IMPACT

2026 REPORT



INTRODUCTION

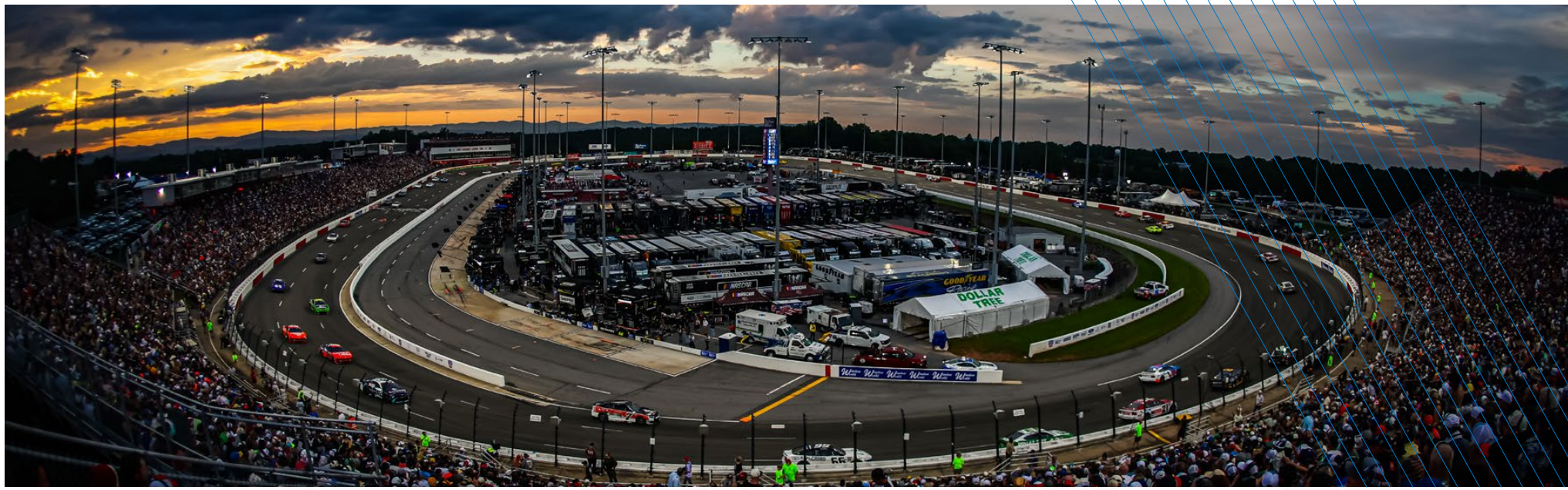
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Shaping the sport beyond race weekend.

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ONE SPORT, LASTING IMPACT.

Every race weekend reminds us of what NASCAR can do: bring people together, showcase world-class racing and give communities something to rally around. That same power fuels our ability to make a difference.

As we share our second NASCAR IMPACT Report, we reaffirm our commitment to stronger communities, healthier environments and greater opportunity through STEM education. Our work continues, grounded in the belief that our sport can help people and communities thrive.

Together with NASCAR, our racetracks, teams, drivers, employees, partners and fans all have a role to play. Their dedication brings our purpose to life and expands what we can achieve.

Building on this foundation, we will continue to use the power of racing to drive a better world.



Steve O'Donnell | Chief Executive Officer, NASCAR

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OUR APPROACH

NASCAR IMPACT uses the power of sport to strengthen communities, expand opportunity, protect the places we love and inspire the next generation.



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"Our responsibility is to turn NASCAR's commitment into meaningful action—aligning our people, partners and resources around work that delivers tangible, lasting impact."

Eric Nyquist | Senior Vice President, Chief Impact Officer, NASCAR

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OUR PILLARS

COMMUNITY BUILDING

Strengthening communities where we live, work and race.

- Youth Engagement
- Military Support
- Volunteerism
- Inclusion



HEALTHY ENVIRONMENTS

Protecting the places we love through sustainable motorsports.

- Energy
- Waste & Circularity
- Carbon Measurement



STEM EXCELLENCE

Inspiring the next generation through career-connected learning.

- Education & Experiences
- Opportunities



OUR IMPACT IN MOTION

2021

BGCA Partnership Launches
Boys & Girls Clubs of America becomes NASCAR's Official Youth Community Partner.

2023

NASCAR Announces Carbon Emissions Goal
Net-zero carbon operating emissions across owned facilities by 2035.

2023

STEAM Fest Arrives in Chicago
500+ student finalists compete in downtown STEM competition.

2024

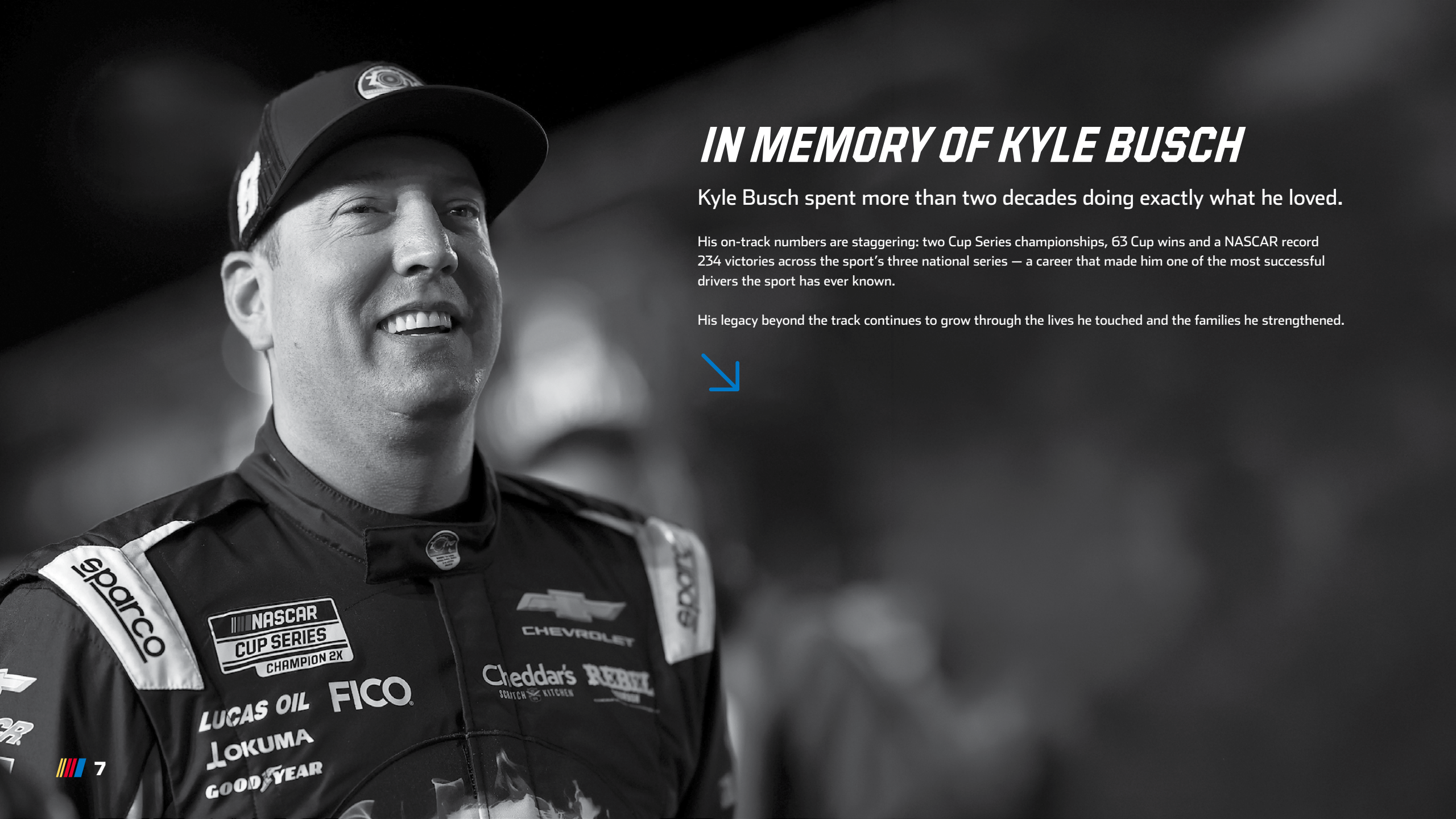
ABB Named First IMPACT partner
Supports league efforts in electrification and new technologies across operations.

2025

100K Hours Commitment
NASCAR supports employees' quest for 100K volunteer hours served by 2030.

2026

The NASCAR Foundation Celebrates 20 Years
Two decades of changing children's lives celebrated with NYC gala.



IN MEMORY OF KYLE BUSCH

Kyle Busch spent more than two decades doing exactly what he loved.

His on-track numbers are staggering: two Cup Series championships, 63 Cup wins and a NASCAR record 234 victories across the sport's three national series — a career that made him one of the most successful drivers the sport has ever known.

His legacy beyond the track continues to grow through the lives he touched and the families he strengthened.

REMEMBERING KYLE BUSCH

The Legacy He Chose

Kyle's most lasting work happened away from the track. In 2015, Kyle and his wife Samantha founded the Bundle of Joy Fund, offering grants to help other couples afford IVF treatment. What began as a personal mission grew into something families across the country now count on, awarding more than **$2.5 million in grants** to nearly **200 families** and **114 babies**.

The Kyle Busch Foundation expanded that commitment by supporting organizations serving children and families facing hardship.

Alongside The NASCAR Foundation, Kyle also visited children in hospitals, granted wishes at the track and participated in fundraising events to help more kids get the care they needed.

The Gift of Family

The Bundle of Joy Fund grew directly from the Busch family's own experience with infertility. Their son Brexton and daughter Lennix were born from the same journey that inspired Kyle and Samantha to establish the Fund, transforming a deeply personal experience into a mission to help others. Today, that legacy lives on in the hundreds of families whose lives have been transformed by the Bundle of Joy Fund.









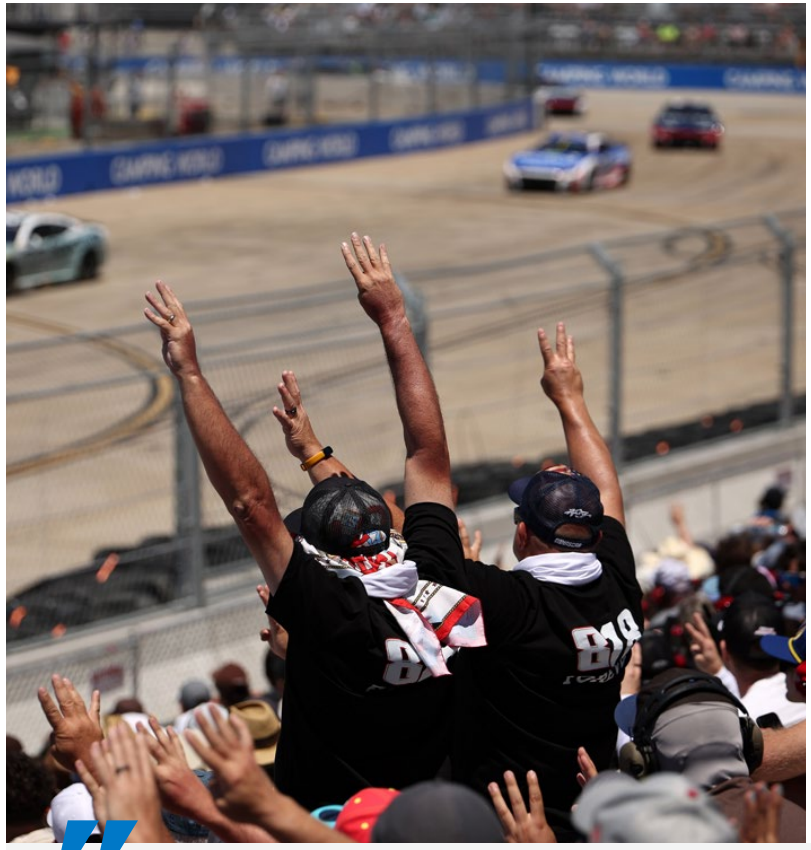
REMEMBERING KYLE BUSCH

A Legacy Carried Forward

News of Kyle's passing brought the NASCAR community together. A moment of silence before the Coca-Cola 600, tributes from drivers throughout the season and a bipartisan U.S. Senate resolution honoring his life reflected the impact he had on so many.

