

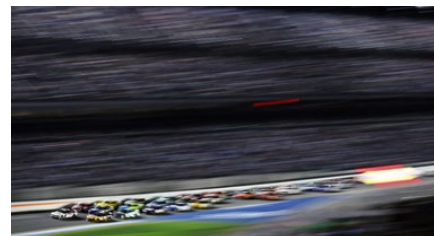


# IMPACT

2025 REPORT



# **IMPACT**



---

## **INTRODUCTION**

3

---

## **COMMUNITY BUILDING**

7

---

## **HEALTHY ENVIRONMENTS**

25

---

## **STEM EXCELLENCE**

44

---

## **INDUSTRY SPOTLIGHT**

54



# INTRODUCTION





# DRIVEN BY PURPOSE, UNITED BY IMPACT

From our earliest days, NASCAR has been more than a sport. We were built in communities by families and fans who came together not just for the thrill of racing, but for the sense of connection that racing creates.

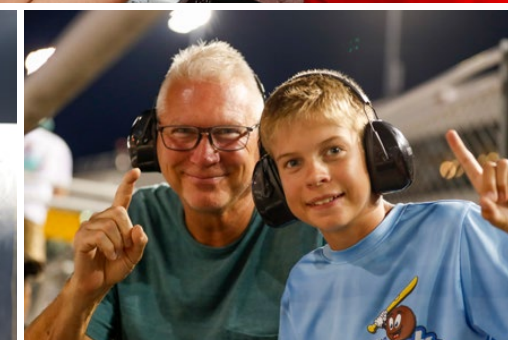
Although we are building on great foundations, we know that NASCAR IMPACT represents the beginning of a new journey.

**Our purpose is clear: to harness the thrill and platform of NASCAR racing to drive a better world. Our mission is simple but powerful: to meet the evolving needs of our communities so that NASCAR racing and our fans can thrive today and for years to come.**



Together with our racetracks, teams, drivers, partners and fans, we will continue to make a difference – on the track and beyond.

**Steve O'Donnell**  
*NASCAR President*

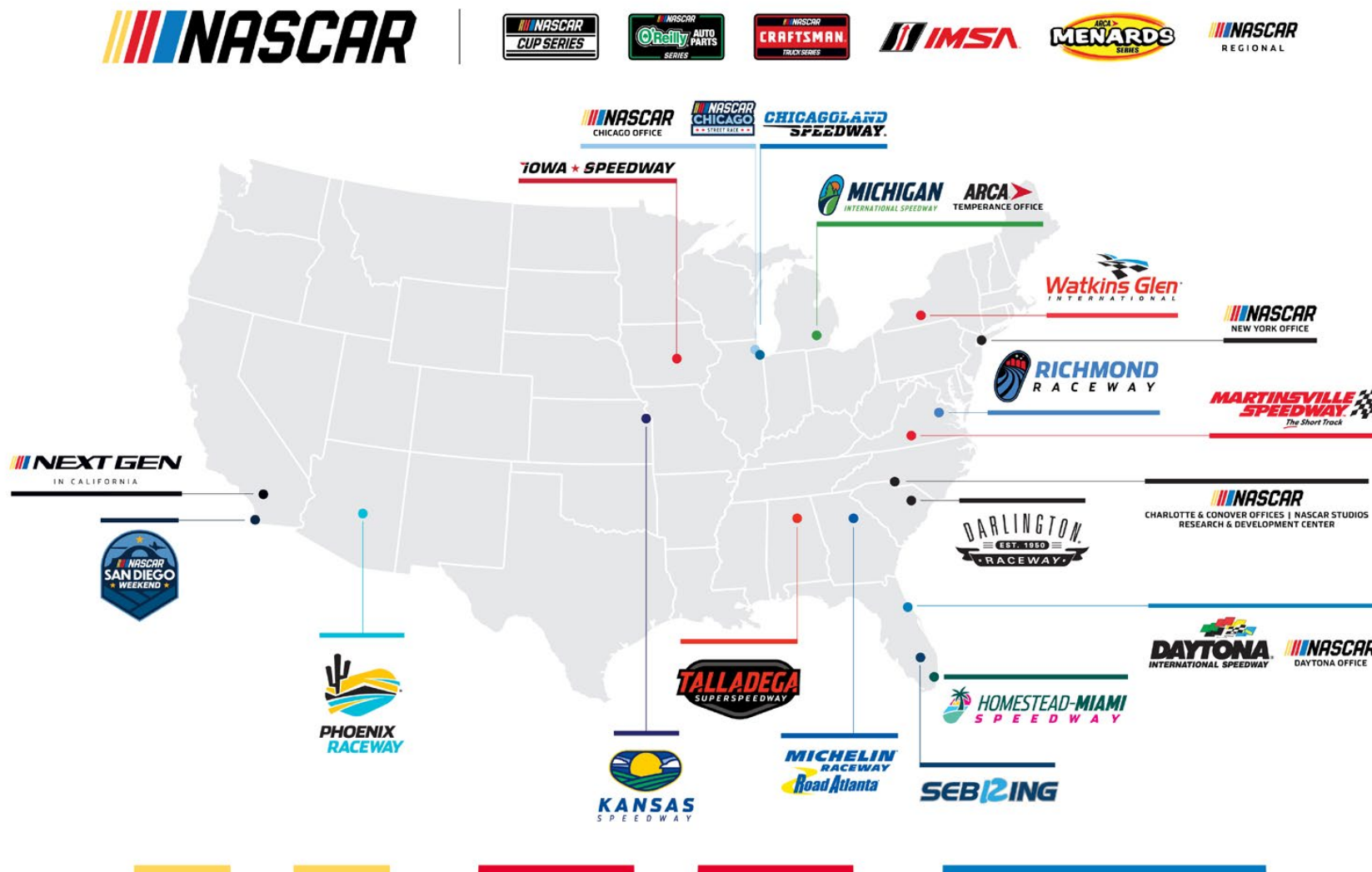




# OUR NATIONAL FOOTPRINT

Since 1948, NASCAR has grown from a regional sport into a national platform with fans in every corner of the country. Today, we own and operate **15 racetracks** and bring major events to more than **30 markets** annually, creating deep ties to the communities where we live, work and race.

NASCAR has more than **1,400 employees** across its organization, all part of an industry that requires tens of thousands of working professionals to make our sport go.



# OUR APPROACH

## COMMUNITY BUILDING

*Investing to strengthen the communities where we live, work and race*

### VOLUNTEERISM

Empowering our people to serve so NASCAR employees can collectively volunteer 100,000 hours by 2030

### YOUTH ENGAGEMENT

Serving the needs of young people through The NASCAR Foundation and Boys & Girls Clubs of America

### MILITARY SUPPORT

Uplifting the military community by addressing the challenges faced by veterans and service members

## HEALTHY ENVIRONMENTS

*Fostering a more sustainable motorsport industry to protect the places we love now and for future generations*

### ENERGY

Embracing clean energy to achieve net zero carbon operating emissions across all owned facilities and assets by 2035

### WASTE & CIRCULARITY

Implementing comprehensive waste reduction plans across all NASCAR events by 2030

### CARBON MEASUREMENT

Leading the way by publishing the sport's first full carbon reduction plan by 2030

## STEM EXCELLENCE

*Sparkling interest and enabling success in science and technology through life-changing opportunities in motorsports*

### EDUCATION & EXPERIENCES

Driving access to STEM education through the exciting lens of NASCAR racing

### OPPORTUNITIES

Fostering career pathways and opportunities for skilled STEM professionals across our industry

### INNOVATION

Leveraging NASCAR's innovative technologies to drive STEM relevance in our communities





# COMMUNITY BUILDING

YOUTH ENGAGEMENT

MILITARY SUPPORT

COMMUNITY ACTION

VOLUNTEERISM

INCLUSION

## WHERE RACING MEETS COMMUNITY

From the beginning, NASCAR has been shaped by the communities that welcomed racing into their lives. Tracks became gathering places, families became fans, and a shared sense of purpose became the heart of our sport. That spirit still drives us today.

Our commitment to community is rooted in the France family's legacy of service. A legacy carried forward through The NASCAR Foundation, which has directed **over \$50 million** toward youth health and well-being. It's reflected in how we honor those who serve, from "600 Miles of Remembrance" at the Coca-Cola 600 to ongoing support for veterans and their families.

And when a crisis strikes, the NASCAR industry steps forward. In the wake of Hurricane Helene, tracks became major relief hubs and anchors for the communities we proudly call home.

Through Employee Resource Groups and partnerships that make the sport more accessible to all, we're also building belonging within our industry.

NASCAR's impact reaches far beyond racing — because our strength has always come from the people and places that fuel our journey.



Steve O'Donnell, President, NASCAR.





# THE NASCAR FOUNDATION: CONTINUING A LEGACY OF COMPASSION

Founded in 2006 by the late Betty Jane France, The NASCAR Foundation was created to improve the lives of children in need across racing communities. Guided by her spirit of care and compassion, the Foundation has become one of the sport's most enduring symbols of service — combining the passion of NASCAR fans with a mission to deliver hope and healing.



The NASCAR Foundation Board Chairman and President Mike Helton shares Betty Jane France's vision for the Foundation.



## \$50+ MILLION DONATED

to programs and services supporting children's health and well-being.



The NASCAR Foundation's Vice President & Executive Director, Nichole Krieger, on the programs driving the Foundation's mission to serve youth.

Since its inception, The NASCAR Foundation has impacted more than **1.7 million children** and donated more than **\$50 million** to programs and services supporting children's health and well-being.

As the Foundation celebrates its 20th anniversary in 2026, it continues to carry forward the France family's legacy of giving through its signature programs.

## BETTY JANE FRANCE HUMANITARIAN AWARD

Now in its 15th year, the Betty Jane France Humanitarian Award honors NASCAR fans who volunteer on behalf of children's causes in their local communities.

In November, Kate O'Neal of Hazel Green, Ala. was announced as the 2025 winner at the NASCAR Awards in Phoenix and was awarded **\$100,000** for her charity, The Caring Link, which provides new clothing, shoes, school supplies and food items to schools in Alabama.

Since the award's inception in 2011,

The NASCAR Foundation has...



Donated more than

**\$2.765 MILLION**

to children's charities



Impacted nearly

**600,000+**

children nationwide



## IN REMEMBRANCE OF JENNIFER (GEORGE) QUATTROCCHI

1982 - 2025

The NASCAR Foundation remembers Jennifer (George) Quattrocchi, whose warmth, compassion and dedication embodied our mission. For nearly two decades, Jennifer helped children and families in need. Her leadership shaped the Betty Jane France Humanitarian Award into a meaningful NASCAR tradition and her legacy continues to guide the Foundation.





## SPEEDIATRICS FUN DAY FESTIVALS

Rooted in Betty Jane France's vision of the Speediatrics children's hospital units, these festivals promote children's health through racing-themed fitness and play. Each festival provides a week-long curriculum of educational activities, new bicycles or athletic shoes and a financial grant to a local partner.

Since 2017, Speediatrics Fun Day Festivals have provided:



**\$1.4 MILLION**

in grants awarded



**8,200+**

children reached



**3,100+**

new bicycles and helmets distributed

## SPEEDY BEAR BRIGADE

Created in 2016 and powered by Kaulig Giving, the Speedy Bear Brigade delivers NASCAR themed teddy bears to children receiving medical care in hospitals. The program spreads comfort and joy to young patients, expanding its reach yearly. Since 2016, **over 24,000 bears** have been delivered, reaching hospitals in all 50 states and five countries.





## BOYS & GIRLS CLUBS OF AMERICA

Since 2021, NASCAR has partnered with Boys & Girls Clubs of America (BGCA) to enrich the lives of thousands of Club youth and teens across the country through programs that support workforce readiness and career exploration.

To date, NASCAR has hosted nearly **3,400 Club youth** through at-Club events and immersive race-week experiences, offering behind-the-scenes, career-focused exposure at racetracks. Youth interact with a diverse mix of industry professionals from NASCAR, teams, tracks and partners to better understand the many roles that contribute to producing a successful race weekend. For this work, NASCAR was presented with BGCA's President's Award in 2024.

