



NEWS RELEASE

Daytona 500: The Biggest Race Of The Year

DAYTONA BEACH, Fla., -- On the Sunday morning before the Daytona 500, every NASCAR Sprint Cup Series driver goes through a schedule that typically includes a sponsorship appearance, the driver's meeting, chapel service, driver introductions and a final meeting with their crew chief to go over any last minute details.

It's a schedule that a driver does every Sunday before any Sprint Cup race. But the Daytona 500 isn't just any race.

In front of a sell-out crowd and televised by FOX Sports and broadcasted by MRN Radio, the Daytona 500 is the most watched and listened to motorsports event in the America.

"The numbers prove that the Daytona 500 is motorsports' signature event," said Speedway President Robin Braig. "We look forward to building on the continued popularity of this event for years to come."

"The Great American Race" also has the biggest total payout in prize money for any motorsports event in the United States. The total posted awards for recent Daytona 500s has surpassed \$18 million.

The perks of winning the Daytona 500 are more than just collecting the largest payout in the NASCAR Sprint Cup Series or hoisting the prestigious Harley J. Earl trophy. Winning stock car racing's greatest prize also brings fame and fortune.

Matt Kenseth, the winner of the 51st running of the Daytona 500, and his team Roush Fenway Racing were certainly pleased to see their winning No. 17 Ford inside DAYTONA 500 EXPERIENCE, the official attraction of NASCAR, for the next year. Kenseth also traveled to New York City, San Francisco and Los Angeles to visit with major media outlets following his Daytona 500 victory.

Besides the financial aspect of winning the Daytona 500, the victory can also elevate a driver's status in the sport.

“Winning a race during Speedweeks, it makes you quite a bit more valuable, I think, in the sport as a driver,” said Earnhardt Jr., the 2004 Daytona 500 champion. “Winning any race at Daytona – its like going into Yankee Stadium and winning a game. It further solidifies you as a driver.”

Said Elliott Sadler, driver of the No. 19 Dodge for Richard Petty Motorsports:

“If you win the Daytona 500, it will stay with you throughout your racing career,” Sadler said. “It’s really helped a lot of people catapult their careers up to the next level. There are a few races that if a driver wins, owners and sponsors really pay attention too.”

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