Tributes, including a special Celebration of Life held at Charlotte Motor Speedway, honored not only what Kyle accomplished on the track, but the lives he changed away from it.

Kyle believed in showing up for people when they needed it most. That same spirit continues to shape NASCAR IMPACT, strengthening communities through service, generosity and connection.













> No trophy, championship or accomplishment could ever measure the impact you had on my life and on so many others."
>
> **Kurt Busch** | NASCAR Hall of Fame driver and Kyle's brother







COMMUNITY BUILDING

COMMUNITY HAS *ALWAYS* BEEN THE HEART OF NASCAR







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THE COMMUNITIES THAT DRIVE US

Community has always been at the heart of NASCAR.

For generations, the sport has brought people together through shared experiences, mutual support and a belief in giving back.

As The NASCAR Foundation celebrates its 20th anniversary in 2026, NASCAR continues to build on that legacy by investing in the next generation, supporting military communities, empowering employees to serve and making motorsports more welcoming and accessible.

Through NASCAR IMPACT, we use the power of racing to create opportunities, strengthen connections and help communities thrive. From local neighborhoods to iconic race weekends, our commitment is rooted in the people who make this sport possible and the communities that proudly call NASCAR their own.

Because racing is about more than what happens on track.



The NASCAR Foundation

20 YEARS
Supporting children and families



Mobility

500+
Guests with mobility needs welcomed to pit road



Youth Engagement

4,000+
Boys & Girls Clubs of America youth engaged through at-track and Club experiences since 2021



Leadership

60+
Annual board positions held by NASCAR executives in 2026



Internship Program

640+
NASCAR NEXT Internship Program participants since 2000

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THE NASCAR FOUNDATION 20TH ANNIVERSARY

THE NASCAR FOUNDATION
2006 — 20 YEARS OF GIVING — 2026

20 Years of Impact

For 20 years, The NASCAR Foundation has brought the NASCAR community together to support children and families when they need it most. The Foundation has united drivers, teams, tracks, partners, employees and fans around a shared commitment to helping others.

$53,000,000+ Donated to programs and services supporting children's health and well-being

1,800,000+ Children impacted by those programs and services



Speedy Bear Brigade
Est. 2016

27,293 bears delivered
50 states reached
5 countries reached

Speediatrics Fun Day Festivals
Est. 2017

$1.69M in grants awarded
10,130 children reached
4,018 bikes & helmets distributed

Betty Jane France Humanitarian Award
Est. 2011

$2.965M donated to children's charities

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THE NASCAR FOUNDATION HONORS GALA



In September 2026, The NASCAR Foundation Honors Gala celebrated two decades of impact, recognizing the people, programs and partnerships that have shaped the Foundation's legacy while looking ahead to the next generation of children and families it will serve.







$2,700,000 raised at The NASCAR Foundation's 2026 Honors Gala



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THE NASCAR FOUNDATION HONORS GALA

2026 Betty Jane France Humanitarian Award Recipient

The NASCAR Foundation's 20th Anniversary Honors Gala celebrated Lyette Reback, founder of Believe With Me, as the 16th annual Betty Jane France Humanitarian Award recipient. The award recognizes NASCAR fans making a meaningful difference in children's lives through volunteerism. Through Believe With Me, Reback continues to support families of fallen military service members with financial assistance and emotional support.







2026 Honorees

The NASCAR Foundation honored Chief Executive Officer and Executive Producer of FOX Sports, Eric Shanks, with the Champion for Children Award, as well as the Chairman of the Board of The NASCAR Foundation, Mike Helton, with the Founders Award during the evening's celebrations.

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SPEEDIATRICS FUN DAY FESTIVAL

THE NASCAR FOUNDATION
2006 — 20 YEARS OF GIVING — 2026

Dayton's Ride

Dayton, a child with spina bifida who has attended Speediatrics Fun Day Festivals for the past three years, received a custom-built bicycle during race weekend at Michigan International Speedway. As part of the Foundation's commitment to ensuring every child leaves with a bike, Dayton was invited on stage to receive a custom-designed bike. Within minutes, she was riding independently for the first time. Later that day, her mom shared videos of Dayton riding at home on her new bike.







GET UP TO SPEED

Speediatrics Fun Day Festivals bring NASCAR-themed field days, hands-on activities, surprise bike giveaways and grants to youth organizations nationwide. In 2026, the program celebrated its fifth year in partnership with Kaulig Racing while expanding to 15 communities, including four festivals held in partnership with local Boys & Girls Clubs in Phoenix, Martinsville, Chicago and Richmond. During the 2026 season, **92 festivals** took place.

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SPEEDY BEAR BRIGADE

For NASCAR NEXT Intern Haylee Ochipa, volunteering with the Speedy Bear Brigade this summer carried special meaning. At six years old, she received a Speedy Bear after breaking her wrist.

"I remember how excited I was when I received my bear. It brought me comfort after a long and frightening day. I took the bear home and slept with it every night, using it to support my wrist as it healed. Fourteen years later, I still have my Speedy Bear as a reminder of the kindness and compassion that Halifax Hospital showed me all those years ago.

This summer, my story with Speedy Bear came full circle when I volunteered with The NASCAR Foundation through the NASCAR NEXT Internship Program. I helped assemble the Speedy Bear Brigade, packing boxes that would be delivered to children's hospitals across the country. I hope that every child who receives a Speedy Bear feels the same comfort, encouragement and kindness that I did all those years ago."

THE NASCAR FOUNDATION
2006 — 20 YEARS OF GIVING — 2026





> Fourteen years later, I still have my Speedy Bear as a reminder of the kindness and compassion that Halifax Hospital showed me all those years ago."
>
> **Haylee Ochipa**
> NASCAR NEXT Intern

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BOYS & GIRLS CLUBS OF AMERICA

NASCAR's partnership with Boys & Girls Clubs of America (BGCA) has become a cornerstone of our commitment to inspiring the next generation through career exploration, STEM education and immersive motorsports experiences. What began with signature at-track career experiences has evolved into year-round programming that welcomes Club youth behind the scenes at racetracks while bringing NASCAR directly into local Clubhouses. Since 2021, more than **4,000 Club youth** have participated in NASCAR experiences, while NASCAR's digital STEM platform has made career-focused learning accessible to more than **5,500 Boys & Girls Clubs**. Together, NASCAR employees, track markets and industry partners continue to open doors to the people, innovation and career opportunities that drive motorsports.



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BOYS & GIRLS CLUBS OF AMERICA

Throughout the 2026 season, NASCAR hosted Boys & Girls Club youth at **13 races**, where they went behind the scenes, met drivers and industry leaders and explored careers in motorsports. Here are a few highlights from NASCAR tracks:



At the Coke Zero Sugar 400, NASCAR and Coca-Cola Beverages Florida hosted **40 Boys & Girls Club youth**, who met Club alumni now building careers at NASCAR.



Phoenix Raceway President Latasha Causey, Board Chair of Boys & Girls Clubs of the Valley, welcomed Club youth behind the scenes to meet the people who bring race weekend to life.



Club alum and driver Dystany Spurlock returned to her hometown track in Richmond, showing local Boys & Girls Club members what's possible through a career in motorsports.



A back-to-school pop-up brought NASCAR to the Boys & Girls Club of Miami, connecting local youth with the sport while supporting students for the new school year.



Chicagoland Speedway General Manager Jacqueline Herrera shared her path into motorsports and how her passion for community shapes her leadership at the track.

GET UP TO SPEED

76% of Boys & Girls Clubs of America members believe they can make a positive difference in their community. That shared belief in service makes Boys & Girls Clubs of America a natural partner for NASCAR in helping young people strengthen the communities around them.

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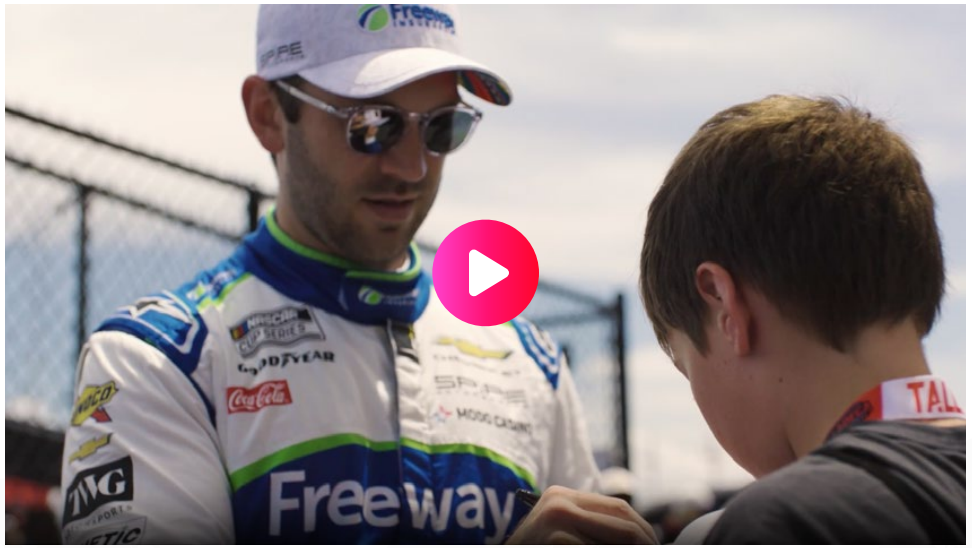
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BOYS & GIRLS CLUBS OF AMERICA

More Than a Pit Stop

NASCAR's Pit Stop is a signature career exploration experience that brings the excitement of motorsports directly to Boys & Girls Clubs. In 2026, the program expanded to Charlotte, where **400 youth** explored careers in sim racing, robotics, track design, broadcasting, licensing and STEM alongside NASCAR employees and industry professionals. At the broadcasting station, youth stepped behind the microphone to record race calls of their own before a surprise visit from Cup Series driver Daniel Suárez.







Step into the Broadcast Booth

Hear how Boys & Girls Clubs of America youth found their voice during the NASCAR Pit Stop.

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Journey to NASCAR

Bubba Wallace's 300th NASCAR Cup Series start at Kansas Speedway became an opportunity to celebrate the role Boys & Girls Clubs of America played in helping shape his journey to NASCAR. Racing in a special BGCA-themed car, Wallace welcomed youth from Boys & Girls Clubs of Greater Kansas City, who toured the infield, met Wallace and connected lessons from BGCA's Science of Speed curriculum to the action on track.

Later that spring, Wallace was inducted into the BGCA Alumni Hall of Fame, recognizing his journey from Club kid to NASCAR Cup Series driver. For the young people at Kansas Speedway, the visit was a chance to connect with someone who shared their Club experience and hear how he made his way into racing.