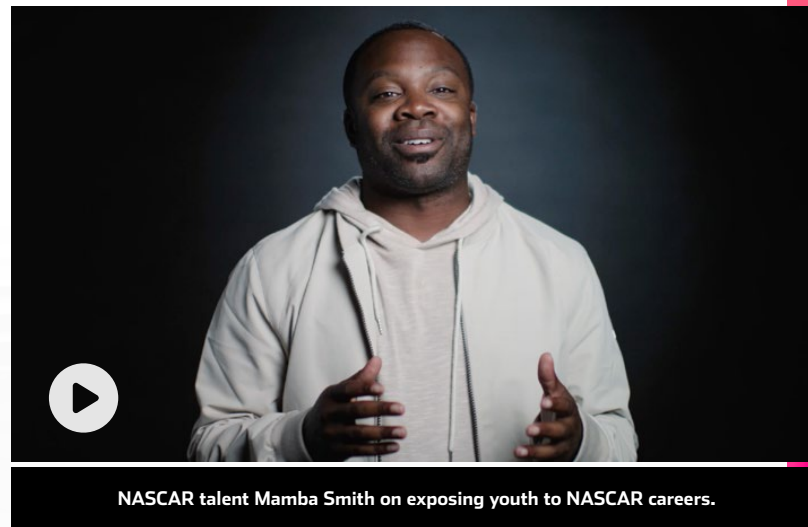


### GET UP TO SPEED



# 88%

of Club youth know about different types of careers, and **86%** say they know which career they want to work toward.



NASCAR talent Mamba Smith on exposing youth to NASCAR careers.





## IN THE DRIVER'S SEAT WITH NASCAR AND BOYS & GIRLS CLUB ALUM MIA MORRISON



Growing up with abuse, PTSD, depression and anxiety, Boys & Girls Clubs became my sanctuary for over 10 years. Mentors saw through my happy façade and encouraged me to prioritize my mental health while developing my leadership through programs and events. With Club support, I secured more than **\$250,000** in scholarships to Embry-Riddle for aerospace engineering in Daytona Beach.

After twice winning Florida Youth of the Year, my success caught NASCAR's attention during my time in college. I was invited to share my story at the NASCAR Fuel for Business event in Charlotte and from there I earned a summer internship with NASCAR IMPACT, supporting sustainability, STEM projects, veteran programs and youth engagement.

I'm now pursuing an accelerated MBA/Finance degree and owe my unimaginable journey to Boys & Girls Clubs. They taught me the sky's the limit, and for that, I'm eternally grateful."



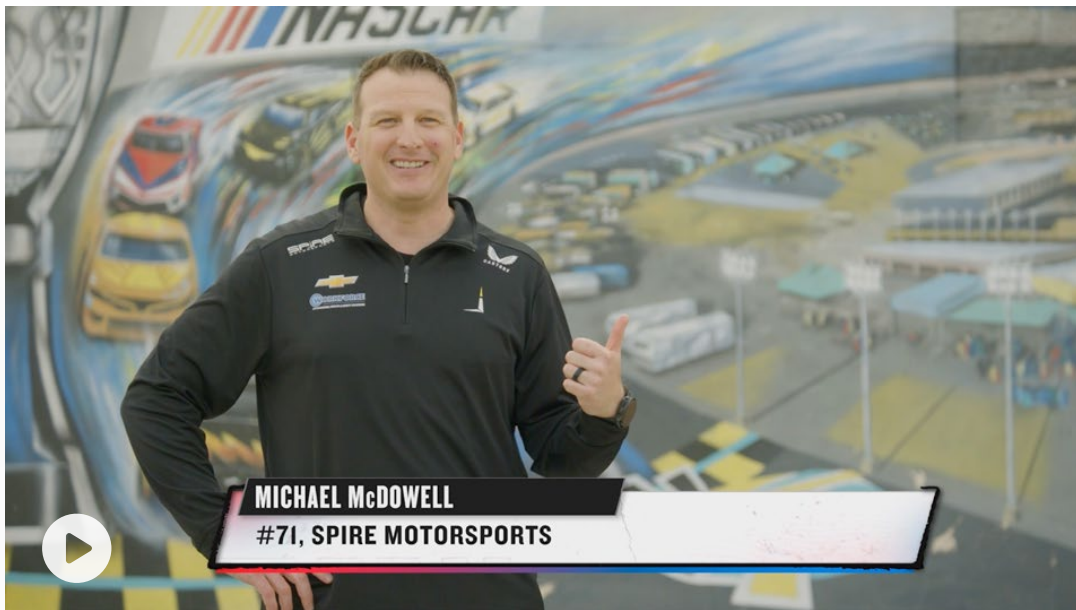
## ON TRACK AT L.A. MEMORIAL COLISEUM

After completing NASCAR's racetrack design lesson on My Future, BGCA's digital learning platform, Club youth from Boys & Girls Clubs of Carson toured track construction ahead of the Clash at the Coliseum in Los Angeles. The experience inspired the partnership's first national public service announcement.



## STORY SPOTLIGHT: PHOENIX PIT STOP

More than **90 youth** from the Bob Bove Branch in Avondale, Ariz., attended a NASCAR Pit Stop event in March 2025. The high-energy event featured racing simulators, RC cars and visits from NASCAR Cup Series driver Michael McDowell and Phoenix Raceway President Latasha Causey, a Boys & Girls Club Alum. Fun and educational activities included racetrack designs and pit crew drills, and at the end, all Club kids were surprised with NASCAR race tickets.



**MICHAEL McDOWELL**  
#71, SPIRE MOTORSPORTS

Phoenix-area native Michael McDowell brings racing fun to the Club.

## STORY SPOTLIGHT: BEHIND-THE-SCENES WITH NASCAR STUDIOS

This year, NASCAR and BGCA held a contest to search for the next superstar content producers. Three aspiring creative professionals were selected and traveled to Concord, N.C. to tour the NASCAR production facility and attend the Coca-Cola 600 weekend.

The Club teens produced 60-second videos documenting their experiences, which included interviews with driver Austin Dillon and a surprise NASCAR ride-along experience.





## HONORING SERVICE AND SACRIFICE AT THE COCA-COLA 600

Honoring America's fallen service members and their families, NASCAR and Charlotte Motor Speedway actively transform the Coca-Cola 600 into a powerful national tribute each Memorial Day Weekend. The iconic, 600-mile race is the culminating event of NASCAR Salutes Presented by Coca-Cola, an industry-wide initiative celebrating the service and sacrifice of U.S. military members. On race day, NASCAR places the name of a fallen service member on the windshield header of every Cup Series car for "600 Miles of Remembrance," turning the race into a collective tribute in motion. Over the past decade, the NASCAR industry has hosted more than **600 Gold Star Families** at the Coca-Cola 600.



The Coca-Cola 600 honors the enduring spirit of those who protect and serve.



## CHARLOTTE MOTOR SPEEDWAY'S MISSION 600

At the direction of CEO Marcus Smith and track president Greg Walter, Mission 600 set out to honor the men and women of the U.S. Armed Forces by pairing Coca-Cola Racing Family and other drivers alongside units from different branches of service.

This past year, NASCAR Cup Series drivers Christopher Bell, Joey Logano, Daniel Suárez, Austin Dillon and Chase Elliott visited regional military bases to educate the NASCAR community about the day-to-day lives of the men and women who serve. The campaign included visits to Camp Lejeune, Fort Bragg, Arlington National Cemetery, Naval Station Norfolk and U.S. Coast Guard Station Wrightsville Beach.

### GET UP TO SPEED

# 443

Since 2015, 443 fallen service members have been recognized on car windshield headers during "600 Miles of Remembrance" at Charlotte Motor Speedway.

## HONOR AND REMEMBER

NASCAR IMPACT partner Honor and Remember was founded with a simple yet profound mission: to ensure that no fallen service member is ever forgotten.

The Honor and Remember flag serves as a visible, unifying tribute to all who made the ultimate sacrifice in service to their country. Honor and Remember has presented more than **5,500 flags** to families of the fallen, including families hosted at NASCAR race events during the season.

As of 2025, the Honor and Remember flag has been adopted by 29 U.S. states as the official, state-recognized symbol of remembrance.

Each year during the Coca-Cola 600, Goodyear provides race teams with commemorative Honor and Remember tires for the Memorial Day Weekend race.



## TROOPS TO THE TRACK

NASCAR Troops to the Track, presented by Chevrolet, honors U.S. Armed Forces members with VIP race experiences. Since 2010, the program has hosted **3,300+** active-duty service members at tracks for behind-the-scenes race day experiences.





## NASCAR'S COMMITMENT TO SUPPORTING VETERAN CAREER PATHWAYS

Through partnerships with the Department of Defense SkillBridge program and American Corporate Partners (ACP), NASCAR helps veterans and their families navigate the transition process with mentorship, professional development and real-world work opportunities.

The DoD-SkillBridge program provides service members with valuable work experience at NASCAR during their last 180 days of service.

ACP offers one-on-one mentorship for transitioning service members, veterans and military spouses. Since 2024, **30+ NASCAR executives and leaders** have served as ACP career mentors.



The DoD-SkillBridge program provides a pathway for service members transitioning from military service to gain meaningful professional experience and better prepare themselves for civilian careers. Through this program, and under the mentorship of Brandon Thomas, I was able to further develop my engineering skills and acquire knowledge that greatly facilitated my transition into my current role at NASCAR R&D."



## SPOTLIGHT: CHARLES "CJ" TOBIN

Charles "CJ" Tobin joined NASCAR's R&D Center in 2022 following a distinguished Army Aviation career. Through DoD-SkillBridge, he gained a full-time working role at NASCAR supporting the Next Gen Car program. Three years on, CJ is a Vehicle Systems Director and chairs NASCAR's veterans employee resource group.



## SUPPORTING VETERANS' MENTAL HEALTH

**Sixty percent** of veterans who died by suicide had not engaged in mental health care with the Department of Veteran Affairs, according to the VA, often due to stigma or fear of blowback. To help change this, Sound Off developed an encrypted mobile app offering anonymous, peer-supported mental health care.

In 2024, NASCAR partnered with the nonprofit, launching an awareness campaign to recruit veteran fans as peer supporters. Following the campaign, Sound Off saw a **fourfold increase in new peer supporters and a 10% rise in registered veterans seeking help.**



### SOUND OFF



Source: U.S. Department of Veterans Affairs, Office of Suicide Prevention. (2024). 2024 National Veteran Suicide Prevention Annual Report.

## CIVIC ENGAGEMENT: VET THE VOTE

In 2024, NASCAR partnered with We the Veterans and Military Families to support Vet the Vote, a nonpartisan initiative recruiting veterans and military family members to serve as election poll workers. Race weekend events at Michigan International Speedway and Las Vegas Motor Speedway were designed to drive fan registration. With the help of NASCAR and other partners, Vet the Vote has recruited **163,000+ veterans and military family members**, more than doubling registrations since 2022.





# RACING TOWARD RECOVERY: NASCAR'S RESPONSE TO HURRICANE HELENE

When Hurricane Helene devastated Western North Carolina in September 2024, NASCAR and Speedway Motorsports mobilized drivers, teams, tracks, employees, and fans in a unified effort to support affected communities. In December 2024, former North Carolina Attorney General Josh Stein presented the NASCAR industry with a statewide award recognizing its leadership in disaster relief.

## Racetracks: Rally Points for Relief

North Wilkesboro Speedway and Bristol Motor Speedway became critical relief lifelines. From the east, North Wilkesboro served as a primary distribution hub, acting as a supply drop zone for FEMA to reach hard-to-access communities. It functioned as both a donation collection and distribution site.

Bristol transformed into emergency management ground zero for the Tennessee Emergency Management Administration for six months following the storm. These tracks demonstrated how NASCAR venues serve as essential community anchors during crises.

## Donation Drives and Logistics

Charlotte Motor Speedway hosted six all-day donation drives that were supported by the industry, resulting in **650 pallets and 25 tractor trailer loads of essential supplies** delivered to affected communities. NASCAR offices and the tracks at Darlington, Martinsville, Richmond and Talladega also hosted drive events.

The NASCAR Foundation amplified a nationwide call-to-action across media and digital platforms, pairing it with a **\$177K donation** to the American Red Cross and inspiring millions of fans to contribute.

