



NASCAR IS...

AUTHENTIC
Power
Bravado
Americana
Kick-Ass
Dramatic
Dangerous
Accessible

INNOVATIVE
Ingenuity
Creative
Technology
Drive
On the Edge
Safety
Push Boundaries

DRIVEN
Competition
Thrilling
International
Vibrant
Enhanced
Celebration
Intense

COURAGEOUS
Bold
Tough
Inspirational
Unpredictable
Fearless
Confident
Daring

STEWARDSHIP
Passion
Spirited
Proud/Pride
Exciting
Heroic
Community/Family
Unforgettable

80 MILLION FANS | 1 IN 3 U.S. ADULTS

#1 IN FAN LOYALTY

65% FANS AGREE

“When I see a company using the tagline of ‘Official Sponsor of NASCAR’ in its advertising, I AM MORE LIKELY TO CONSIDER PURCHASING its products or services”

FAN BASE MIRRORS
US POPULATION



61% MALE



39% FEMALE

TV AUDIENCE
ENGAGEMENT

#1 IN % OF
EVENT VIEWED

AMONG MAJOR SPORTS
(AVERAGE OF 48.5% OF EVENT VIEWED)



NASCAR.com
 NASCAR Mobile App
 NASCAR RaceView App
 Fantasy
 Content
 NASCAR YouTube
 MRN.com

NASCAR DIGITAL MEDIA IS...



27% DESKTOP

48% MOBILE WEB

25% MOBILE APP

NASCAR Facebook
 NASCAR Twitter
 NASCAR Instagram
 NASCAR Snapchat
 Our Stories



5.1 MM

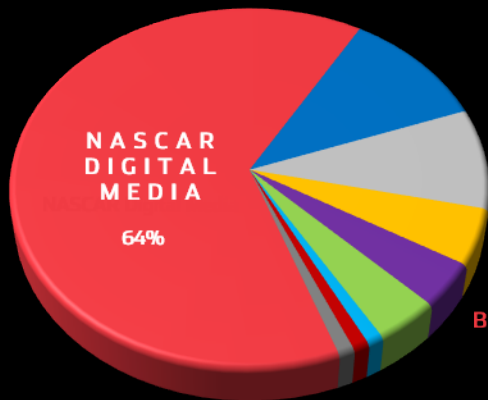


3.3 MM



1 MM

#1 SITE WITHIN MOTORSPORTS



Fox Sports NASCAR 11%
 ESPN NASCAR (Jayski) 9%
 Yahoo Sports NASCAR 5%
 MOTORSPORT.COM 4%
 MSN Sports NASCAR 4%
 SportingNews NASCAR 1%
 BleacherReport.com NASCAR 1%
 NBC Sports Motorsports 1%

CONTENT BY DAY OF THE WEEK





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