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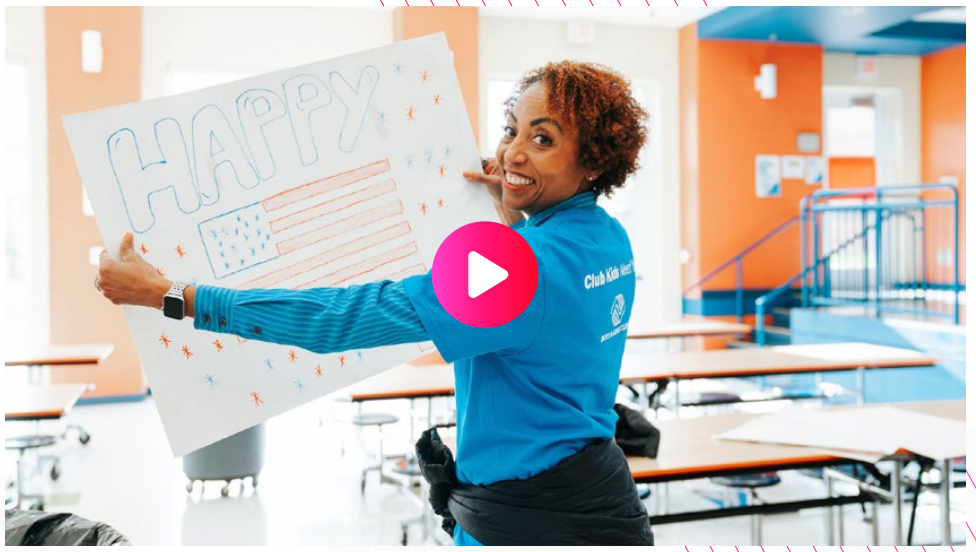
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BOYS & GIRLS CLUBS OF AMERICA

From Club to Career

NASCAR employees Nichelle Levy and Tyrese Manigault shared how their Boys & Girls Club experiences helped shape their journeys to NASCAR – and why investing in the next generation matters. Over the past year, Nichelle volunteered with Boys & Girls Club of Cabarrus County during NASCAR IMPACT Day, while Tyrese shared his career path with Club youth during a BGCA experience at the Coke Zero Sugar 400.





Nichelle Levy | Vice President, Senior Deputy General Counsel and Head of Privacy, NASCAR

Nichelle is among the many Club alumni helping shape the future of NASCAR.

> Clubs helped shape who I became, and now I work with an organization that cares about kids and supports Boys & Girls Clubs across the country. Knowing firsthand what that support can do makes NASCAR's relationship with Boys & Girls Clubs that much more meaningful to me."
>
> **Tyrese Manigault** | Senior Manager, Employee Engagement, NASCAR

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BOYS & GIRLS CLUBS OF AMERICA

VERSANT USA SPORTS BOYS & GIRLS CLUBS OF AMERICA

Behind the Scenes with NASCAR: Next Lap

The inaugural nationwide Behind-the-Scenes with NASCAR contest introduced three Boys & Girls Clubs of America teens to careers in creative production and motorsports media. Building on that initiative, NASCAR, Boys & Girls Clubs of America, Versant Media and USA Sports expanded the experience during the South Point 400.

Participants worked alongside industry professionals, interviewed drivers and broadcast talent, captured behind-the-scenes content and produced a capstone video showcasing their storytelling skills. Through hands-on mentorship and real-world experience, the program helped students build confidence, develop new skills and explore future careers in motorsports and media.







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POLICE ATHLETIC/ACTIVITIES LEAGUE

Building Trust Through Community

The National Police Athletic/Activities League, Inc. (National PAL) and more than 200 local chapters work nationwide to build relationships among kids, cops and communities to promote the prevention of juvenile crime and violence through positive engagement. As a national sponsor, NASCAR partners with chapters to expand the reach of their community impact work to continue making a lasting difference in the lives of youth across the country.

NASCAR welcomed **80 youth** from local PAL chapters to the Kansas Lottery 300 and Pit Boss/FoodMaxx 250 for VIP garage and pit access, plus career conversations with NASCAR leaders, media professionals and driver Lavar Scott. The experience gave students a firsthand look at the people, teamwork and expertise behind every race.



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NASCAR SAN DIEGO WEEKEND

As the United States marked its 250th anniversary in 2026, NASCAR's arrival at Naval Base Coronado in June provided a meaningful opportunity to celebrate those who have served while bringing the sport to one of the nation's most iconic military installations.

NASCAR's presence in San Diego reflected a commitment to honoring the military community through purposeful engagement before, during and beyond the event itself. Together with U.S. Navy leaders, nonprofit partners, Official Partners and industry stakeholders, NASCAR leveraged the platform to recognize service, expand opportunities and strengthen connections with the military and veteran community.

In the lead-up to the inaugural NASCAR San Diego Weekend, NASCAR brought the sport to the community before a single car hit the track. Military appreciation, inclusion, cultural celebration and local business support shaped race week across Coronado and San Diego.



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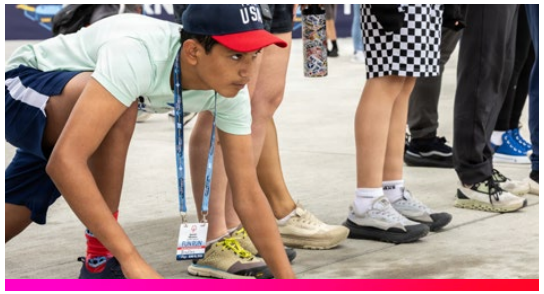
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NASCAR SAN DIEGO WEEKEND



Behind the Build

NASCAR hosted **20 youth** from the military-affiliated Boys & Girls Club at Naval Base Coronado for a behind-the-scenes tour of the racecourse build. NASCAR leaders welcomed the group, Design & Development leaders shared the engineering behind the event, and Track President Amy Lupo joined the tour. The youth later returned to watch the race on the track they had previewed.



Running the Circuit

50 athletes from Special Olympics Southern California ran the Qualcomm Circuit between turns 14 and 16, days ahead of the world's best drivers taking the same turns. NASCAR San Diego presented a donation supporting year-round training and competition opportunitie for athletes with intellectual disabilities.



Wheels Up for 20 Years

More than **100 kids** from Naval Base Coronado's Navy Child Youth Program received new bikes and helmets at the Speediatrics Fun Day Festival, one of 16 held nationwide this year. Cup Series driver Alex Bowman joined the celebration, and The NASCAR Foundation paired the gear with a **$20,000 donation**, marking its 20th year of service to the sport.



"Community has always been at the heart of what we're building here in San Diego. Hosting NASCAR San Diego Weekend at Naval Base Coronado gave us a special opportunity to honor the Navy and celebrate the military families who mean so much to this community." **Amy Lupo** | Track President, San Diego

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Military Support & Community Engagement

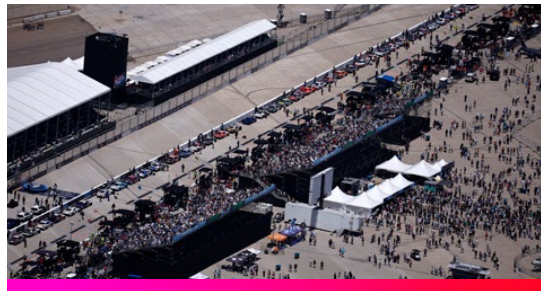
NASCAR SAN DIEGO WEEKEND





Daniel's Amigos

On behalf of NASCAR and Coca-Cola, Cup Series driver Daniel Suárez brought his Daniel's Amigos fan experience to K1 Speed's indoor go-kart circuit in Chula Vista, where youth from the Boys & Girls Club of Greater San Diego celebrated Hispanic and Latino culture through go-kart racing, a driver Q&A and a World Cup watch party.



Passport to Coronado

NASCAR San Diego's Passport Program drove fans to local restaurants, hotels and attractions throughout race week, supporting the Coronado businesses that make the community what it is. Fans logged **247 check-ins** across the program, with the most engaged fan visiting **22 locations**.



Pit Crew Sailor Showdown

In the fan zone, NASCAR's OATH employee resource group hosted a pit crew skills showdown among sailors from Naval Base Coronado.

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COCA-COLA 600 WEEKEND

NASCAR Salutes Together with Coca-Cola

The Coca-Cola 600 serves as a powerful Memorial Day tribute to the men and women who made the ultimate sacrifice in service to our country. Through moments of remembrance and meaningful partnerships, NASCAR and Charlotte Motor Speedway ensure their legacies are honored in ways that are personal and enduring.

That commitment begins with Charlotte Motor Speedway's Mission 600. In 2026, the program brought Joey Logano, Daniel Suárez, Austin Dillon and Chase Elliott together with Army, Marine Corps and Air Force personnel for engagements across three states and a virtual connection with U.S. soldiers in Lithuania. Defending Coca-Coca 600 winner Ross Chastain laid a wreath at Arlington National Cemetery to honor those who gave their lives.

On race day, a Gold Star Family Lunch connects stakeholders with the families of fallen service members and to acknowledge that the sacrifices of military service extend to the loved ones who serve alongside their brave soldiers.

NASCAR's 600 Miles of Remembrance places the name of a fallen service member on the windshield of every Cup Series car, carrying their memory throughout the race. Honor and Remember helps make that tribute personal, hosting Gold Star Families at-track on race weekend.

As part of NASCAR Salutes Together with Coca-Cola, these efforts drive home a deeply personal purpose and reinforce the Coca-Cola 600 as one of NASCAR's most meaningful traditions.





"Mission 600 connects NASCAR drivers with the brave men and women of our Armed Forces, highlighting the shared values of teamwork, innovation and excellence. More importantly, it allows us to use NASCAR's platform to shine a light on those who sacrifice so much to protect our freedoms. Honoring our military is a cornerstone of the Coca-Cola 600 and Memorial Day Weekend, and we're proud to carry that commitment forward through Mission 600 and the broader NASCAR Salutes initiative."

Marcus Smith | CEO, Speedway Motorsports

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COCA-COLA 600 WEEKEND

Honor and Remember

Through its partnership with Honor and Remember, NASCAR helps keep the memory of America's fallen service members present at the track and beyond. The organization's signature flag serves as a national symbol of remembrance, honoring those who made the ultimate sacrifice while recognizing the families who carry their legacy forward.

More than **6,000 personalized flags** have been presented to families of fallen service members, including **1,440 families** welcomed and recognized at NASCAR events. The Honor and Remember flag has also been adopted by **29 states** as an official state symbol of remembrance.

The symbol and tribute take on special meaning during Memorial Day Weekend at Charlotte Motor Speedway. At the Coca-Cola 600, Goodyear equips race teams with commemorative Honor and Remember tires and the race is paused at the halfway point as the flag is unfurled during a powerful moment of silence.



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TROOPS TO THE TRACK

CHEVROLET

Welcoming Service Members on Race Day

Through NASCAR Troops to the Track, presented by Chevrolet, active-duty service members experience NASCAR from a unique, behind-the-scenes perspective, with special access to teams, drivers and race-day activities. Since 2010, the program has honored more than **3,600 members** of the U.S. Armed Forces in recognition of their service and sacrifice. Participating military branches in 2026: U.S. Army, U.S. Navy, U.S. Air Force and U.S. Coast Guard.



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GREYSHIRT RECRUITMENT FOR NATURAL DISASTERS

Rallying Fans to Serve

Through NASCAR IMPACT, Official Partner United Rentals and Team Rubicon have joined forces to inspire service and strengthen communities by recruiting the next generation of Team Rubicon's Greyshirt volunteers. Leveraging NASCAR's national platform and passionate fan base, the collaboration connects race fans with purposeful opportunities to support disaster preparedness, response and recovery efforts while growing the volunteer network of one of the nation's leading veteran-founded humanitarian organizations.