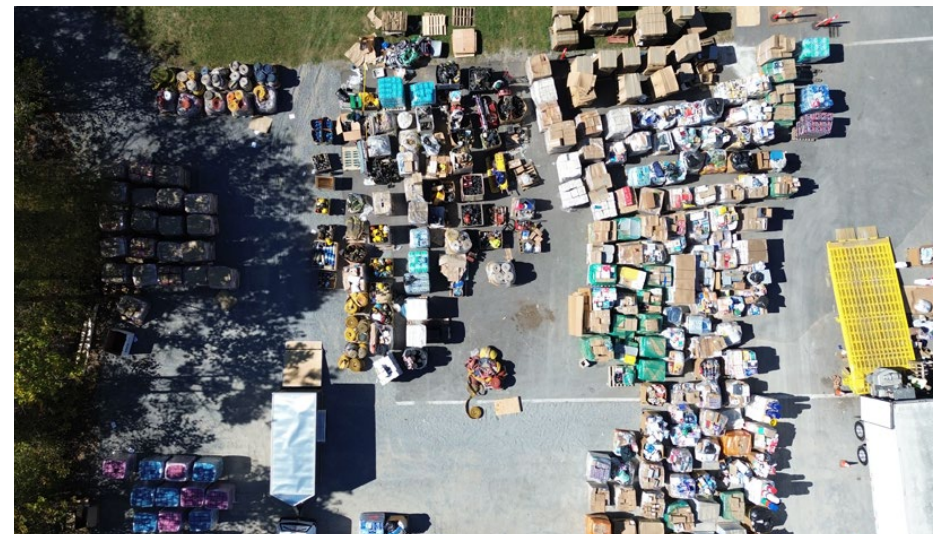


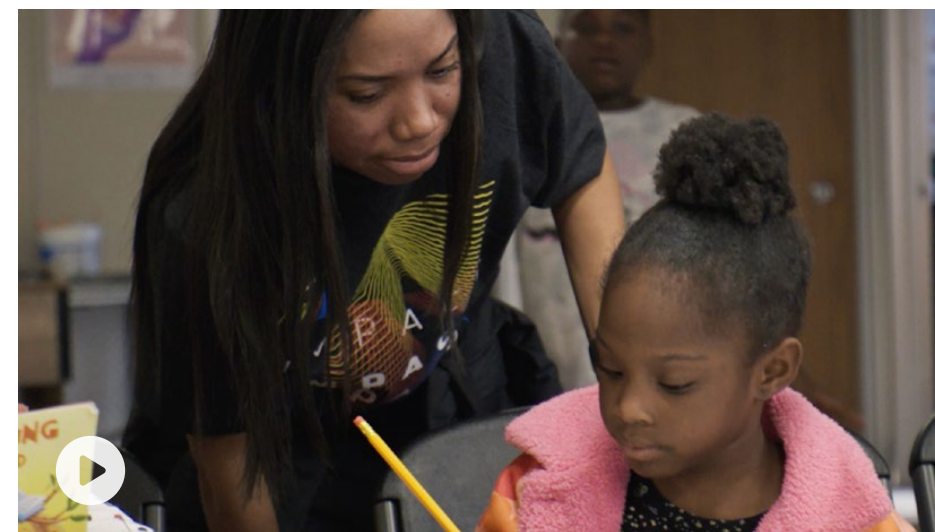
Photo credits: Speedway Motorsports

# SERVING TOGETHER: NASCAR'S COMMITMENT TO VOLUNTEERISM

NASCAR empowers employees through a culture of volunteerism, strengthening communities and driving meaningful change in the places we call home. Employees across all locations participate annually in NASCAR IMPACT Day. In 2025, employees organized **50+ service projects** to address food insecurity, homelessness, veteran services and youth development, among other causes.

## Empowering Employees to Serve Year-Round

NASCAR supports year-round service through a volunteer time off policy, providing dedicated paid hours for employees to volunteer for causes close to their hearts.



NASCAR employees across the country join hands for an annual day of service.

## TOP 5 AREAS OF BOARD SERVICE FOR NASCAR EXECUTIVES



Education /  
STEM



Youth  
Development



Health /  
Wellness



Social  
Advocacy



Military /  
Veterans

## Leadership in Service

NASCAR leaders use their time and expertise to serve on nonprofit and community boards, strengthening community partnerships that align with the NASCAR IMPACT mission.

**130**

average hours  
per month

**53**

board roles over  
the last 24 months



## VOICES OF IMPACT: ERIN'S STORY

For many NASCAR employees, volunteerism is more than an opportunity, it's a calling. Erin Tesoriero, senior library coordinator with NASCAR Studios, embodies the spirit of NASCAR IMPACT and its commitment to serving essential human needs. Always among the first to raise her hand, Erin was on the front lines of NASCAR's response to Hurricane Helene.



I love the opportunity to give back to people who are in need and the sense of connection that comes from volunteers working together for a common good. ***This is my home and these people are my neighbors.*** My grandmother lived through Katrina. This was my chance to pay it forward."



## VOLUNTEERISM GOAL

By empowering employees to serve, NASCAR builds deeper connections between its workforce and the communities that sustain the sport. NASCAR set an ambitious goal to contribute:

# 100,000

employee volunteer hours by the end of 2030





## BUILDING BELONGING

NASCAR's Employee Resource Groups (ERGs) create spaces where employees connect, share experiences and champion belonging. Six ERGs, open to all, represent diverse communities and allies:

### APEX (Asian American and Pacific Islander)

AAPI employees and allies

### THE BELNAVIS COLLECTIVE

Black employees and allies

### NASCAR UNIDOS

Hispanic/Latinx employees and allies

### OATH (One Alliance to Honor)

Military/veteran community and allies

### PRIDE+

LGBTQ+ employees and allies

### WOMEN IN NASCAR (WIN)

Women and allies



## ERG SPOTLIGHT: WOMEN IN NASCAR

In 2023, WIN collaborated with driver Hailie Deegan for an activation honoring women across the sport, including a tribute to Sara Christian, NASCAR's first female competitor.

This initiative exemplified how NASCAR's ERGs elevate employee voices and strengthen inclusion across the industry.





## CULTIVATING FUTURE LEADERS

The NASCAR NEXT Internship Program offers paid opportunities for students to gain hands-on experience in motorsports. Launched in 2000, it provides mentorship and pathways to full-time employment with **over 600 interns** participating to date. In 2025, the program received over 4,000 applicants with 40 students receiving internships. Through NASCAR NEXT, the organization is developing a pipeline of diverse, talented young professionals who will drive innovation and shape the future of the industry.



As I reflect on my 20+ year career, I look back on my internship fondly. It was so exciting to get to be a part of the sport and get a front row seat on the action and I immediately knew it was a group that I wanted to be a part of long term."

**Amanda Oliver**

*Former NASCAR intern and current Chief Legal Officer*



## POLICE ATHLETIC / ACTIVITIES LEAGUE

In partnership with the Police Athletic / Activities League (PAL), youth from Hoodies House of Hope for Youth attended the 2025 Blue Cross NC 250 at Charlotte Motor Speedway for an immersive day of learning and inspiration. The teens met with NASCAR leaders to learn about the wide array of career opportunities in motorsports.

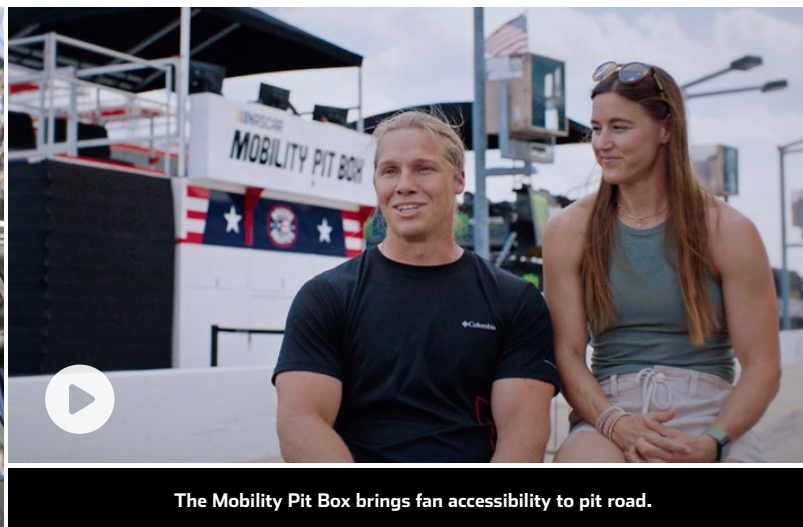
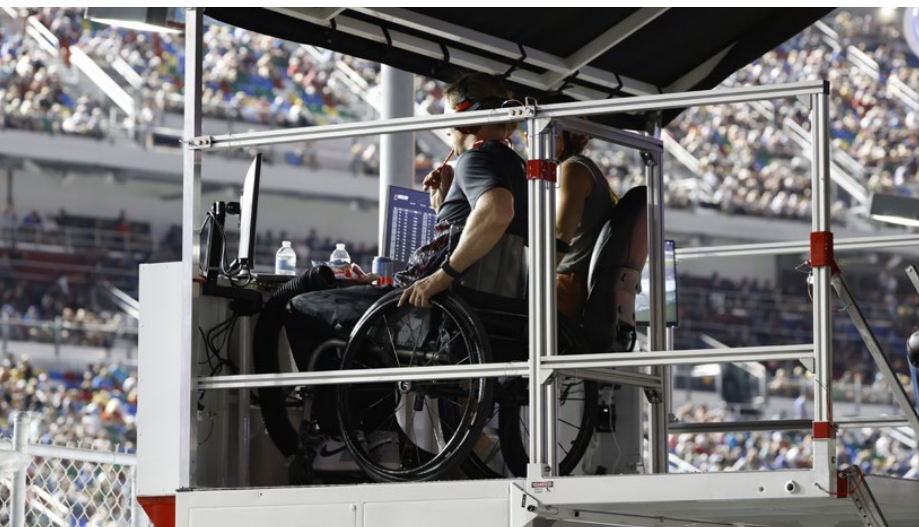


## DRIVING ACCESSIBILITY FORWARD

Toyota introduced the NASCAR Mobility Pit Box to allow any fan, regardless of physical ability, to experience a NASCAR race from Pit Road. Designed for accessibility, the Mobility Pit Box includes an integrated ramp and lift system and can accommodate three guests in mobility devices with companions. The Pit Box, which is available to all industry stakeholders and their guests, **hosted 306 fans across 42 race weekends** over the last two seasons.

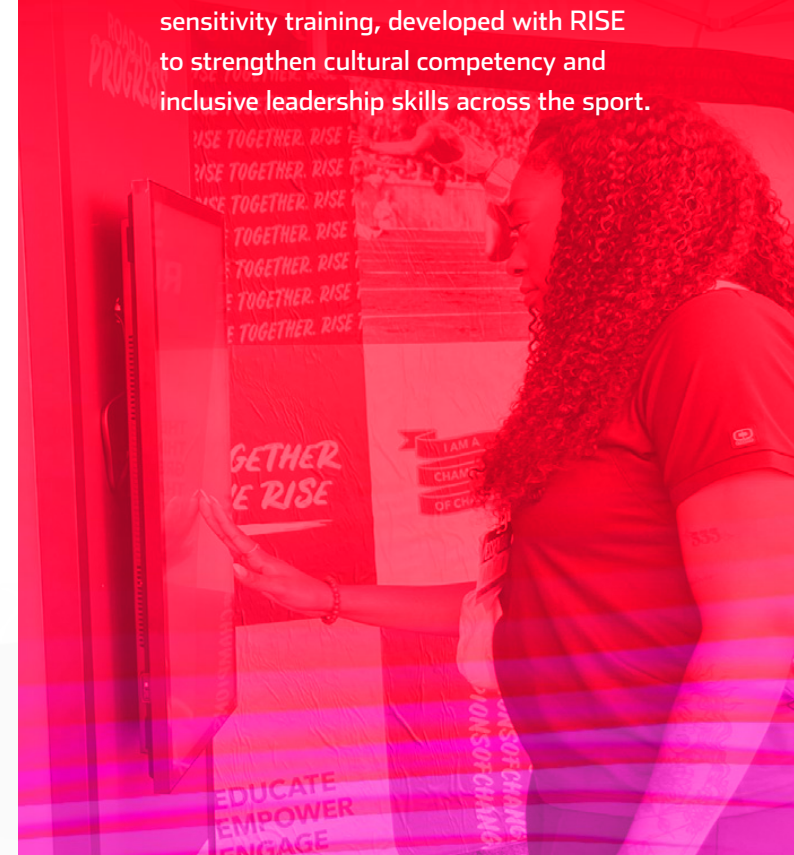


# TOYOTA



## NASCAR + RISE

NASCAR is proud to partner with the Ross Initiative in Sports for Equality (RISE), a nonprofit established to advance equity and inclusion in professional sports. In 2020, NASCAR introduced industry-wide sensitivity training, developed with RISE to strengthen cultural competency and inclusive leadership skills across the sport.





