of 8 and Championship 4

THE NASCAR XFINITY SERIES CHASE GRID



NASCAR XFINITY Series

- 12 Drivers
- 7 Races and 3 Rounds - Round of 12, Round of 8 and Championship 4
- 2015 Chase for the NASCAR Sprint Cup drivers are ineligible to compete in Championship race
- Two Dash 4 Cash wins are equivalent to a regular season win (without race win bonus) for series Chase eligibility

THE NASCAR CAMPING WORLD TRUCK SERIES CHASE GRID



NASCAR Camping World Truck Series

- 8 Drivers
- 7 Races and 3 Rounds - Round of 8, Round of 6 and Championship 4
- 2015 Chase for the NASCAR Sprint Cup drivers are ineligible to compete in Championship race

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Remembering Barney Hall

Just one month before the kickoff to the 2016 racing season, NASCAR fans lost a legendary pillar of the sport in longtime announcer Barney Hall.

Sport enthusiasts, owners, drivers and crew members came out in full force after Hall's death following complications from a medical procedure, remembering and sharing stories of the man many called "The Voice of NASCAR."

In a statement released by Motor Racing Network, President David Hyatt summarized Hall's impact on the network since joining it in 1970 — the year it was launched.

"In a world that can have its share of egos, Barney's humor and humility kept everyone around him firmly grounded," Hyatt said. "His smooth and easygoing delivery was the mark by which others were measured. His co-anchor, Joe Moore, once commented that 'Barney was the calming force in the midst of a raging storm and simply by listening to him, you knew there was safe passage through it.' "

A RICH HISTORY OF CALLS

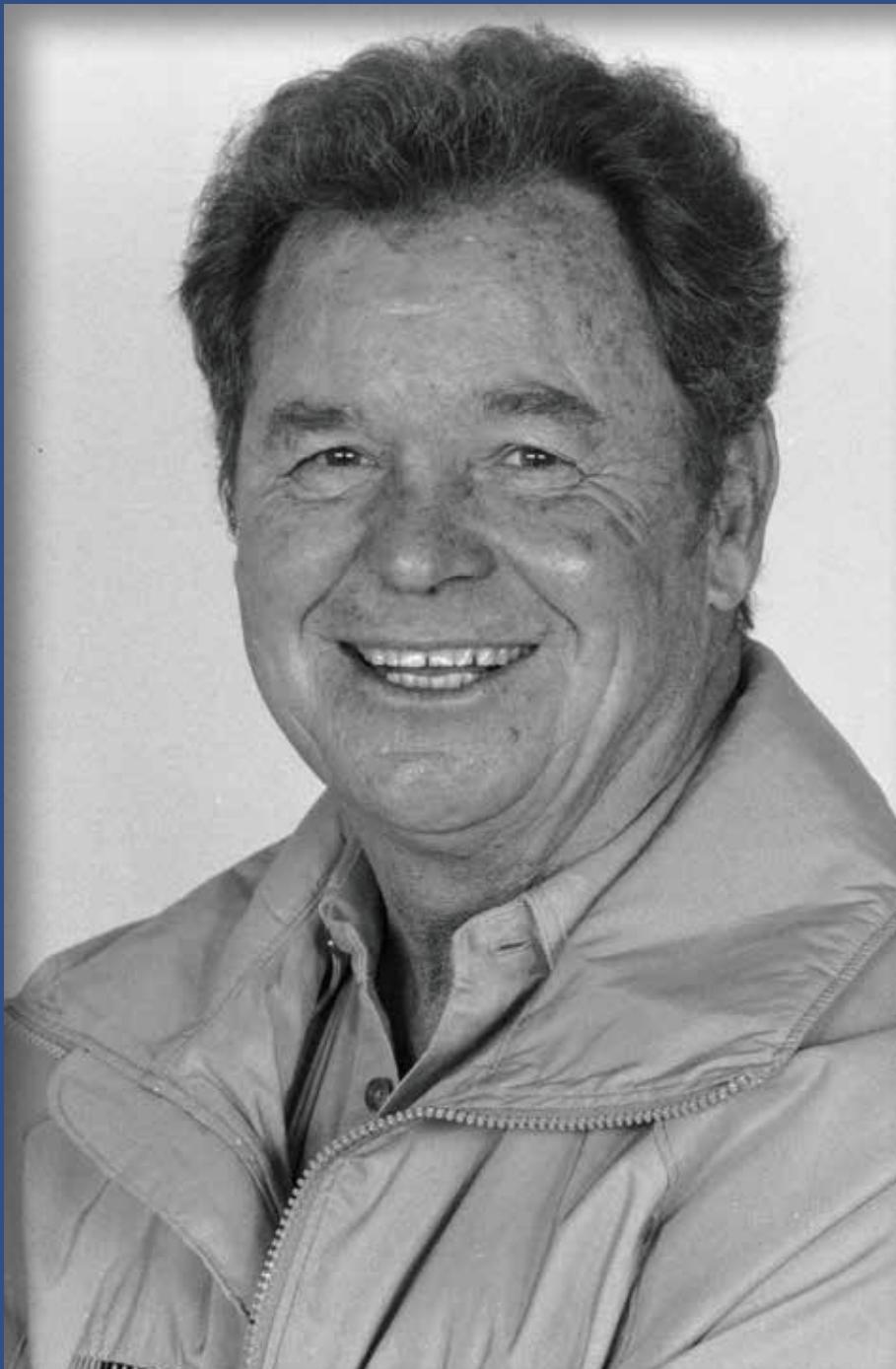
A model of consistency, Hall missed calling only four Daytona 500 races since its first running in 1959. His longevity and