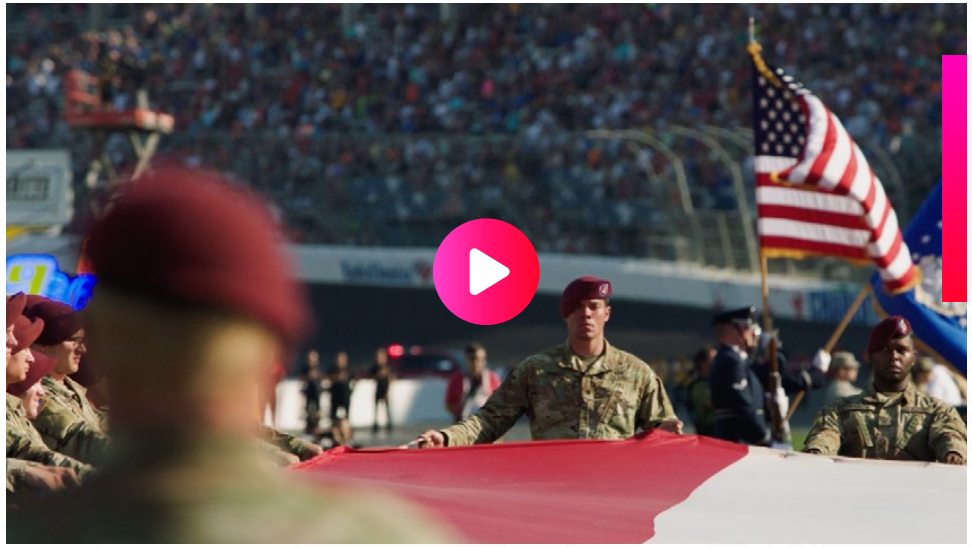
The initiative reflects the strong alignment between NASCAR and United Rentals, whose culture is rooted in giving back to communities and supporting those who serve. United Rentals has long demonstrated a commitment to veterans and military-connected initiatives, making Team Rubicon — a veteran-founded organization mobilizing skilled volunteers to respond when disaster strikes — a natural partner.

The collaboration launched with volunteer recruitment activations during the Daytona 500 and NASCAR's inaugural San Diego race weekend, where Team Rubicon engaged fans through the United Rentals footprint while NASCAR amplified the effort across its digital platforms.

So far this year, a larger pool of volunteers has allowed the organization to deliver **674 service project**s and **97 operations activities**, maintaining both front-line delivery and essential back-office work without sacrificing quality or throughput.



Photo Courtesy of Team Rubicon



GET UP TO SPEED

Since 2010, Team Rubicon has helped more than **10 million people** through disaster response and humanitarian operations in **1,200+ communities** worldwide.

Watch the video to see how Team Rubicon's Greyshirts step up to support our communities when natural disasters strike.

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UNSUNG HEROES CAMPAIGN & POLL WORKER RECRUITMENT

Continuing the Call to Service

For many veterans, service doesn't end when they leave the military — it simply takes a new form. In 2026, NASCAR joined fellow professional sports leagues in supporting Unsung Heroes, a national storytelling campaign from We the Veterans and Military Families that recognizes veterans and military family members whose leadership, teamwork and commitment power both the sports industry and our nation's elections. Through short-form videos and digital storytelling, Unsung Heroes highlighted veterans from across the industry while reinforcing the values that define both military service and the NASCAR community.

The campaign also advanced NASCAR's ongoing partnership with We the Veterans and Military Families through Vet the Vote, a nonpartisan initiative that encourages veterans and military family members to continue serving their communities as election poll workers.

By celebrating those who continue to serve, both in our industry and in communities across the country, NASCAR is proud to recognize the lasting leadership of veterans while connecting them with opportunities that strengthen the civic institutions that serve us all.



Watch the video narrated by NASCAR Chief Brand Officer and Army veteran Tim Clark to learn more about the inspiring stories behind the Unsung Heroes campaign.



GET UP TO SPEED

With the support of NASCAR and other partners, We the Veterans and Military Families has helped recruit more than **176,000 veterans and military family members** to support future elections.

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AMERICAN CORPORATE PARTNERS (ACP)

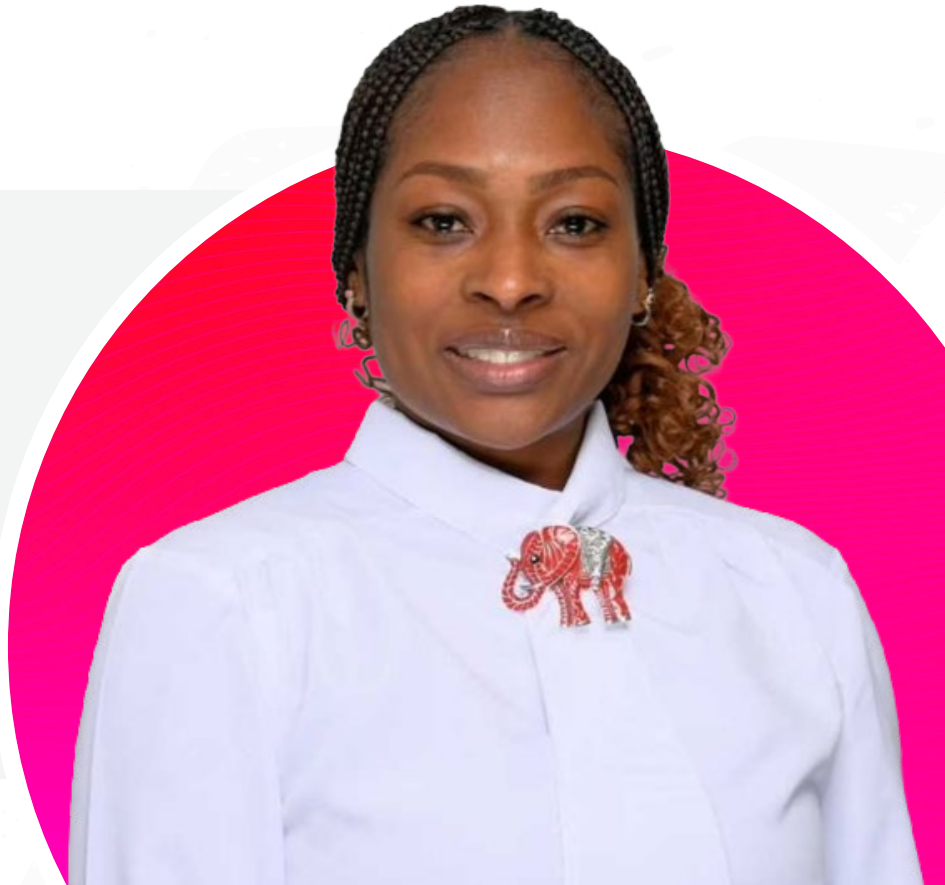
Accelerating Careers Through Mentorship

After 20 years in the United States Army, Keisha Serieux knows how to lead. As a Transportation Management Coordinator and Automated Logistical Specialist, she deployed to Kuwait and Iraq, earned the rank of E-8 and built a career defined by leadership, precision and mission execution.

As part of her American Corporate Partners (ACP) mentorship with Greg Motto, NASCAR EVP and CFO, they have focused on career planning, resume refinement and translating two decades of military experience into opportunities aligned with her long-term goals. As she enters the final months of her military career, Keisha is approaching the transition with a clearer sense of direction and a strong foundation for success in the civilian workforce.

Since 2024, more than **30 NASCAR executives** have served as career mentors to transitioning veterans and military spouses through ACP.

> As I prepare to transition as a U.S. Army Master Sergeant, having a senior leader from NASCAR invest his time, knowledge and encouragement has reinforced that the leadership skills I've developed in the military are valuable in the civilian workforce. Greg has challenged me to think strategically about my future, helped me better communicate my experience and reminded me that successful transitions are built on relationships, mentorship and continuous learning."
>
> **Keisha Serieux** | ACP protégé and U.S. Army master sergeant



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NASCAR COMMITMENT

On the Road to 100,000 Hours

Volunteerism is more than an annual initiative at NASCAR — it is ingrained in our culture. Across every office, track and community, employees dedicate their time and talents to causes that matter. In 2025, NASCAR set a bold goal to reach 100,000 employee volunteer hours by the end of 2030. Every project completed, every hour volunteered and every employee who stepped forward in 2026 brings us closer to that milestone.

Service brings our employees, communities and the organizations making a difference closer together. These relationships help NASCAR create a positive impact that extends far beyond race weekend.

12,000 +

Projected Employee Volunteer Hours in 2026

In 2026, NASCAR employees are projected to contribute more than 12,000 volunteer hours through IMPACT Day, Volunteer Time Off, board service, mentorship, speaking engagements, Employee Resource Group initiatives and community volunteer activities.



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WHY WE SERVE

Connection Starts with Service

Some of NASCAR's strongest connections begin outside the office. Volunteer projects bring together employees across departments, locations and career stages while creating lasting relationships through shared service.



NASCAR employees joined Coca-Cola Consolidated and its community partners to build a racecar-themed playground at Shuffletown Park in Charlotte, N.C., as part of Coca-Cola Consolidated's 2027 Coca-Cola 600 community project.



"I loved getting to volunteer alongside fellow interns and full-time employees I don't typically interact with on a day-to-day basis. It was so rewarding to see people across all functions of the business come together to support our local community."

Cameron Delgado | NASCAR NEXT Intern

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WHY WE SERVE

Leadership in Service

NASCAR leaders bring their time and expertise to nonprofit and community boards, helping strengthen organizations that serve our communities. That commitment also shapes how they lead within NASCAR.

> Community involvement allows us to support important causes while growing as leaders, broadening our perspectives and building stronger relationships. When employees invest their time and talents in their communities, they create positive change and bring those experiences back to make our sport even stronger."

Nicole Haves | VP, Chief of Staff, NASCAR



NASCAR Volunteer Time Off

Through Volunteer Time Off, NASCAR employees use paid time to support causes that matter to them. For Bianca Gonzalez-Schulte, that meant volunteering at Hope Place, a shelter serving women and children rebuilding their lives after domestic abuse.

> Hope Place becomes family for women during one of the hardest times in their lives. I know how life-changing that kind of support can be, and that's why volunteering there means so much to me."

Bianca Gonzalez-Schulte | Director, Interactive Applications, NASCAR

More than half of NASCAR senior leaders have served on nonprofit or community boards within the past 24 months. Collectively, this board service surpasses **1,300 hours** annually and extends across **60+ distinct organizations**.

Top 5 areas of Board Service for NASCAR Executives

- Professional Industry
- Education & STEM
- Youth Development
- Health, Wellness & Inclusion
- Social Advocacy

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WHY WE SERVE

2026 IMPACT Day

Every volunteer hour contributes to NASCAR's Road to 100,000 Hours and each November that commitment comes to life through NASCAR IMPACT Day, uniting employees across **20 locations** around projects that strengthen communities across all three IMPACT pillars.

2,800
Projected Volunteer Hours

40
Nearly 40 Community Partners Served





"IMPACT Day has a dual impact. It allows NASCAR to show up for the communities where we work, while also giving employees the chance to connect with colleagues outside the work environment and learn more about each other and our shared passion for helping others. Every year, I'm impressed by the passion, efficiency and commitment our employees bring to each event."