# HEALTHY ENVIRONMENTS

ENERGY

WASTE & CIRCULARITY

CARBON MEASUREMENT

IMSA



# HEALTHY ENVIRONMENTS

We want to protect the places we love now and for future generations. Over the past three years, we analyzed the emissions across our business and put strategies in place across NASCAR race cars, events and facilities to:



**Reduce energy consumption and power our business with cleaner energy**



**Decrease waste sent to landfill and encourage circularity**



**Educate and inspire others**

We have made exciting progress across these fronts but know there are still opportunities to continually improve and areas where we need to scale efforts.

## GET UP TO SPEED

**Circularity** means keeping products and materials in use for as long as possible by sharing, reusing, repairing and recycling them.



Riley Nelson, Head of Sustainability.



Kim Coon, NASCAR Talent.



## ENERGY

In 2023, NASCAR set a goal to achieve **net zero operating emissions by 2035**. Simply put, this goal applies to the fuel and electricity we consume in our operations at NASCAR-owned racetracks and league offices. Over the next 10 years, we need to reduce the energy we consume as a business and significantly increase our use of cleaner, more renewable energy sources across:

- Race Cars
- Events
- Facilities



In 2024, NASCAR and ABB united to accelerate the electrification transition. As a founding partner of NASCAR IMPACT, ABB brings decades of experience to help us transform core operations in pursuit of our 2035 goal.

### GET UP TO SPEED

Achieving net zero operating emissions means cutting our emissions. Visit the Carbon Measurement section to learn more about this goal.



OFFICIAL ELECTRIFICATION PARTNER OF NASCAR

## RACE CARS

### The Next Generation of Sustainable Race Fuel

NASCAR national series race Sunoco Green E15, a high-performance unleaded fuel blend consisting of 15% bioethanol and 85% gasoline. During the 2024 season, the sport burned **261,289 gallons** of Sunoco Green E15 across NASCAR's three national series. While our sport is committed to racing combustion engines, the fuel NASCAR provides teams for races and practice will be a continued focal point for clean energy innovation over the next 10 years.

Bioethanol is a renewable fuel made from plant material. Bioethanol requires land and energy to produce, but because it's produced from carbon-absorbing crops and reduces fossil fuel use, bioethanol has lower lifecycle emissions than gasoline.

## RACE CARS: INSPIRING INNOVATION

Through the ABB NASCAR Electrification Partnership, NASCAR's first electric race car, the ABB NASCAR EV Prototype, was launched in July 2024. Built by NASCAR engineers in collaboration with Chevrolet, Ford, and Toyota. It features:

- A 78-kWh liquid-cooled battery with a powertrain that produces 1,000 kW at peak power
- Regenerative braking and three STARD UHP 6-Phase motors
- Goodyear tires made from more sustainable materials
- Crossover Utility Vehicle body made of BComp, a plant-based flax composite

In 2025, Chevrolet and Ford also introduced electric NASCAR prototypes, each with 78 kWh batteries.

- The Chevy Blazer EV.R NASCAR prototype delivers over 1,300 horsepower from three 6-phase electric motors that instantly rev up to 15,000 rpm
- The Ford Mustang Mach-E NASCAR prototype is a 100% electric racer and features three motors



All three prototypes hit the track at full speed for the EV Showcase race at the 2025 Chicago Street Race, a historic milestone showcasing what competitive EV stockcar racing could look like.

## WHAT'S THE IMPACT?

Off the track, the ABB NASCAR EV prototype traveled to events like Climate Week NYC and appeared in the virtual Roblox R&D Center. Bringing the ABB NASCAR EV Prototype to these unexpected places, while also showcasing its power on the track, invites fans, consumers and professionals across industries to have a conversation about EVs and the power of electrification.



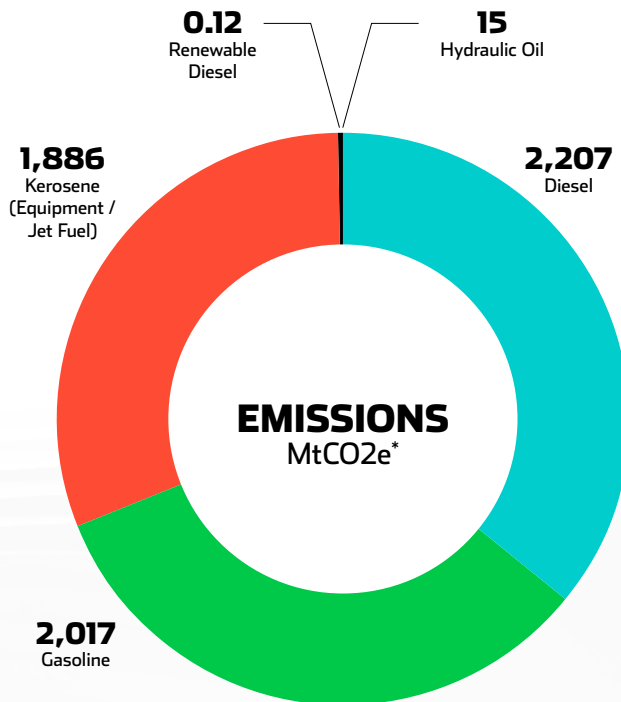
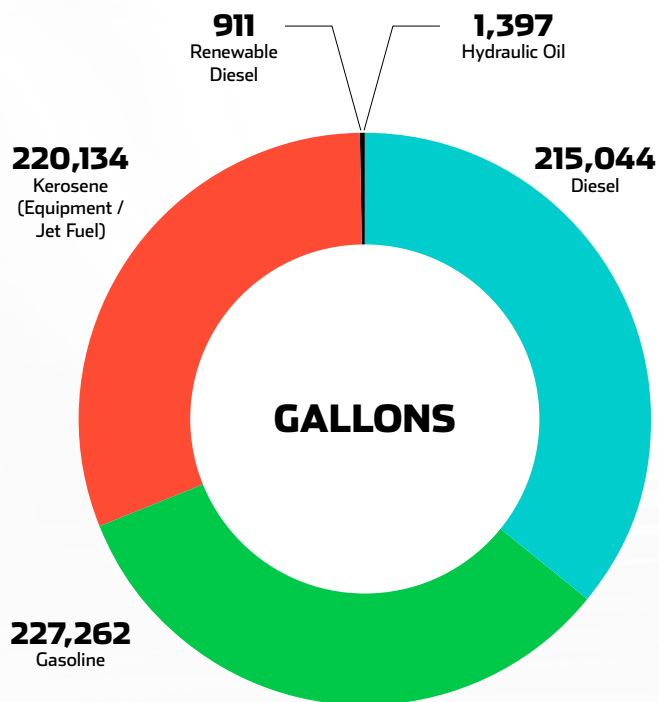
Alongside the race cars, the Chevrolet Blazer EV SS made history as the first electric vehicle pace car to lead the 2025 Daytona 500 to the green flag.



## EVENTS

Across race operations, our most energy-intensive activities include providing event power through generators, our long-haul fleet and the use of onsite equipment. The first step is to look at the data to see where we need to reduce. We then incorporate cleaner fuels and new technologies to tackle these emissions.

2024 Fuel Usage



\*MtCO2e (metric tons of carbon dioxide equivalent) is the unit used to measure all emissions as if they were carbon dioxide so we can easily compare them.

## TRACK DRYERS

One way we currently use operational jet fuel is to power the equipment that dries tracks after it rains. In 2025, NASCAR Official Partner Suburban Propane helped create the sport's first propane-powered track dryer.

Transitioning to propane from jet fuel will lead to an estimated **58% reduction** in emissions per dryer. Again, an important reduction effort while we work towards a long-term solution.



## GENERATORS

Whether powering pit road or broadcast equipment, the NASCAR industry runs on diesel generators. We have been exploring solutions such as hybrid systems, fuel cells and batteries, which help operations become more efficient and burn less fuel, but there is work to do to scale these efforts.

### Spotlight: Chicago Street Race (CSR)

In 2024, NASCAR Official Partner United Rentals worked with the CSR team to introduce hybrid generators. This means a battery is the primary energy source, with the diesel generator only turning on for 2-3 hours a day to charge the battery, instead of running 24 hours a day. Mobile solar panels were deployed to power all low-voltage equipment in the premium hospitality structure in 2024 and expanded to other areas in 2025.

In 2025, the CSR operations team reconfigured the temporary structure layout so that multiple areas could be powered by one hybrid unit instead of individual units for each structure. The additional measures taken at the 2025 race led to a fuel reduction of over **27% year over year**.



Mobile solar energy generation at the CSR.

## RENEWABLE DIESEL

NASCAR national series operate 17 Mack diesel haulers which traveled **805,366 miles** in 2024 – that's more miles than going to the moon and back! To reduce emissions, in 2024 we began testing renewable diesel. While only a portion of the diesel was renewable, it was an important proving ground for how to integrate a solution to reduce now, while we establish a long-term solution.

### What's the IMPACT?

- Requires no changes to engines or tanks
- Produced from raw materials like wood and used cooking oil
- Contributes to emissions reduction
- Cleaner-burning fuel





## ELECTRIC VEHICLE (EV) CHARGERS

To successfully operate an electric fleet on race weekends, charging infrastructure needs to be in place, so NASCAR is installing a network of EV chargers across our facilities. In 2025, ABB installed **30 level-2 EV chargers** at NASCAR's Daytona Beach HQ in collaboration with Florida Power & Light. These chargers are free to use for employees and industry partners, supporting a wider transition to electric fleet and personal vehicles.



Since installation, these **30 EV** chargers have produced **28,323 kWh** of electricity to charge employee vehicles, the equivalent of roughly **65** industry-sized barrels of gasoline!



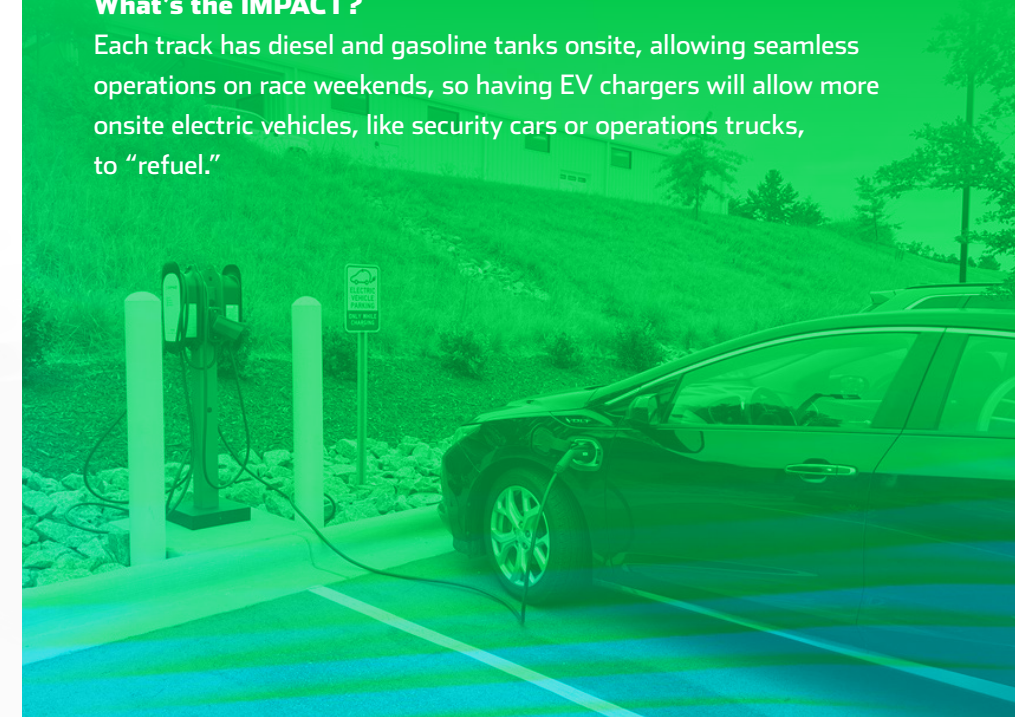
ABB CEO Morton Wierod was onsite to help unveil the 30 new chargers ahead of the 2025 Daytona 500.

