



NEWS RELEASE

The Daytona 500 Experience General Information

The Daytona 500 Experience, formerly known as DAYTONA USA, is an interactive motorsports-themed attraction that portrays the color and excitement of racing at Daytona International Speedway, the Daytona 500 and the fascinating history of auto racing in the Daytona Beach area. Daytona Beach's most exciting family attraction, The Daytona 500 Experience features a combination of thrilling interactive experiences, historical and current-day vehicles and breathtaking cinematic and video presentations. The Daytona 500 Experience is truly "The Ultimate Motorsports Attraction" and an unparalleled entertainment experience. It's the official Attraction of NASCAR.

Location

The Daytona 500 Experience is located at Daytona International Speedway, just outside Turn 4 of the famed Speedway. The entrance is one mile east of I-95 and four miles west of the Atlantic Ocean on U.S. Highway 92 (West International Speedway Blvd.) in Daytona Beach, Fla.

Facility

The Daytona 500 Experience covers 60,000 square feet. In addition to the primary attraction, The Daytona 500 Experience includes dining, retail and electronic entertainment areas; the Speedway ticket office; and is the departure point for guided Speedway tours.

Banquet Facilities

The Daytona 500 Experience offers banquet facilities in the Bill France Room and the Velocitorium for special events and meetings for groups.

Hours of Operation

The Daytona 500 Experience opened its doors to the public July 5, 1996. Hours are 10 a.m. to 6 p.m. daily. Hours are subject to change.

Admission

Tickets for The Daytona 500 Experience, which includes admission to the attraction as well as a track tour, are \$24 plus tax for adults, \$19 plus tax for seniors 60 and over and children age 6-12. Children under six are free. An annual Daytona 500 Experience pass is \$49. For more information, call The Daytona 500 Experience at (386) 947-6800 or go online at <http://www.TheDaytona500Experience.com>

Staff

Kim Isseman is the General Manager of The Daytona Experience.

Information Phone Numbers

The Daytona 500 Experience Business Office: (386) 947-6800
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