Krysten Hoversen | Director, Partnership Strategy, NASCAR and Employee IMPACT Day Taskforce Leader

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UNITED WE PACK

United by Service

In the same garage where champions compete, the work that matters most happens off the track. On the grounds of Charlotte Motor Speedway, **150 volunteers**, including NASCAR employees and Coca-Cola Consolidated team members, came together to celebrate America's 250th anniversary. Working side by side across four packing lines in the Cup Series garage, the group assembled **4,500 meal boxes** in just three hours, providing an estimated **50,000 meals** for families across the Greater Charlotte community through Second Harvest Food Bank of Metrolina.

America 250 is the official federal initiative commemorating the United States' 250th anniversary in 2026, bringing together communities, organizations and companies across the country in celebration and service.



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DART / KEEP CHARLOTTE BEAUTIFUL VOLUNTEER DAY

DCAT
Dart Community Action Team

Clean Streets, Shared Purpose

Some of the most meaningful volunteer days happen without a stage or a finish line. One weekday afternoon in Uptown Charlotte, NASCAR employees and interns joined the DART Community Action Team, DART's employee volunteer network, to clear litter from community spaces around NASCAR's Charlotte office. The cleanup was part of Keep Charlotte Beautiful's citywide efforts.

Volunteers gathered afterward for a Waste and Circularity Lunch and Learn—unpacking the sustainability work NASCAR and DART are building together, including a reusable cup program, and connecting the day's work with the larger purpose. Volunteers left with a deeper understanding of how individual actions contribute to broader sustainability efforts.

To learn more about DART's commitment to community and sustainability, visit:
dartcontainer.com/why-dart/sustainability/commitments







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BUILDING THE FUTURE OF MOTORSPORTS

Together, the Campus Lab Program, NASCAR NEXT Internship Program and NASCAR NEXT Engineering Fellowship Program form a connected talent pipeline that expands access, develops skills and helps shape the future of motorsports.



GET UP TO SPEED

Since 2000, the NASCAR NEXT Internship Program has provided paid, hands-on experiences that connect students with meaningful work, mentorship and career opportunities across the organization. **More than 600 interns** have participated in the program, with many launching full-time careers at NASCAR.

> Investing in the next generation is essential to the future of our sport. By giving students opportunities to explore careers, gain real-world experience and see a future for themselves in motorsports, we're helping build the talent and leaders who will move our industry forward."

Brandon Thompson | VP, Growth Engagement & Inclusion, NASCAR



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BUILDING THE FUTURE OF MOTORSPORTS

CAMPUSLAB

WINSTON-SALEM STATE UNIVERSITY

Launched in 2023, the NASCAR Campus Lab Program introduces high-achieving students to careers in motorsports through case studies, mentorship and professional development. Now offered at Bethune-Cookman University and Winston-Salem State University, the semester-long program provides students with real-world business experience while connecting them with NASCAR leaders and mentors.





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Urban Youth Racing School

Since 1999, NASCAR has partnered with the Urban Youth Racing School to introduce underserved youth to STEM through motorsports. Combining karting, iRacing and hands-on learning, the program has reached more than **7,500 students** while helping connect classroom learning to careers in engineering, automotive technology and media.

7,500+
students reached



NASCAR Cars + Coffee

NASCAR Cars + Coffee brings free community car meets to markets including Philadelphia, San Diego, Winston-Salem and Birmingham, pairing car shows and local vendors with NASCAR simulators and show cars. The events reach fans through a shared love of cars rather than an existing tie to the sport. By creating welcoming spaces built around automotive culture, Cars + Coffee introduces new audiences to NASCAR while strengthening connections in local communities.

3,600+
attendees welcomed





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BUILDING THE FUTURE OF MOTORSPORTS

Meeting Fans Where They Are

Rather than waiting for new fans to discover the sport, NASCAR intentionally builds relationships in communities where meaningful connections already exist. Through trusted organizations and shared experiences, these partnerships introduce new audiences to motorsports and create lasting connections to the sport.





Raising a Pro: Black Women in Sports at ESSENCE Festival

NASCAR brought the conversation about representation off the track to the 2026 ESSENCE Festival of Culture. The 'Raising a Pro' panel featured the mothers of NASCAR rising talents Rajah Caruth and Lavar Scott, alongside NASCAR Phoenix Raceway President Latasha Causey and Scott himself. Together they spoke candidly about the sacrifices, support systems and leadership that shape a driver's path long before race day, offering a rare look at the family and mentorship networks driving the next generation of NASCAR talent.

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Black Sports Business Symposium

NASCAR engaged hundreds of students, professionals and industry leaders through panel discussions, networking and career conversations that highlighted opportunities across the motorsports industry.

Winner Circle Tour

NASCAR expanded its partnership with Curren$y's Winner Circle Tour to four cities, bringing fan experiences directly to concertgoers. More than **42%** of attendees already identified as NASCAR fans, strengthening existing fan connections while introducing the sport to new audiences.

Delta Sigma Theta

NASCAR debuted its first Delta Sigma Theta-branded show car at the sorority's Regional Conference in Charlotte, introducing the sport to more than **7,000** members and families through an authentic community partnership.

Jack and Jill of America

A new partnership with Jack and Jill of America connected more than **50,000** members nationwide to at-track experiences while introducing students to NASCAR's NEXT Internship and Engineering Fellowship Programs.

Legacy History Pride

NASCAR expanded its HBCU apparel collaboration into a full 2026 collection celebrating the shared history of Bowman Gray Stadium and Winston-Salem State University, with merchandise available through HBCU bookstores nationwide.

The Museum DC

Partnering with The Museum DC, NASCAR brought Washington's GoGo music culture to Richmond Raceway through fan experiences, limited-edition merchandise and race weekend activations that connected new audiences with the sport.

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MOBILITY PIT BOX

TOYOTA

Expanding Access to Race Day

The NASCAR Mobility Pit Box helps make race day more accessible by giving fans with mobility needs the opportunity to experience NASCAR from pit road.

The idea was inspired by BMX racer and NASCAR fan Sam Willoughby. After a career-ending injury resulted in tetraplegia, Willoughby attended the 2020 Daytona 500 and shared that the only part of the experience he could not access was a traditional pit box. Toyota took that feedback and led the design and development of the Mobility Pit Box, which features NASCAR branding so it can be used across the industry in the spirit of "Mobility for All."

Featuring an integrated ramp and lift system, the Mobility Pit Box accommodates up to three guests using mobility devices, along with their companions. The Mobility Pit Box offers fans one of the closest vantage points to the race-day action.

Learn more and request access at ***nascar.com/mobilitypitbox***



The Mobility Pit Box's impact since its February 2024 launch

500+
guests with mobility needs welcomed

20
tracks visited nationwide

50+
race weekends activated

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ERGS: CULTURE & BELONGING

NASCAR's six Employee Resource Groups (ERGs), open to all employees and allies, foster connection, professional growth and belonging while creating meaningful impact within NASCAR and the communities we serve.

APEX — Asian American and Pacific Islander employees and allies

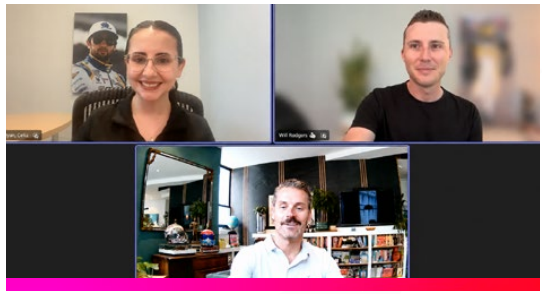
BELNAVIS COLLECTIVE — Black employees and allies

UNIDOS — Hispanic/Latino employees and allies

OATH — Military/Veteran community and allies

PRIDE+ — LGBTQ+ employees and allies

WOMEN IN NASCAR — Women and allies



Expanding perspectives and developing future leaders

During PRIDE+'s Allyship in Motorsports panel, Travis Shumake and NASCAR driver Will Rodgers discussed the importance of authenticity, representation and allyship in creating a more inclusive motorsports community.

16 educational programs hosted this year



Turning shared purpose into community impact

In honor of the late NASCAR Foundation employee Jennifer Quattrochi, Women in NASCAR (WIN) established the Jennifer Quattrochi Legacy of Light Award to recognize an employee who embodies her compassion, selflessness and passion for NASCAR.

20+ nonprofit organizations supported through ERG-led volunteerism and community partnerships this year



Celebrating culture and strengthening community connections

NASCAR Unidos helped bring Hola Charlotte to life, engaging Charlotte's Latino and Hispanic communities while celebrating culture and highlighting representation across the sport.

25 employees serve in volunteer leadership roles across NASCAR's six Employee Resource Groups

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ERG IN ACTION: THE BELNAVIS COLLECTIVE

Inspired by motorsports pioneer Sam Belnavis, The Belnavis Collective is the only NASCAR Employee Resource Group named in honor of an individual. Guided by his belief in opening doors for others through service, members partnered throughout the year with organizations such as the Boys & Girls Club of Cabarrus County, bringing employees across departments together to support local youth and communities. Under Chair Aaron Eaton's leadership, service has become a cornerstone of the ERG's programming, helping employees build connections, develop as leaders and carry forward Sam Belnavis' enduring legacy.



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IMSA: RESILIENT RACER

Racing for Resilience

For children supported by the Austin Hatcher Foundation and Camp Boggy Creek, race weekend becomes an opportunity to experience motorsports from a new perspective. The Austin Hatcher Foundation for Pediatric Cancer provides lifelong support and resources to children with cancer and their families, while Camp Boggy Creek creates free, medically supported camp experiences for children with serious illnesses and their families to connect and simply enjoy being kids. Through IMSA's Resilient Racer program, children are welcomed as honorary members of race teams, with their names displayed on competing race cars and their families invited behind the scenes for a one-of-a-kind race weekend. In 2026, **44 teams** participated in the program, hosting **25 families** and celebrating the courage, resilience and community that define the sport.



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IMSA: 3D SCHOLARSHIP

IMSA DIVERSE DRIVER DEVELOPMENT

Great talent deserves the chance to thrive

Valued at **more than $300,000**, the IMSA Diverse Driver Development (3D) Scholarship provides aspiring professional drivers with financial support, mentorship and professional development that extends well beyond race day. By investing in both performance and leadership, the program is preparing the next generation of professional racing talent.





2026 IMSA Diverse Driver Development Scholarship winner Nicky Hays will receive scholarship benefits through 2027 while competing in the IMSA Michelin Pilot Challenge.





HEALTHY ENVIRONMENTS

PROTECTING THE PLACES WHERE NASCAR LIVES







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TAKING ACTION. POWERING PROGRESS.

Protecting the places where NASCAR lives.

Through Healthy Environments, NASCAR is taking practical steps to reduce its environmental footprint across race weekends, facilities and operations. That means using energy more efficiently, cutting waste, strengthening carbon measurement and testing solutions that can scale across the sport over time.

This work is not about a single program or finish line. It is a long-term journey of continual improvement, shaped by data, innovation and collaboration with partners, tracks, teams, employees and fans.

NASCAR works to protect the places where the sport lives, competes and connects with fans.



Carbon Reduction

4.5%

Lower operating emissions from 2024 to 2025



Electricity

100%

Renewable electricity through certified wind energy since 2024



Race Fuel

15%

Bioethanol produced by POET with net-zero lifecycle emissions introduced into NASCAR Sunoco race fuel in 2026



Tire Recycling

94,992

Tires recycled through Goodyear in 2025



Composting

70,380

Pounds of organic material composted in 2025



Fluid Recycling

502,930

Gallons of used oil and fluids recycled via Safety-Kleen in 2025

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Healthy Environments

PROTECT THE PLACES WE LOVE

Our goal for Healthy Environments is simple: protect the places we love now and for future generations. Over the past few years, we established public goals to guide our efforts. These commitments continue to shape how we approach work across:

- **Energy**
- **Waste & Circularity**
- **Carbon Measurement**

While there is still work to be done, NASCAR remains committed to making progress toward fostering healthy environments in the communities in which we operate for years to come.