## CHARGERS ACROSS THE COUNTRY

NASCAR offices in Charlotte and Concord, N.C. have free EV chargers for employees, and Daytona International Speedway, Phoenix International Raceway, Sebring International Raceway and Talladega Superspeedway currently have operational EV chargers, with additional locations planned for 2026.

### What's the IMPACT?

Each track has diesel and gasoline tanks onsite, allowing seamless operations on race weekends, so having EV chargers will allow more onsite electric vehicles, like security cars or operations trucks, to "refuel."



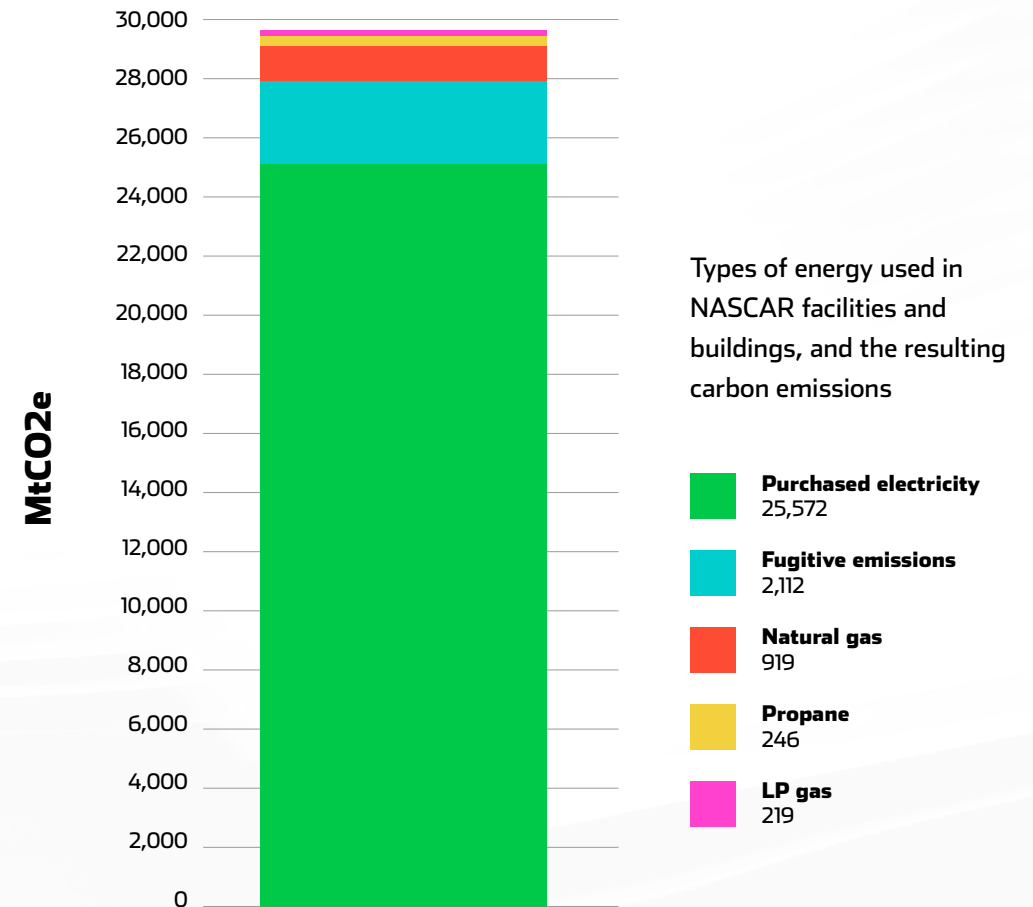
# FACILITIES

NASCAR powers its offices and racetracks with several types of energy, including electricity, natural gas and propane. We also track fugitive emissions – these are small gas leaks that can escape from equipment like air conditioners and refrigeration systems in our buildings. These gases can be powerful pollutants, so keeping an eye on them is important. To tackle these emissions, we are working hard to reduce energy consumption and power our facilities with electricity.



Electrification. The concept is simple - power everything with electricity and generate that electricity renewably.

## 2024 NASCAR Energy Emissions – Facilities





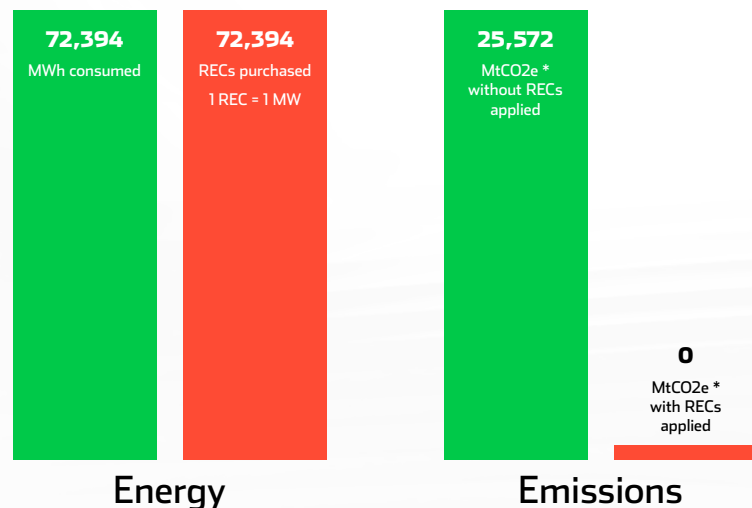
# RENEWABLE ENERGY

In 2023, NASCAR made a five-year commitment to source **100% renewable energy** at all our facilities. We hit that target through a track partnership with NextEra Energy. NASCAR purchased Green-e Certified renewable energy credits (RECs) from wind farms in the U.S. that covered the 2024 electricity consumption at all NASCAR-owned facilities, per market-based accounting.

## Green-e Certified RECs

RECs provide proof that a set amount of clean energy (like wind or solar) was generated and added to the electric grid. Green-e Certified RECs are independently checked to ensure they meet strict environmental standards. Per market-based accounting, buying these credits means we cut pollution from our own operations, while helping grow renewable energy across the U.S.

### 2024 Electricity Consumption and Emissions



## What's Next?

We will annually invest in NextEra RECs so that we can continue powering 100% of NASCAR's electricity with renewable energy, but the aim is to install solar panels at our facilities so that our energy is generated locally and adds more renewable power to the electricity grid.



Two tracks on the 2024 Cup schedule have onsite solar. Learn more about NASCAR tracks with onsite solar in the [Industry Spotlight](#).

## Link to Electrification

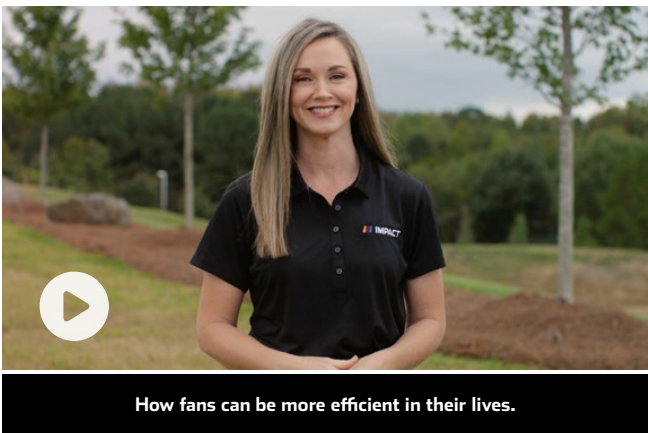


Electrifying assets makes it easier to source that power from renewables. NASCAR recently introduced two fully electric administration buildings - Martinsville Speedway and Watkins Glen International. By investing in facilities like these that are 100% electric and investing in renewable electricity, we are reducing the emissions associated with our facility operations.

\* MtCO<sub>2</sub>e (metric tons of carbon dioxide equivalent) is the unit used to measure all emissions as if they were carbon dioxide so we can easily compare them.

# REDUCING ENERGY CONSUMPTION

Powering facilities with renewables is great, but reducing energy demand is better. Energy efficiency means cutting energy consumption to reduce emissions and lower expenses. NASCAR implements several approaches to maximize efficiency.



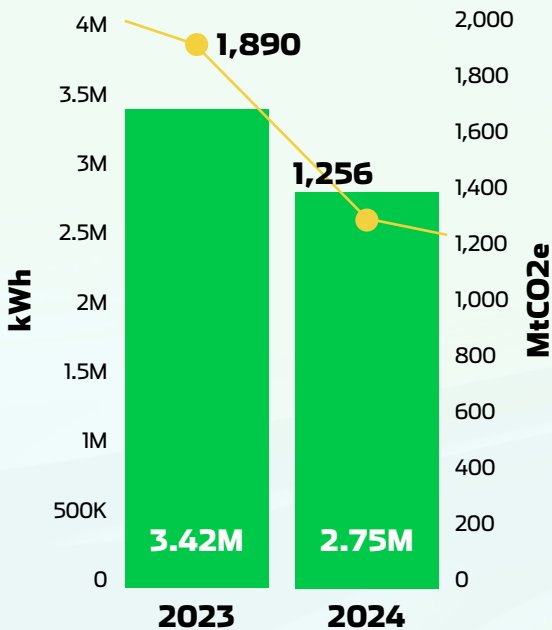
How fans can be more efficient in their lives.

STRATEGY	IMPACT	SPOTLIGHT
<b>LED Lights</b>	Use less energy than traditional bulbs and last longer, reducing energy costs, improving lighting quality and making maintenance schedules more efficient	Talladega Superspeedway recently converted all lightbulbs to LED: "It makes the facility feel more modern and saves us money on our power bill." - Jason Payne, Sr. Director, Facility Operations
<b>Building Management System (BMS)</b>	BMS is like the energy brain of a building – it controls systems like lights, temperature, and in some cases escalators, elevators and security, all remotely	NASCAR BMS expert John Majzun can monitor the systems from 13 tracks and offices from Daytona, calling a track like Chicagoland if he sees an issue
<b>Smart Thermostats</b>	They learn consumption patterns and adjust temperature to keep facilities at the perfect temperature without wasting energy	Since 2023, NASCAR installed 475 smart thermostats across nine facilities, from Iowa Speedway to Michelin Raceway Road Atlanta
<b>Solar-Blocking Window Film</b>	This film goes on a window and reduces the amount of heat entering a room and thus the strain on HVAC systems	Several facilities have installed this on west-and-south-facing windows, like the new Ally Apex Club at Kansas Speedway (pictured above)

## Reduction in Action:

### Michigan International Speedway

By adding smart thermostats, LED lights and being diligent about winterizing buildings, Michigan International Speedway reduced electricity consumption by **672,862.38 kWh** over one year, resulting in utility bill savings and a **34%** emissions reduction.