dependability is what kept him in the hearts of so many facing fans.

He earned a reputation for being the steady voice of explanation and reason, even in the face of high-speed crashes, rules changes and fast-paced racing action. Hall also was instrumental in forming the careers and broadcasting approaches of up-and-coming journalists.

Hall was inducted into the National Motorsports Press Association's Hall of Fame in 2007. Seven years later, he called his last full race at Daytona. In 2012, NASCAR announced that it would give a new award for media excellence to Hall and longtime broadcaster Ken Squier, naming the award after the pair.

Hall was a native and lifelong resident of Elkin, N.C. After enlisting in the United States Navy and working for Armed Forces Radio, he started his road to broadcasting greatness as a disc jockey for a local radio station. Once he landed his job with NASCAR, he quickly became a gateway between fans at home and what was happening on the track.



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The Wood Brothers

The classic mix of old and new will be one of the biggest stories in NASCAR this season, as the veteran Wood Brothers racing team will have Rookie of the Year favorite Ryan Blaney behind the wheel in its first year on a full schedule since nearly a decade ago.

Founded by team owner Glen Wood in 1953, the Wood Brothers have collected 98 wins with historically great drivers such as Cale Yarborough, Dale Jarrett, Neil Bonnet, Buddy Baker and Ricky Rudd. The group has raced with Ford Motor Company products and formed a technical partnership with Team Penske.

BACK TO FULL-TIME

The Wood Brothers organization hasn't run an entire NASCAR Sprint Cup Series schedule since 2008. Bill Elliott, Marcos Ambrose and Jon Wood split the driving duties that season. The last full season with a single-driver for the team came in 2006 with veteran Ken Schrader.

The Wood Brothers' 98 wins are sixth most among active teams and seventh overall. Despite running a limited schedule for many years, the organization has finished in the top 10 in points 13 times and won the series' premier event, the Daytona 500, five times.



©NASCAR
Founders Leonard Wood and Glen Wood

THE RIGHT DRIVER?

The Wood Brothers team is confident in Blaney to deliver consistent results in its first full season back. Here is how Blaney fared in 2015 across his driving in the Sprint Cup series, Xfinity Series and Camping World Truck Series:

NASCAR Sprint Cup Series

- One top-five finish
- Two top-10 finishes

NASCAR Xfinity Series

- Two wins
- Nine top-five finishes
- 10 top-10 finishes

NASCAR Camping World Truck Series

- One win
- Four top-five finishes
- Five top-10 finishes
- 5 starts