Our Commitments

- ✓ Achieve net-zero operating emissions by 2035
- ✓ Implement waste reduction plans across all NASCAR events by 2030
- ✓ Develop a full carbon reduction plan across all material scope 3 emissions by 2030

GET UP TO SPEED

Operating emissions are associated with the fuel and electricity used to power NASCAR's owned and controlled assets as part of its core operations.

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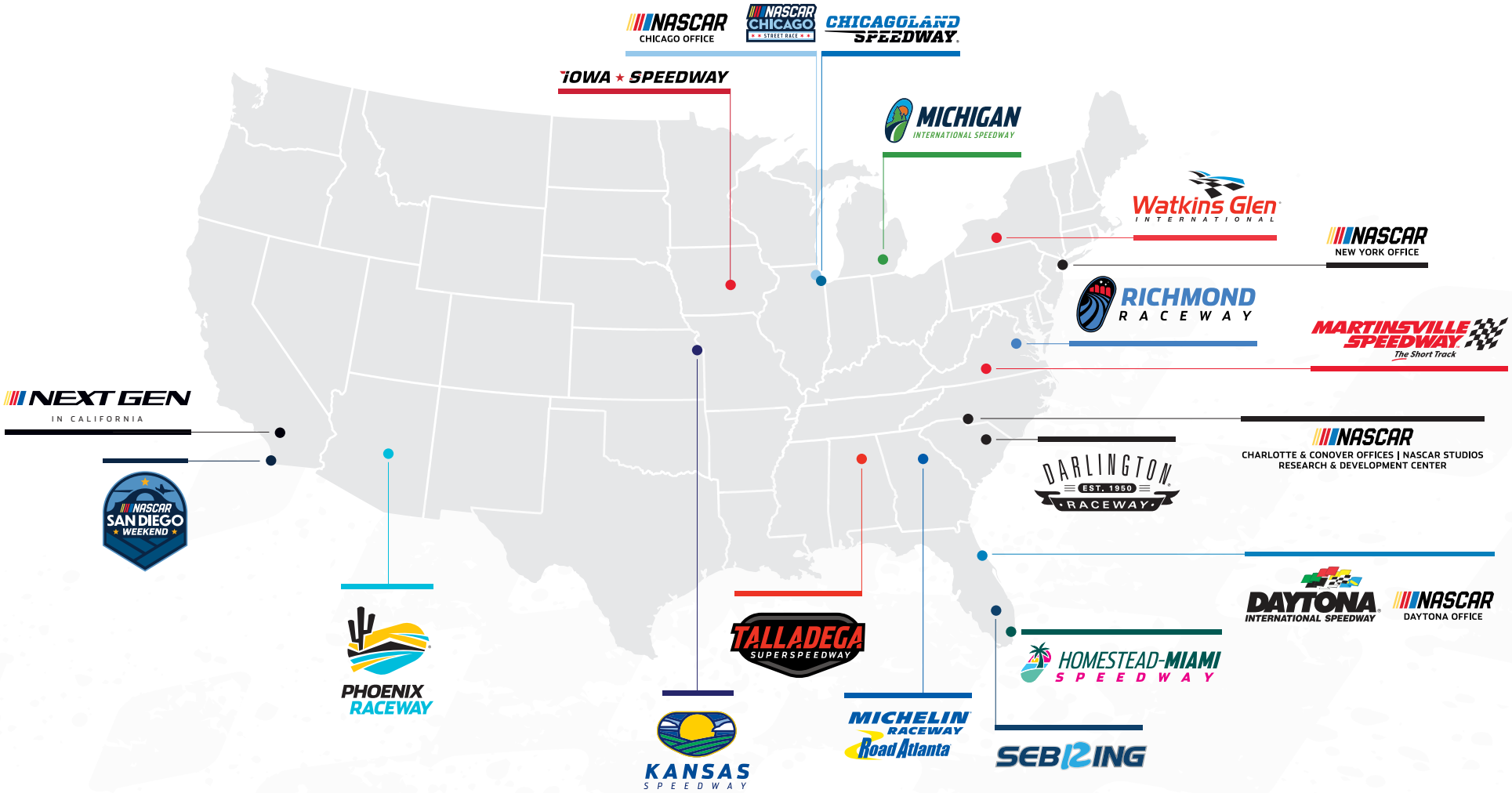
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OUR FOOTPRINT



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ENERGY

From race weekends to facility operations, energy drives nearly every part of our business. As we continue identifying opportunities to reduce fuel and electricity use and transition to lower-carbon energy sources across our core operations, we focus on three main areas:

Race Cars | Events | Facilities



Energy

RACE CARS

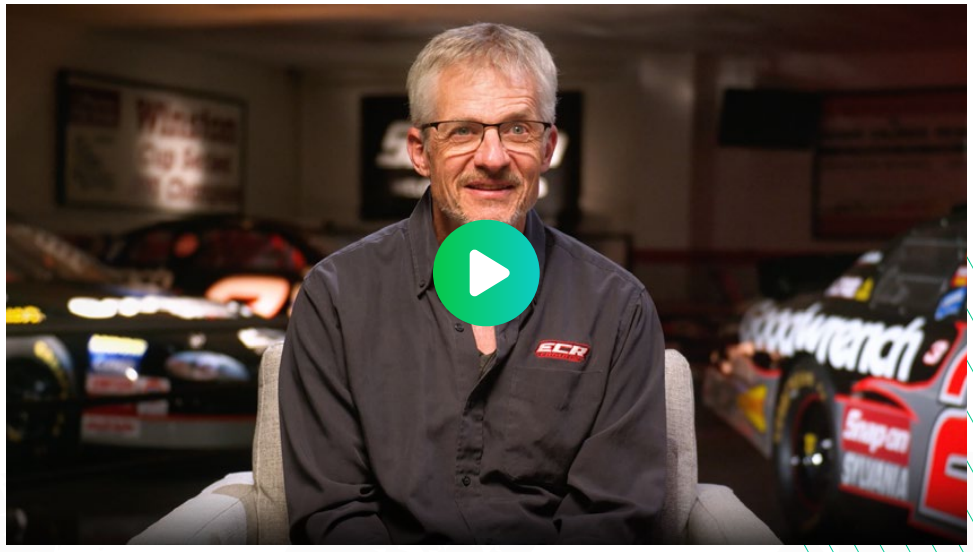
Race Fuel in Transition

NASCAR National Series uses a Sunoco race fuel blend consisting of **15% bioethanol and 85% gasoline**. During the 2025 season, NASCAR race cars consumed 256,329 gallons of fuel, down slightly from fuel burned in 2024. Starting in the 2026 season, the 15% bioethanol in NASCAR Sunoco race fuel is produced by POET's innovative production technology with **net-zero lifecycle carbon emissions**, as independently verified by SCS Global Services.

Advancing Bioethanol: From Farm to Track

As the Official Bioethanol Partner of NASCAR IMPACT, POET supplies a renewable bioethanol made from corn grown by over **30,000 American farmers**. Through regenerative agricultural practices, advanced bioprocessing and carbon capture technologies, POET produces bioethanol independently verified as having net-zero carbon emissions. In addition to burning cleaner than conventional gasoline, bioethanol naturally increases octane while helping cool the engine's air-fuel mixture, allowing more air and fuel into the engine.





Hear Dr. Andrew Randolph explain bioethanol's potential to shape the future of NASCAR and everyday transportation.

"From the field to the finish line, bioethanol delivers clean-burning, high-octane performance, with the same benefits available to everyday consumers at the pump. POET Zero Carbon bioethanol truly changes the game, and we're proud to power a new era of high-intensity, lower-emission racing with NASCAR."

Jeff Broin | Founder and CEO, POET

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Energy

EVENTS

Powering a race weekend requires more than fuel for race cars. The generators, long-haul fleet and onsite equipment all contribute to NASCAR's event energy footprint. Understanding how these systems operate helps identify opportunities to improve efficiency and reduce emissions over time.

Generators

Provide temporary power for lighting, broadcast, garages and other essential operations.

Long-Haul Fleet

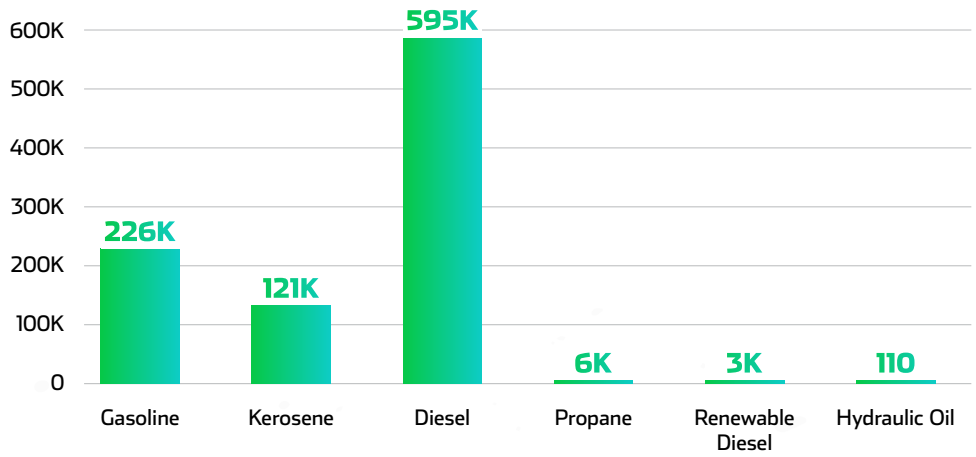
Haulers transport competition equipment, race cars and event infrastructure across the country.

Onsite Equipment

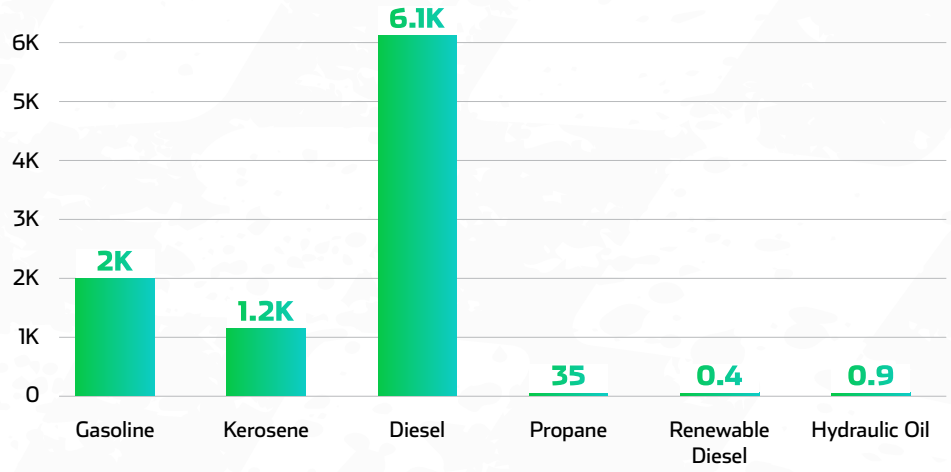
Includes vehicles and machinery used throughout our venues for operations.