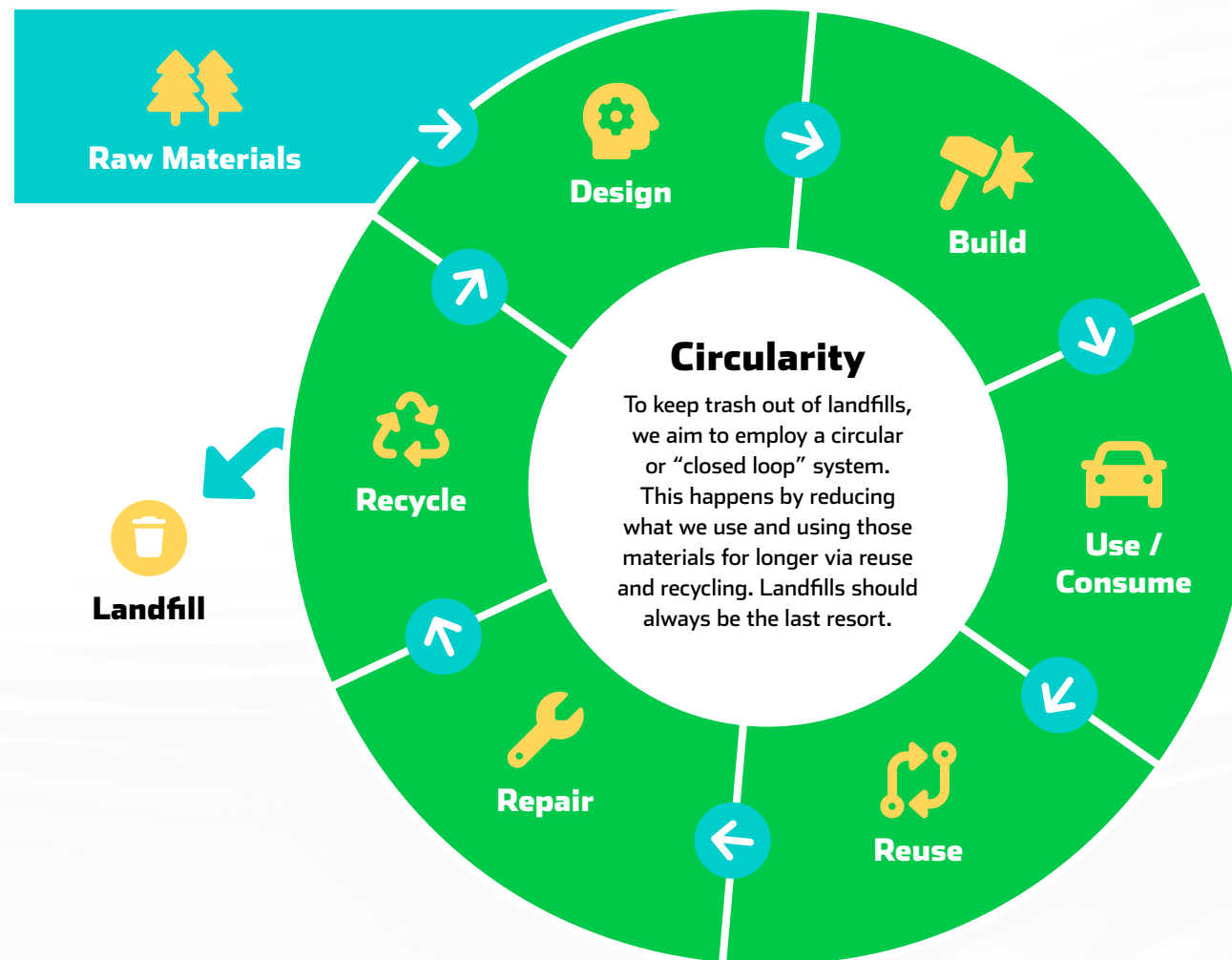
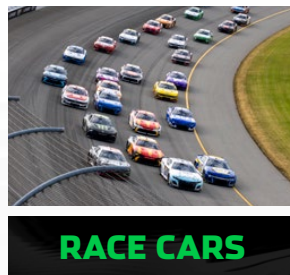
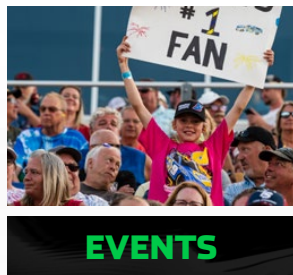


# WASTE & CIRCULARITY

Managing the materials we use efficiently and responsibly is important to prevent pollution, conserve natural resources and keep trash out of landfills. Landfills across the country are filling up, which means more taxpayer dollars and land needed to expand them. Landfills also release methane, a powerful gas that warms our planet. By reducing our trash, we can save money, keep the air in our communities cleaner and protect the spaces we love.

**Our goal is to implement waste reduction plans across all NASCAR events by 2030.**

Building off NASCAR's 2023 goal of recycling at all racetracks and offices by 2028, our new goal prioritizes waste reduction and allows us to focus on scaling multiple solutions to reduce what we're sending to landfill. We have identified several opportunities for circularity and waste reduction across the business and aim to scale this work across:



## FOOD

Sending food to a landfill is a waste of valuable resources and releases methane. We have solutions in place to turn leftover food into a valuable resource.

**01**

### Prevent

We're making smarter purchasing decisions, so we generate less excess food and packaging in the first place.

**02**

### Donate

In 2024, NASCAR concessionaire Levy Restaurants facilitated the donation of **11,400 pounds** of leftover, untouched food from Cup race weekends to families facing food insecurity across NASCAR communities.

**03**

### Compost

Across our offices and events, we compost leftover or expired food and certified compostable items. In 2024, NASCAR recycled **67,097 pounds** of food into valuable compost.

## GET UP TO SPEED

In 2024, Levy executives selected the Levy NASCAR team from 300+ accounts to receive its first-ever Sustainability Leadership Award for demonstrating most improvement across key sustainability areas.

## GROWING IMPACT THROUGH COMPOST

NASCAR, Levy and Denali, the nation's largest organic recycler, joined forces to compost back-of-house at all 2025 NASCAR Cup Series races at NASCAR-owned tracks. This effort is expected to turn **70,000 pounds** of food scraps into valuable nutrients for agriculture, reducing landfill waste and emissions. In 2026, we'll look to expand these efforts to also include fan areas at select tracks.



How Denali turns food destined for landfill into a valuable resource.

Compost is what you get when leftover food and plants break down into rich healthy material. It works like a natural fertilizer, improving soil health and helping plants grow.



## RECYCLING

What makes NASCAR unique makes waste management complex: RV camping is a huge part of our sport, fans bring their own coolers into ticketed areas and recycling infrastructure varies by state.

### Busch Light Clash

The 2024 Busch Light Clash was held at the L.A. Memorial Coliseum, a designated zero-waste facility. The race achieved a **92%** diversion rate.

### Chicago Street Race

The 2024 Chicago Street Race achieved a **75%** waste diversion rate, largely driven by recycling and food donation, earning this event the Play to Zero Waste Leader Award from Green Sports Alliance.

### At the Track

Tracks like Darlington and Richmond introduced fan-facing recycling in 2024, leading to **121.93 tons** of aluminum cans, plastic bottles, and cardboard being recycled during 2024 Cup Series weekends at NASCAR-owned tracks (the equivalent weight of about **72 Cup cars**).

## GET UP TO SPEED

Waste diversion rates tell us how much trash is saved from going to landfill by reusing, recycling or composting it. In 2024, we averaged a 10% diversion rate from NASCAR races at owned tracks – there is a significant opportunity to do more over time.



Aluminum is a valuable resource that can be infinitely recycled, so new cans can be created from old cans, forever!

## CANS = CASH AT TALLADEGA

Debuted at the 2024 Geico 500, the NASCAR(T) is a mobile recycling bin built from a repurposed stock car that collects one of Talladega's largest waste streams: aluminum cans. Thanks to the support of WISE Environmental and volunteers, **~120,000** cans were collected over four days and sold for **\$1,452**, which was donated to L.E. Willson Elementary School in Sheffield, Ala.

NASCAR is striving to improve the collection process at each track to recycle more material, an important way to increase waste diversion rates.



# WASTE REDUCTION

While we work to increase recycling rates, there are other ways to reduce event waste.

## Reusable Cups

To reduce single-use plastic cups in areas where glassware is not viable, NASCAR is working with Levy to pilot rented reusable cups and return bins, so they can be washed and used at other events instead of thrown away after one use:

### Harley J Club - 2024 Daytona 500

(96% cup return rate – 133 pounds of waste diverted)

### All areas - 2024 Chicago Street Race

(75% cup return rate – 1,137 pounds of waste diverted)

### Premium hospitality - 2024 Championship Race in Phoenix

(82% return rate – 247 pounds of waste diverted)

## Spotlight: Watkins Glen International (WGI)

In 2025, WGI became our first track to implement a long-term reuse program. NASCAR purchased 20,000 reusable cups and return bins, reducing single-use waste across premium areas for all future WGI events.



Turning banners to bags... an innovative approach to avoid landfill.

## Upcycling

Upcycling is the process of turning something used into a new item, like Homestead-Miami Speedway partnering with a local artist to upcycle **100** banners into bags or NASCAR working with Chicago Candle Co. to transform **1,000** wine & champagne bottles from the 2024 Chicago Street Race and local restaurants into candles, used as corporate gifts.



## Water Refill Stations

All NASCAR owned tracks offer fan-facing water refill stations, and we encourage fans to bring their reusable bottles and fill up during the event.



# RACE CARS

NASCAR cars are complex machines constructed with many valuable components. Recycling carbon fiber parts, tires and motor oil keeps resources in use longer and reduces the need for raw materials while minimizing waste.



## CARBON FIBER RECYCLING

Under the NASCAR R&D leadership, **14 race teams** began recycle scrap carbon fiber and fiberglass. Since the initiative launched in 2024, more than **12 tons** of material have been recycled. We will continue to work with Carbon Fiber Recycling to further this effort, keeping valuable materials in circulation and out of landfills.



## GOODYEAR TIRES

Goodyear, the Official Tire of NASCAR, supplies tires for NASCAR's three national series. Goodyear collects used tires after each race and recovers them for beneficial reuse, including recycling them into new products. Each year, Goodyear recycles around **100,000 NASCAR tires**.



## MOTOR OIL

Official Partner Safety-Kleen collects used motor oil during race weekends to ensure responsible cleanup of hazardous materials and supports NASCAR year-round by collecting used oil from race operations and team shops and re-refining it into high-quality base oil. This program recycles about **13,000 gallons** of used motor oil annually— enough to complete **23,400 laps** on Daytona International Speedway!

# CARBON MEASUREMENT

The same way race teams use data to optimize their performance, we measure our carbon emissions to understand where we can make an impact. The sport's first baseline carbon measurement was conducted in 2022, which told us where we were, and how we can reduce. Each year since we have worked to collect better data and implement changes across our business.

## Our Goals

→ In 2023, NASCAR set a goal to achieve net zero operating emissions by 2035

→ Publish a full carbon reduction plan across all material scope 3 emissions by 2030

## GET UP TO SPEED

A 2023 internal survey told us that the top three environmental aspects that employees would like to see NASCAR focus on are **energy efficiency**, **waste diversion** and **renewable energy**.

There are three 'scopes' of emissions often talked about when measuring a carbon footprint – scope 1, 2 and 3 emissions. These scopes are a way of classifying emissions sources between those that occur in core operations versus what happens in our value chain.



Reducing emissions means using energy more efficiently and making everything we do—travel, work and purchasing—cleaner and smarter.

# DEFINING NET ZERO OPERATING EMISSIONS

## NET ZERO OPERATING EMISSIONS BY 2035

### Scope 1: Fuel

All the fuel used in NASCAR-owned facilities, across NASCAR-owned events/race weekends (generators, vehicles and golf carts), within NASCAR-owned vehicles/trucks/aircrafts and race fuel across all events

#### Mobile Sources

Gasoline  
Race Fuel  
Kerosene

Diesel / Renewable Diesel  
Hydraulic Oil

#### Facilities

Natural Gas  
Refrigerants  
LP Gas

Propane  
Fugitive Emissions

### Scope 2: Electricity

Purchased electricity across all facilities that NASCAR operates



# DEFINING NET ZERO OPERATING EMISSIONS

## Our emissions goal applies to:

- The 15 racetracks that NASCAR owns and nine league offices
- Core operations across the racing series that NASCAR owns and operates: three national series; ARCA; NASCAR Regional and IMSA
- Scope 1 and 2 emissions sources – meaning it includes the fuels and electricity we consume and purchase across these facilities and core operations

Achieving net zero operating emissions means investing in clean energy, electrifying equipment and being more efficient to cut these emissions from our vehicles, events and buildings. As the Energy section demonstrates, work has started, but we know there is a long road ahead.

## GET UP TO SPEED

NASCAR purchases renewable energy credits (RECs), which provide proof that a set amount of clean energy (like wind or solar) was generated and added to the electric grid. Visit the [Energy](#) section to learn more.



17,996

**Scope 1 emissions**  
Measured in MtCO<sub>2</sub>e

0

**Scope 2 emissions  
with RECs applied**  
Measured in MtCO<sub>2</sub>e

25,572

**Scope 2 emissions  
without RECs applied**  
Measured in MtCO<sub>2</sub>e

Methodology: NASCAR measures and reports our emissions based on an operational control approach and in alignment with best-practice international standards, including the Greenhouse Gas Protocol. Our scope 1 and 2 emissions have been independently checked and verified by Sustainability Assurance Services to make sure the data is credible and accurate. Numbers include all NASCAR owned and operated series and facilities, including IMSA, ARCA, and NASCAR Regional. NASCAR continually measures its carbon emissions and expanded the carbon boundary in 2025, so while all joint league activities are included in our scope 1 and 2 figures, we're still exploring if there are additional scope 1 emissions that need to be added in the future beyond what is currently included (race fuel, haulers).

