



NEWS RELEASE

The Daytona 500 Experience Combines Rare Sights And Fast Thrills

DAYTONA BEACH, Fla., -- Where can race fans see NASCAR on the silver screen in IMAX 3D technology, change a tire on a stock car, drive an 80 percent scale motion simulator on Daytona's high banks and stand inches away from the winning Daytona 500 car?

The Daytona 500 Experience, the official attraction of NASCAR, is a high-energy experience designed to appeal to both hard-core race fans and casual observers. Wall-to-wall activities, challenging thrills and one-of-a-kind sights pack the Ultimate Motorsports Attraction.

Packed with a variety of high-energy thrills from performing a pit stop on an actual Sprint Cup Series race car to motion simulators and the Coca-Cola 3D IMAX Theatre, Daytona 500 Experience gives an up close and personal look of racing at NASCAR's most storied venue – Daytona International Speedway.

Daytona 500 Experience is home to the Coca-Cola 3D IMAX Theatre, which shows *NASCAR 3D: The IMAX Experience*.

NASCAR 3D: The IMAX Experience, a 45-minute film narrated by Golden Globe Award-winning actor Kiefer Sutherland and gives an inside look at the world of NASCAR's elite teams and drivers.

Daytona 500 Experience is also home to the winning Daytona 500 car complete with the confetti, tire marks, dent and signatures of the winning team of "The Great American Race."

Besides viewing the exhilarating movies or checking out the winning Daytona 500 car, there are plenty of other family activities to do inside the 60,000-square foot attraction.

For the ultimate head-to-head racing experience, guests can visit Acceleration Alley (additional \$5 charge) and race each other in 80 percent scale NASCAR simulators on the world famous 31-degree high banks.

Feel and experience the excitement of the final lap of the Daytona 500 in Daytona Dream Laps, an IWERKS motion simulator that puts guests in the middle of NASCAR's signature event – the Daytona 500.

Visitors to Daytona 500 Experience also can enjoy a 30-minute, guided tour of the Speedway on an open-air tram through Daytona International Speedway's garages, pit road, world-famous 31-degree high banks and Gatorade Victory Lane.

To be part of an exclusive behind-the-scenes tour of Daytona International Speedway, guests should make reservations for the VIP Hot Pass Tours. Available for \$50, the VIP Hot Pass Tour provides admission to Daytona 500 Experience, a two-hour plus hour track tour aboard air-conditioned bus, lunch and beverages, pit shop discount and two Acceleration Alley rides.

After a visit to Daytona 500 Experience, guests can experience the sensations of Daytona International Speedway's high banks in a real stock car with the Richard Petty Driving Experience.

The Richard Petty Driving Experience offers a wide-range of ride or drive packages between April and October including a special twilight ride-along rides following the July NASCAR Sprint Cup Series race.

Ride-Along packages can be purchased at Daytona 500 Experience Guest Services or by calling 1-800-BE-PETTY.

For more information on Daytona 500 Experience call Guest Services at (386) 947-6530 or visit www.DAYTONA500EXPERIENCE.com.

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