2025 Operational Fuel Use (Gallons) [1]



2025 Emissions from Operational Fuel Use (tCO2e) [2]



1. Fuel reporting was expanded to include year-round operational fuel in addition to race weekend activities. As a result, fuel values are not directly comparable to the previous year's report. 2. tCO2e (metric tons of carbon dioxide equivalent) is the unit used to measure all emissions as if they were carbon dioxide so that they can be easily compared. Our previous report used the abbreviation "MtCO2e" to refer to metric tons. This report adopts the current industry convention.

Energy

GENERATORS

Whether powering pit road or broadcast equipment, the NASCAR industry relies on diesel generators. We are working with strategic partners like ABB, a global technology leader in electrification and automation, to explore how battery storage, smarter controls and real-time energy monitoring can reduce generator runtime and fuel consumption while maintaining reliable power.

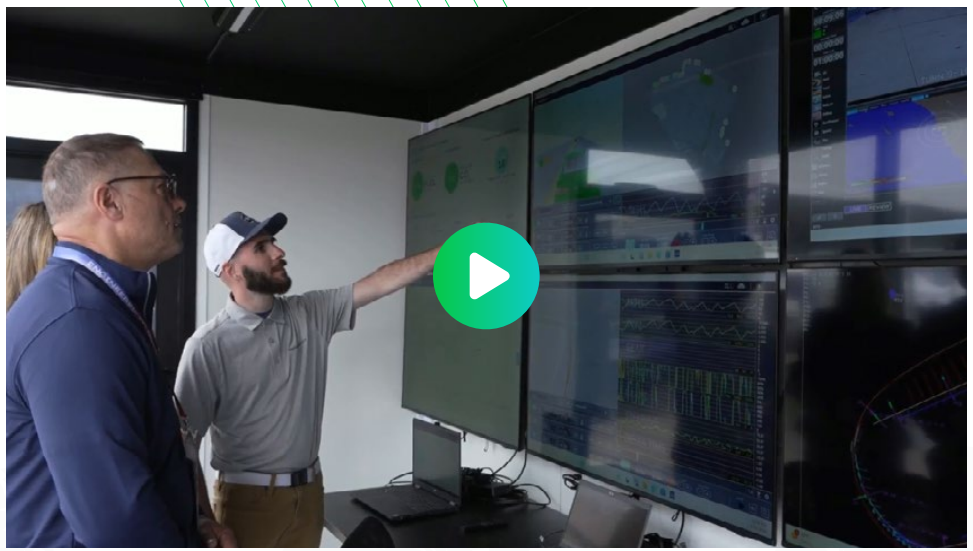
Microgrid Power at San Diego

Working with ABB, NASCAR created a temporary network of microgrids to power race weekend activities, including pit road, the fan zone and behind-the-scenes operations. The microgrids used a hybrid energy strategy, combining a battery energy storage system (BESS) with generators. Instead of running continuously, **generators could recharge the batteries when needed, while the batteries supplied power to event operations**. As the Official Electrification Partner of NASCAR, ABB's monitoring technology provided real-time visibility into energy use across the site, helping understand when and where power was needed.

What's the IMPACT?

The ABB system saved **380 gallons** of fuel during the three-day race weekend, avoiding the equivalent of the carbon emissions from driving a typical passenger car coast to coast more than three times.*





See how ABB helped power San Diego while bringing NASCAR Race Control closer to fans.

"Working with ABB is helping us challenge how race weekend operations are powered. What we learned in San Diego gives us a foundation to reduce generator fuel consumption and improve energy efficiency at future events."

Charles "CJ" Tobin | Managing Director, Vehicle Systems, NASCAR

* Based on U.S. EPA greenhouse gas equivalency factors for diesel fuel and average passenger vehicle emissions.

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LONG-HAUL FLEET & ONSITE EQUIPMENT



Renewable Diesel on the Road

In 2025, NASCAR's long-haul fleet traveled 861,525 miles transporting equipment for the NASCAR National and Regional Series. The fleet used **3,020 gallons of renewable diesel**, more than triple the 2024 volume. While it is still a small portion of total fuel use, NASCAR is exploring infrastructure investments to expand renewable diesel use.



Propane-Powered Track Dryer

Working with Suburban Propane, NASCAR deployed the sport's first propane-powered track dryer in 2025. Compared to 2024, track-dryer fuel consumption decreased by **13.2%** and carbon emissions decreased by **14.3%**. While weather strongly influences annual fuel use, propane-powered dryers represent an important step toward reducing emissions and identifying a long-term solution.



Electric Vehicle Charging Infrastructure

NASCAR is working with strategic partners like ABB, a founding partner of NASCAR IMPACT, to expand electric vehicle (EV) charging infrastructure and support fleet electrification. **Eight NASCAR facilities** now have EV chargers, helping reduce reliance on traditional fuels while building the infrastructure needed to support more electric vehicles across operations.

GET UP TO SPEED

When rain interrupts a race, NASCAR doesn't have to wait for the racetrack surface to dry naturally. Specialized track dryers use high heat and airflow to quickly remove water from miles of asphalt, helping races resume sooner.

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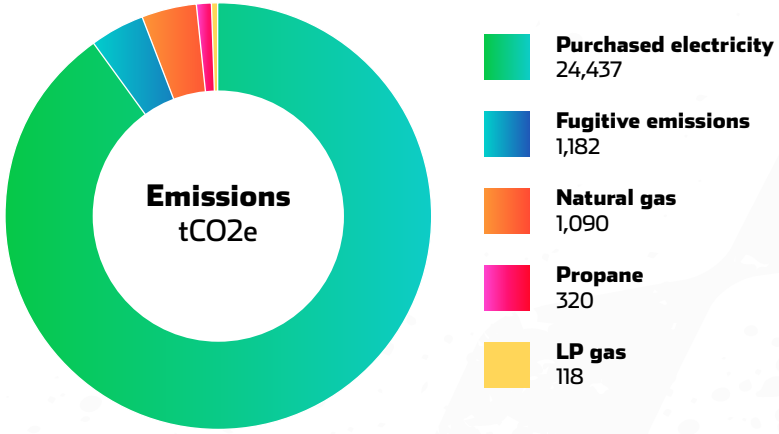
Energy

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 HVAC systems in our buildings.

In 2025, NASCAR worked with Arup to develop a comprehensive, portfolio-wide roadmap to achieve net-zero operating emissions across our facilities by 2035. The roadmap outlines a phased, long-term approach focused on three main areas: energy efficiency, electrification and renewable energy.

2025 NASCAR Energy Emissions – Facilities



↘

Lower fugitive emissions were one of the largest contributors to the reduction in scope 1 emissions.



Roadmap to 2035

Energy Efficiency

Reduce energy demand and operating costs through targeted facility upgrades, such as replacing lighting with LEDs and improving HVAC efficiency.

Electrification

Transition equipment, such as space and water heating, from fossil fuels to electricity as equipment reaches end of life and technology and economics improve.

Renewable Energy

Increase the amount of NASCAR's electricity supplied by renewable sources, including expanding onsite solar where conditions and economics are favorable.

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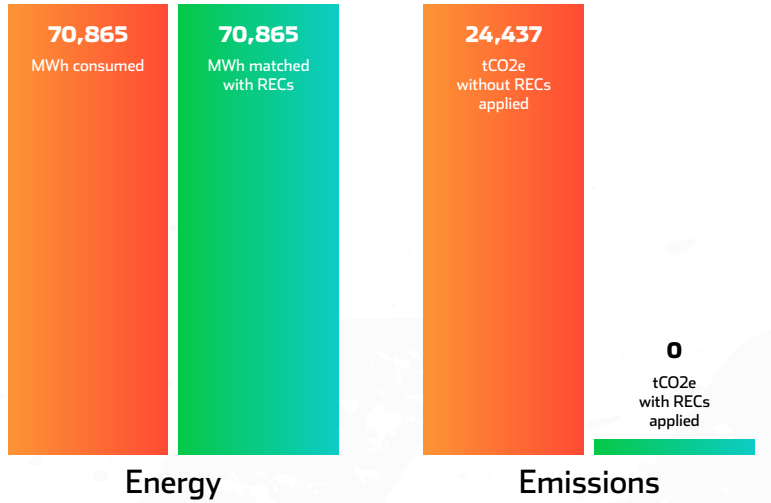
RENEWABLE ENERGY

NASCAR is proud to use 100% renewable electricity across its operation. In addition to efforts to reduce our electricity consumption, NASCAR works with track partner NextEra to match its electricity consumption with Renewable Energy Certificates (RECs). These investments help support the growth of renewable energy projects across the U.S. At the same time, NASCAR is exploring opportunities to expand onsite renewable energy generation.

NASCAR received the **Green Sports Alliance's Play to Zero Verified Renewable Energy Champion Award**, recognizing organizations that demonstrate leadership by procuring 100% of their electricity through voluntary RECs and supporting renewable energy markets.



2025 Electricity Consumption and Emissions



GET UP TO SPEED

RECs provide proof that a set amount of clean energy was generated and added to the electric grid. NASCAR's Green-e Certified RECs are sourced from U.S. wind energy projects and can be traced back to their generating facility. Per market-based accounting, each REC may only be claimed once, ensuring the renewable electricity purchase is verified and unique.

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FACILITY IMPROVEMENTS

Energy Efficiency

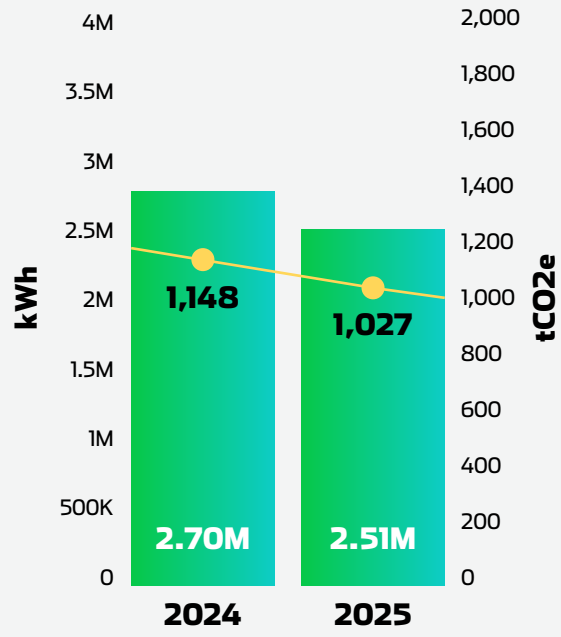
NASCAR continues investing in projects to modernize infrastructure, improve energy efficiency and reduce electricity consumption over time, reducing our emissions, lowering expenses and creating healthier environments. Continuous efforts will contribute to a reduction in electricity consumption across NASCAR-owned facilities in the years ahead.



Kim Coon shares how fans can be more energy efficient in their lives.

Progress at Talladega

Projects such as the Talladega Superspeedway (TSS) LED lighting upgrade are helping drive these reductions. After converting all bulb lights to LED, **TSS reduced electricity consumption by 7.2% and carbon emissions by 10.6%, while also lowering utility costs.**



Reported electricity consumption is subject to ongoing data reconciliation. Any resulting adjustments to prior-year electricity consumption and associated emissions will be reflected in the next reporting cycle.