## SCOPE 3

In addition to operating emissions, we also measure scope 3 activities but are not currently reporting these numbers. The chart on the right details the primary activities that make up NASCAR's scope 3 emissions.

### What's Next?

Scope 3 emissions are typically harder to tackle as they sit outside our operational control. This means it's harder to measure this data and reduce the associated emissions. But we don't back down from a challenge. We just need more time. There are two things we need to do before we report scope 3:

→ Improve our measurement for activities across our value chain

→ Create a reduction strategy to address those emissions

We are continuing to work with our colleagues, partners and suppliers to improve our measurement and have set a goal of publishing a full carbon reduction plan by 2030, including all material scope 3 emissions.



### PUBLISH A FULL CARBON REDUCTION PLAN BY 2030



Fan Travel



Merchandise



Capital Projects



Business Travel



Waste



Industry Travel



Purchased Goods



Shipping



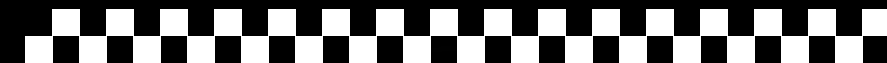
Employee Commuting



Other Fuel and Energy not in scope 1 & 2

Not in scope of current measurement: All facilities and activities associated with NASCAR's six race series, which are not owned or operated by NASCAR. Races across NASCAR's six series happen at both NASCAR-owned and independently operated tracks. While NASCAR has some influence over the competition side of the sport as a sanctioning body, only the facilities and assets owned and operated by NASCAR are included in the measurement scope (i.e., races hosted at third-party venues such as Atlanta Motor Speedway fall outside this boundary as NASCAR does not have operational control). The exception to this rule is race fuel. NASCAR does not own the race cars, but the fuel used in competition is mandated and therefore directly controlled by NASCAR.

## GET UP TO SPEED



Scope 3 emissions result from NASCAR's activities that are not directly caused by the organization (i.e., everything else that doesn't fall under scopes 1 and 2).



# INTERNATIONAL MOTOR SPORTS ASSOCIATION (IMSA)

In 2023, IMSA became the first North American racing series to switch to hybrid engines - in the top-class Grand Touring Prototype (GTP) sportscars. The advanced prototypes feature a common hybrid powertrain for all entries that takes kinetic energy gained in braking and stores it in batteries for later use when needed. The GTP technology is coupled with the use of **80%** renewable fuel:

- **64% is second-generation bioethanol**  
(made from non-food materials such as corn stalks)
- **16% is first-generation bioethanol**  
(made from crops like corn or sugarcane)

The goal is to transition to a 100% certified sustainable fuel.

## GET UP TO SPEED

Like renewable diesel, **bioethanol** is fuel made from feedstock like plant material or used cooking oil. The difference is how they're processed. Both lead to lower carbon emissions than their fossil fuel counterparts.

### OTHER WAYS IMSA BRINGS CLEAN ENERGY INNOVATION TO THE TRACK



The at-track IMSA Konica Minolta Business Center is powered by rooftop solar panels



Many haulers that carry cars and equipment to races are equipped with solar panels



IMSA's level two solar charging station showcases automotive partners' EV and PHEV products at the racetrack



IMSA Michelin Sustainability in Racing Award recognizes the GTP car using the least amount of energy and tires to attain highest finish position



Trackside timing, scoring systems and pit lane lights are transitioning to more efficient lithium batteries

## IMSA WASTE AND CIRCULARITY

New Michelin race tires in the GTP class are made with 50% renewable and reclaimed compounds - including sunflower oil and responsibly sourced natural rubber - with tire partner Michelin committed to making all its tires from 100% renewable materials by 2050. New sporting regulations are also driving efficiency: IMSA GTP teams now run on fewer tires, contributing to an **15.8% reduction in CO emissions** per GTP car as compared to previous regulations.



IMSA has taken several steps to advance sustainability across their league.

# STEM EXCELLENCE



EDUCATION & EXPERIENCES

OPPORTUNITIES

INNOVATION



## STEM EXCELLENCE

At NASCAR, STEM Excellence means using science, technology, engineering and math to drive innovation on the track and beyond. Through immersive classroom programs, hands-on learning and industry partnerships, NASCAR connects young people to the real-world science behind stock car racing.

In addition, innovative technologies like safety engineering pioneered by industry professionals are driving STEM relevance in our communities. Together, these efforts embody NASCAR's commitment to inspire the next generation, expand access to STEM careers and power progress across the sport.

### GET UP TO SPEED

At NASCAR, we are all about STEM Excellence. According to the US Bureau of Labor Statistics, STEM occupations are projected to grow by about **8.1%** from 2024 to 2034, compared with only **2.7%** growth for non-STEM occupations. That means STEM job growth is projected to be about **3x** faster than other jobs.



Ben Kennedy, EVP, Chief Venue & Racing Innovation Officer.



## PLANTING ROOTS THROUGH EDUCATION: NASCAR'S STEAMFEST IN CHICAGO

When NASCAR brought racing to Chicago's streets, the goal was clear: to build lasting community connections. This commitment resulted in STEAMFest, a robust new partnership with Chicago Public Schools (CPS) and the Field Museum. Since 2023, STEAMFest has engaged **70,000+ STEM/STEAM school students** in classroom-based NASCAR design challenges. Students across all grade levels use creativity, problem-solving and collaboration to tackle racing-themed engineering problems.

In 2025, NASCAR Cup Series Champion Ryan Blaney was joined by race team engineers to cheer on **600+ finalists** in the championship round at the Field Museum, where students competed in build-and-test challenges to win tickets to NASCAR's Chicago Street Race Weekend.



Julie Giese, NASCAR Chicago President, talks STEAMFEST.

## STEAMFEST BY THE NUMBERS

# 70,000+

CPS students engaged

# 1,600+

student finalists

# 50+

STEM/STEAM participating schools

# 20%

participation growth since 2023



# NASCAR'S COMMITMENT TO CLASSROOM INNOVATION

In 2023, NASCAR's Research & Development team of designers and engineers developed a racing-themed STEM learning unit for middle school science classrooms. Acting as virtual crew chiefs, students apply principles of aerodynamics and velocity to design and test a virtual race car. This hands-on digital environment simulates real NASCAR engineering decisions, integrating problem-solving, data analysis and teamwork.

## From Concept to Classroom

Designed in compliance with state academic standards, the unit and crew chief internship were piloted across Chicago Public Schools and made available to **17,000 eighth-grade students**. Cabarrus County (N.C.) Schools adopted a month-long version of the unit in 2025, engaging **3,600 seventh-grade students**. Most recently, Miami-Dade County Public Schools launched the program for **4,200 sixth graders**.

## Hands-On Learning, Real-World Application

Students confront variables – from aerodynamic modeling and tire trade-offs to pit crew optimization – that impact real-world race outcomes. The interactive race car design tool requires students to optimize speed and efficiency while staying within a virtual budget, reinforcing data-driven design and iterative problem-solving.



Pit crew member Josh Bush talks crew chief internship.



## NASCAR HALL OF FAME: WHERE LEGACY MEETS LEARNING

The NASCAR Hall of Fame (NHOF) in Charlotte, N.C., is a national hub for experiential STEM learning, linking the excitement of motorsports to the core science and engineering that powers high-level stock car racing. Annually, the Hall engages **20,000+ students** via hands-on programs that align STEM concepts with academic standards and real-world NASCAR applications.

The Hall of Fame enhances students' career awareness through its Career and Technology (CTE) pathway programs. The Hall of Fame provides specialized programs designed for girls from K-12 to explore engineering and connect with women working in the sport across a broad range of careers.



Supported by the NHOF Foundation, the Hall ensures equitable access, subsidizing participation for **8,000+ students** annually from children most in need and helping bridge the STEM divide.



Photo credit: NASCAR Hall of Fame



# STEM AT THE RACETRACK

NASCAR racetracks are turning race day energy into educational opportunities for the next generation. Through STEM days and expos, the country's most iconic tracks are putting STEM in motion for students.



## OVERVIEW

Middle schoolers from East-Central Alabama attend a hands-on STEM Day presented by First Bank of Alabama during spring and fall race weekends. Activities include the garage experience, interactive stations (race radio communications, electric car design via Greenpower USA), school bus laps and driver meetups.

## IMPACT

Serves roughly **500 students** per event across multiple counties, exposing youth to diverse STEM roles.



## OVERVIEW

Offers year-round STEAM programming (mobile outreach, school visits, "STEAMersion" educator sessions) plus large expos tied to race weekends. The STEAM Expo features interactive booths and partner experiences such as the BASF Kids' Lab.

## IMPACT

Nearly **8,000 children** attend track expos at Charlotte and North Wilkesboro Speedway each year.



## OVERVIEW

Phoenix Raceway partners with local schools for pit stop-style STEM events during the race season. Students interact with displays, simulators, and a variety of engineering or tech exhibits in partnership with local organizations.

## IMPACT

Since 2023, Phoenix has hosted **11 STEM** education field trips impacting **1,800 students**.

## RICHMOND RACEWAY & AMAZON

In April 2025, **50 high school students** toured Amazon's nearly three-million-square-foot robotics fulfillment center and the neighboring Richmond Raceway in Henrico County, Va., gaining firsthand exposure to the advanced technology, logistics and operations of both organizations. Students also explored STEM career pathways, hearing directly from professionals in engineering, esports and media production, and participated in a generative AI workshop led by Virginia State University students.

Amazon presented a **\$25,000 donation** to Henrico County Public Schools, strengthening local STEM resources and student opportunities.





# INSPIRING THE NEXT GENERATION: IMSA & STEM

In 2025, IMSA launched a new STEM education initiative, powered by Gainbridge® and Konica Minolta. This program connects students with the science, technology, engineering and math powering sports car racing, blending in-school digital learning with hands-on track experiences.

## IMSA STEM at Track

At select IMSA events, students go behind the scenes to observe STEM in action. At the Roar Before the Rolex 24, a group of 30 Volusia County, Fla. high schoolers studying automotive technology, robotics and physics visited Daytona International Speedway and participated in interactive learning stations hosted by IMSA and its partners.

## Building Pathways

In its first year, the program introduced thousands of students to pathways in engineering, technology and innovation, establishing STEM as a cornerstone of IMSA's educational outreach.



POWERED BY

➤ GAINBRIDGE



KONICA MINOLTA



Photo credit: IMSA

## IN THE CLASSROOM

Partnering with EVERFI, IMSA provides free, interactive, game-based lessons aligned with motorsports concepts. As of November 2025, the program has reached:

**14,000+**  
students

**425**  
schools

**500+**  
teachers

**65%**  
of students increased their knowledge  
of engineering career opportunities

**84%**  
of students agree that engineering skills  
are very or extremely valuable

## EXPLORING CAREERS: NASCAR'S CAMPUS LAB PROGRAM

Launched in 2023 at Bethune-Cookman University, NASCAR's Campus Lab Program is a case study-based initiative. It equips high-achieving students with the mentorship, exposure and skills necessary for careers in sports, entertainment and motorsports innovation.

Annually, the program enrolls **30+ students** into business area teams (marketing, event management, technology, etc.). The capstone task is to design and present a NASCAR-themed campus event to senior leadership at NASCAR HQ.

Participants receive mentorship from The Belnavis Collective (NASCAR's Black ERG) and industry leaders. The curriculum provides resume clinics, mock interviews and feedback from NASCAR recruiters.



In 2024, NASCAR expanded the Campus Lab program to Winston-Salem State University, highlighting the sport's commitment to growing talent reach across historically underrepresented institutions.

The announcement, delivered at the Bowman Gray Stadium Fieldhouse, highlights the innovative impact of the NASCAR Campus Lab Program and establishes the university as the nation's only public institution with such a program.



## NASCAR'S SAFETY ENGINEERING TEAM

The safety engineering team exemplifies STEM Excellence through applications of physics, biomechanics, mechanical engineering and data analysis to develop and test technologies, setting new safety standards worldwide. For more than two decades, NASCAR has demonstrated a strong commitment to continuous improvement by investing in research-driven solutions that deepen understanding of crash dynamics and enhance driver protection.

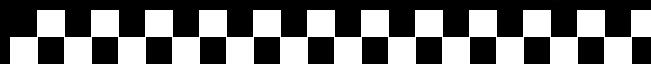
### Key Advancements

The University of Nebraska-Lincoln's Midwest Roadside Safety Facility together with NASCAR and IndyCar developed SAFER Barriers (Steel and Foam Energy Reduction). This system revolutionized energy absorption, and racetracks globally adopted the technology. Engineers study crash dynamics using instrumented drivers, simulations, empirical testing and biometric sensor analysis alongside medical and academic partners. This research produces data that informs car design and driver crash safety research.

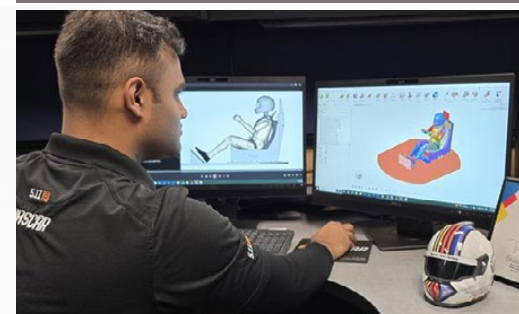
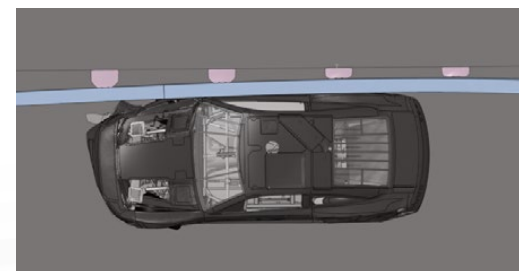
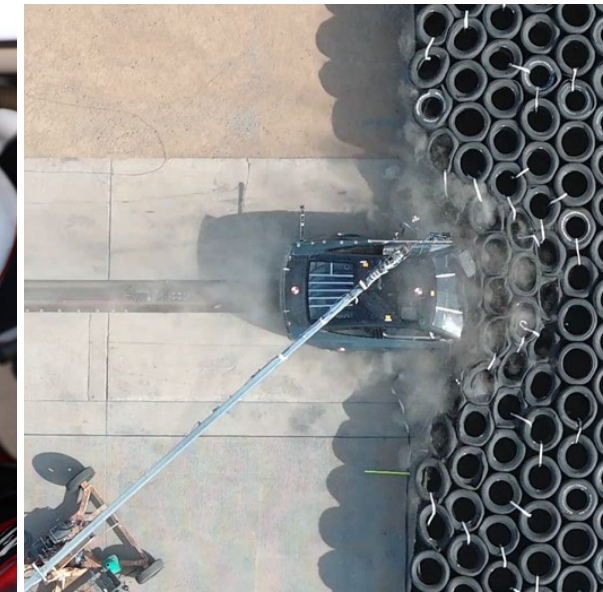
### Research Impact and Next Gen Innovations

Continuous engineering improves safety innovations in future vehicles through advancements in chassis design, restraint systems and cockpit integrity, reflecting NASCAR's commitment to advancing safety through science and technology. The team's research extends far beyond the track, as NASCAR publishes its research and methodologies in peer-reviewed journals and automotive safety conferences.

## GET UP TO SPEED



Partnerships with institutions like the University of Nebraska-Lincoln and the Wake Forest University Center for Injury Biomechanics influence sports medicine and automotive crash protection standards.



# INDUSTRY SPOTLIGHT



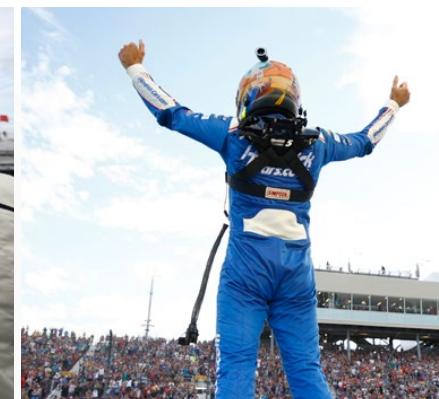


# PARTNERING FOR A STRONGER FUTURE

Creating a positive impact has always been at the heart of NASCAR. Our sport was built on the strength of the places that fuel us—the towns and cities where we compete, where our tracks and teams are rooted, and where our fans call home.

That connection drives a shared responsibility across the entire NASCAR industry to support, uplift and invest in the people and communities that make our work possible.

Every day, our tracks, teams, drivers and partners are showing up for their neighbors, leveraging their platforms to create meaningful, lasting change.





# REMEMBERING GREG BIFFLE: CHAMPION ON THE TRACK, HERO IN THE COMMUNITY

Greg Biffle was more than a champion driver — he was a respected and beloved member of the NASCAR family, known for his integrity, compassion, and service to others.

Over a distinguished career, his talent and determination earned championships in the NASCAR O'Reilly Auto Parts Series and NASCAR CRAFTSMAN Truck Series, along with multiple victories in the NASCAR Cup Series. He raced with grit, earned the respect of his competitors, and built a lasting connection with fans across the sport.

Greg's impact extended far beyond racing. After devastating floods caused by Hurricane Helene in Western North Carolina, he acted without hesitation, using his own aircraft, equipment, and resources to deliver supplies, rescue residents and support relief efforts in isolated mountain communities. He did so quietly and selflessly, driven simply by the belief that helping others mattered.

Greg represented the very best of NASCAR. His generosity and commitment to service remain a powerful reminder of how our sport can make a difference beyond the track.

NASCAR mourns the loss of Greg, his wife Cristina, daughter Emma, son Ryder, Craig Wadsworth, and Dennis and Jack Dutton.

Our deepest condolences are with their loved ones and all who were touched by Greg's remarkable life.



Photos courtesy of Greg Biffle Facebook page



# SPEEDWAY CHILDREN’S CHARITIES: FUELING HOPE, CHANGING LIVES

For over four decades, Speedway Children’s Charities (SCC) has ensured children in need receive care, support and opportunities. SCC operates through **11 chapters** aligned with Speedway Motorsports facilities, raising and distributing funds that directly impact racing communities nationwide. Using charity galas and race-weekend activations, SCC supports local nonprofits addressing vital needs like healthcare and education.



**SPEEDWAY  
CHILDREN'S  
CHARITIES**

Photo credit: Speedway Children's Charities



Since 1982, Speedway Children’s Charities has awarded over **\$79 million** to children’s charities across the U.S.



# DANIEL DYE: 2025 COMCAST COMMUNITY CHAMPION

The Comcast Champion of the Year program recognizes individuals in the NASCAR industry for their community service-focused efforts to make the world a better place. In 2025, NASCAR driver Daniel Dye was recognized with the award for his **advocacy work around suicide awareness and prevention**. Comcast awarded **\$60,000** to Dye for his organization, Race to Stop Suicide. Since 2015, the program has donated over **\$1 million to 33 nonprofits**.



This isn’t a race you can ever truly win, but we’re doing everything we can to run up front and be leaders in this mission.”

**NASCAR O’Reilly Auto Parts Series driver Daniel Dye**

# FORD PERFORMANCE – DRIVING 4 A DIFFERENCE

In 2025, Ford Performance’s Driving 4 a Difference presented by the Haas Foundation once again linked NASCAR O’Reilly Auto Parts Series performance with purpose. Through a four-race tournament, Ford Mustang Dark Horse drivers turned laps led and strong finishes into meaningful charitable contributions.

On-track success directly fueled **\$50,000** in donations to the charities of choice for the five participating drivers. Sheldon Creed won the competition and earned a **\$20,000** donation from Ford Performance to the Friends of Jaclyn Foundation, a nonprofit established to improve the quality of life for children battling pediatric brain tumors and other childhood cancers.

Drive 4 a Difference continues to reflect Ford Performance’s commitment to making a difference beyond the racetrack, proving that every competitive moment can help drive positive change.





## GIVING HOPE TO FAMILIES: THE BUNDLE OF JOY FUND

The Bundle of Joy Fund was founded by Samantha and Kyle Busch after their own personal experience with infertility and in vitro fertilization (IVF). Samantha and Kyle recognized that the cost of IVF – which often exceeds \$20,000 – makes it impossible for many families to afford.

The Bundle of Joy Fund eliminates financial barriers that prevent access to Assisted Reproductive Technology (ART). The fund has since granted **over \$2 million to families in need of assistance** and has celebrated the births of **108 beautiful babies**.



Photo credit: The Bundle of Joy Fund

## BUBBA WALLACE'S VISION FOR OPPORTUNITY

Since 2017, Bubba Wallace's Live to Be Different Foundation has aimed to break down social, financial or cultural barriers, ensuring individuals reach their full potential regardless of background or circumstance. The mission is to empower disadvantaged individuals with educational, medical, social, or other support to achieve their dreams. In 2024, Live to Be Different helped raise **\$100,000** to support Boys & Girls Clubs in Western North Carolina to aid in Hurricane Helene recovery efforts.





# THE CHECKERED FLAG FOUNDATION

Brad Keselowski's Checkered Flag Foundation was created to honor and assist veterans, active-duty military, first responders and their families. This mission is accomplished through strategic grantmaking to nonprofits on the front lines, helping those who serve and have served. Since 2010, the foundation has raised **\$3.8 million** and key programs include Tribute to Veterans, A Hero's Homecoming and the Veterans Recognition Program.



Photo credit: The Checkered Flag Foundation

# BUCKLE UP AND PROTECT YOUR MELON

Ross Chastain isn't just known as a fearless NASCAR driver. His Protect Your Melon campaign champions road safety with a deeply personal voice. Drawing on his family's eighth-generation watermelon farming operation in Southwest Florida, the campaign promotes seat belt use, responsible driving, and overall highway safety.

To spread the message, Ross collaborates with highway safety organizations. In New York, Ross hosted Protect Your Melon events with the Governor's Traffic Safety Committee at Watkins Glen, featuring meet-and-greets and information about seat belt use.





# JOEY AND BRITTANY LOGANO: HELPING CHILDREN IN CRISIS

Three-time NASCAR Cup Series champion Joey Logano and wife Brittany founded the **Joey Logano Foundation** in 2013 with a mission to invest in organizations offering second chances to children and young adults during times of crisis, focusing on the foster care system, while inspiring others to live a life of generosity.

Over the past 12 years, the Joey Logano Foundation has distributed **over \$6 million in funding and impacted more than 250,000 lives** through three key initiatives: grant funding, Critical Assistance Relief Effort (CARE) and the JL Kids Crew.



Photo credits: The Joey Logano Foundation



The Joey Logano Foundation's CARE program began by filling backpacks with essential supplies for youth in vulnerable populations but has since grown to impact **30,000 families with over \$1.5 million in funding**. During times of large-scale crisis such as the pandemic in 2020 and Hurricane Helene in 2024, the Joey Logano Foundation partnered with grassroots organizations to get emergency supplies into the hands of North Carolinians with the greatest need.



# TRACKS OUT IN FRONT WITH CLEAN ENERGY



## Pocono Raceway Eclipses 50 Million Kilowatt Hours

In 2010, Pocono Raceway installed a 3MW solar farm consisting of **39,960** American-made modules that covers 25 acres adjacent to the raceway. As of September 2024, the Raceway's solar farm had generated more than **50 million Kilowatt hours** – the equivalent of powering around **4,500 U.S. homes for a year**.



## Indianapolis Motor Speedway Operates on 100% Renewable Energy

In 2014, Indianapolis Motor Speedway installed **39,314 photovoltaic panels across 41.5 acres of land**. The array generates enough electricity to power approximately **1,000 homes** in the surrounding community each year. Separately, IMS purchases unbundled RECs from a partner, meaning it sources **100% renewable electricity** to power the facility.





As we close this inaugural report,  
we know the journey for NASCAR  
IMPACT is only just beginning.

We're excited about the track ahead,  
and with our industry and partners  
beside us, NASCAR will continue to  
lead with purpose – championing our  
communities, protecting the places  
we call home and shaping a stronger  
future for our sport and its fans."

**STEVE O'DONNELL**  
NASCAR President

 **IMPACT**