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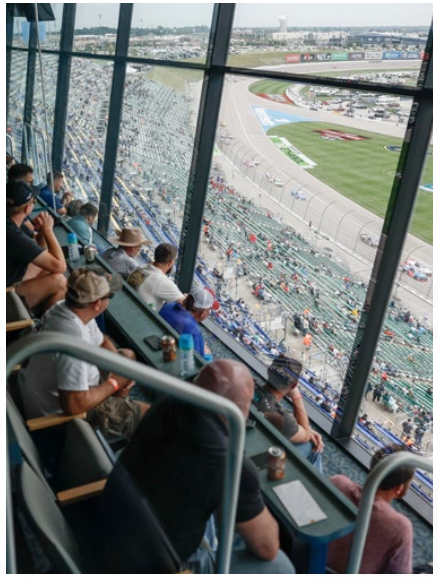
FACILITY IMPROVEMENTS



Building Management System (BMS)

NASCAR's Research and Development (R&D) Center

The NASCAR R&D Center in Concord, N.C., is the sport's hub for innovation, vehicle testing, safety advancements and competition developments. In 2025, NASCAR partnered with ABB to upgrade the facility's BMS. The new system provides improved energy monitoring and control of building operations, including heating and cooling, which accounts for **14% of the building's energy consumption**.



Smart Thermostats

Kansas Speedway

Kansas Speedway upgraded **70 outdated thermostats and temperature sensors** with smart Wi-Fi thermostats. The upgrade improves occupant comfort, gives staff greater control over building temperatures and supports energy savings while reducing maintenance requirements.



LED Lights

Daytona Archives

The Archives building in Daytona also upgraded to high-efficiency LED lighting. The lighting uses less energy than traditional bulbs and lasts longer, reducing energy costs, improving lighting quality and making maintenance schedules more efficient.

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DAYTONA LIGHTING THE WAY

In August leading up to the Coke Zero Sugar 400, Daytona International Speedway unveiled the completed first phase of a venue-wide LED lighting project designed to modernize the sport's most iconic racetrack and significantly reduce energy consumption in years to come.

The transformative new LED lighting system, developed by Musco, will deliver brighter, more consistent illumination across the facility – significantly improving visibility for competitors and race teams, enhancing the in-person fan experience and elevating broadcast quality for global audiences. The full project is scheduled for completion by the start of the 2027 season.



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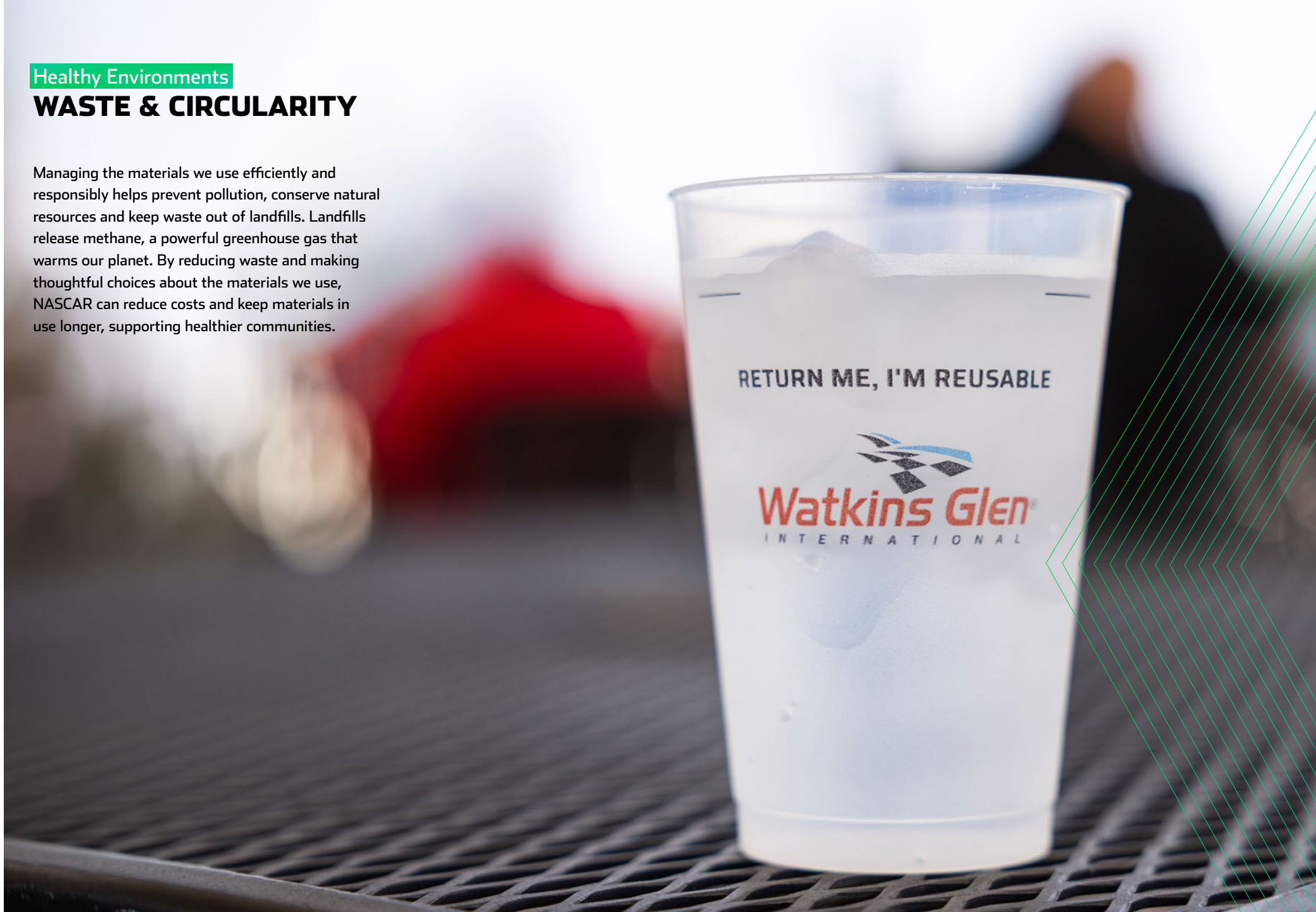
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Healthy Environments

WASTE & CIRCULARITY

Managing the materials we use efficiently and responsibly helps prevent pollution, conserve natural resources and keep waste out of landfills. Landfills release methane, a powerful greenhouse gas that warms our planet. By reducing waste and making thoughtful choices about the materials we use, NASCAR can reduce costs and keep materials in use longer, supporting healthier communities.



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Healthy Environments

WASTE & CIRCULARITY

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

This goal supports a holistic approach to waste reduction by enabling us to scale solutions that reduce resource consumption while diverting more materials from landfill through reuse, donation, recycling and composting.



2025 Highlights

Facilities & Events

191,600
Pounds of materials recycled on race weekends

70,380
Pounds of organic material composted on race weekends

9,500
Pounds of surplus food donated

20,000
Reusable cups purchased at Watkins Glen International

2,400
Pounds of materials upcycled

Race Cars

502,930
Gallons of used oil and fluids collected for recycling via Safety-Kleen

94,992
Race tires collected for recycling through Goodyear

6,600
Pounds of carbon fiber recycled



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Waste & Circularity

KEEPING FOOD OUT OF LANDFILLS

As part of our waste diversion efforts, NASCAR continues to divert food and organic waste from landfills by focusing on three strategies: preventing excess food, donating surplus food and composting what cannot be donated.

1 **Prevent**
Working closely with our hospitality partner, Levy, food purchasing and preparation are planned to minimize excess food and packaging.

2 **Donate**
Levy Restaurants donates fresh food to local nonprofit organizations.

3 **Compost**
Working with Denali, NASCAR composts food scraps and organic material across Cup Series race weekends at NASCAR-owned tracks and at the Daytona Beach HQ.

Composting Comes to Fans

In 2025, Denali, the Official Food Recycling Vendor of the Chicago Street Race, introduced composting to NASCAR fans. Compost bins and educational signage throughout the event helped fans properly dispose of leftover food, diverting **5,600 pounds** of organic material from landfill.

Building on this progress, NASCAR is expanding efforts in 2026, bringing composting to fans at select races. These pilots will help inform future expansion across NASCAR events.



Denali recycles food into valuable agricultural resources, including compost that enriches soil and feed for animals



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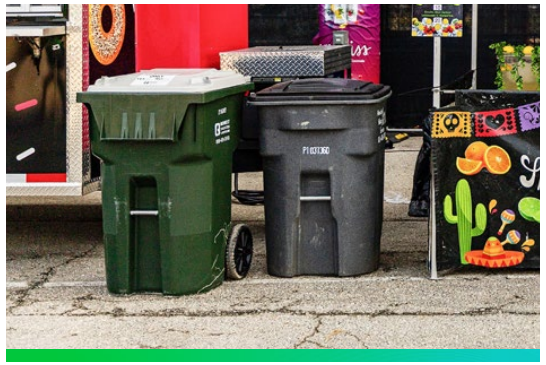
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Waste & Circularity

RECYCLING

Recognizing that recycling capabilities vary by venue, NASCAR is working to create more consistent recycling programs across our owned tracks. By 2030, we aim to expand these efforts to non-owned tracks, advancing waste reduction at all NASCAR races and events.



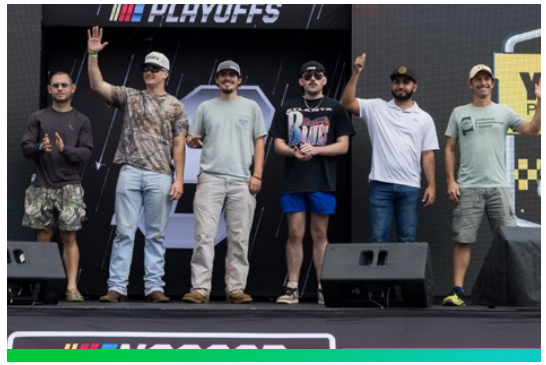
Iowa setting the example

Among NASCAR-owned permanent tracks, Iowa Speedway achieved a **10.4% recycling rate**, with **12.3% total waste diversion** in the second year of its recycling program.



Giving garage cleanouts a new purpose

Martinsville Speedway and Watkins Glen International turned garage cleanouts into something positive, recycling **15,653 pounds** and **89,947 pounds of scrap metal and other materials**, respectively.



Community effort at Talladega Superspeedway (TSS)

The TSS operations and security teams, WISE Environmental Solutions, volunteers from the Alabama Environmental Council and Delta Chi of Jacksonville State University worked together to encourage fans to recycle throughout race weekend, collecting **1,915 pounds of aluminum**.

GET UP TO SPEED

Cardboard is widely used at NASCAR events to ship and protect food, beverages, merchandise and other supplies needed for race weekend. Fortunately, cardboard is a highly recyclable material that can even generate revenue when baled. NASCAR aims to install cardboard balers at all its tracks, adding to the balers currently operating at Kansas Speedway, Watkins Glen International and Daytona International Speedway.

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Waste & Circularity

WASTE REDUCTION



Water Refill Stations

NASCAR provides free water refill stations at all owned tracks, helping reduce reliance on single-use plastic while improving fan health, safety and overall event experience. Event staff report that when free water is readily available, tracks receive fewer heat and dehydration related medical calls.

Reusable Cups

NASCAR deploys reusable cups to reduce single-use items in areas where collection and reuse can be managed effectively. Fans return cups to designated collection stations so they can be washed and used again. In 2025, the Chicago Street Race deployed **45,000 reusable cups** across the entire event footprint, with an **81% cup return rate**.





Upcycled Banners

Another way to give materials a second life is through upcycling, or finding a new purpose for them. Watkins Glen International works with nonprofit organization People for Urban Progress (PUP) to transform retired Victory Lane backdrops and signage into custom reusable bags used as gifts for track partners and fans. To date, **400 pounds of banners** have been upcycled, helping reduce waste and turning old material into something memorable.

GET UP TO SPEED

Circularity means moving away from a take-make-waste model and toward a system where materials remain in use through reuse, repair and recovery.

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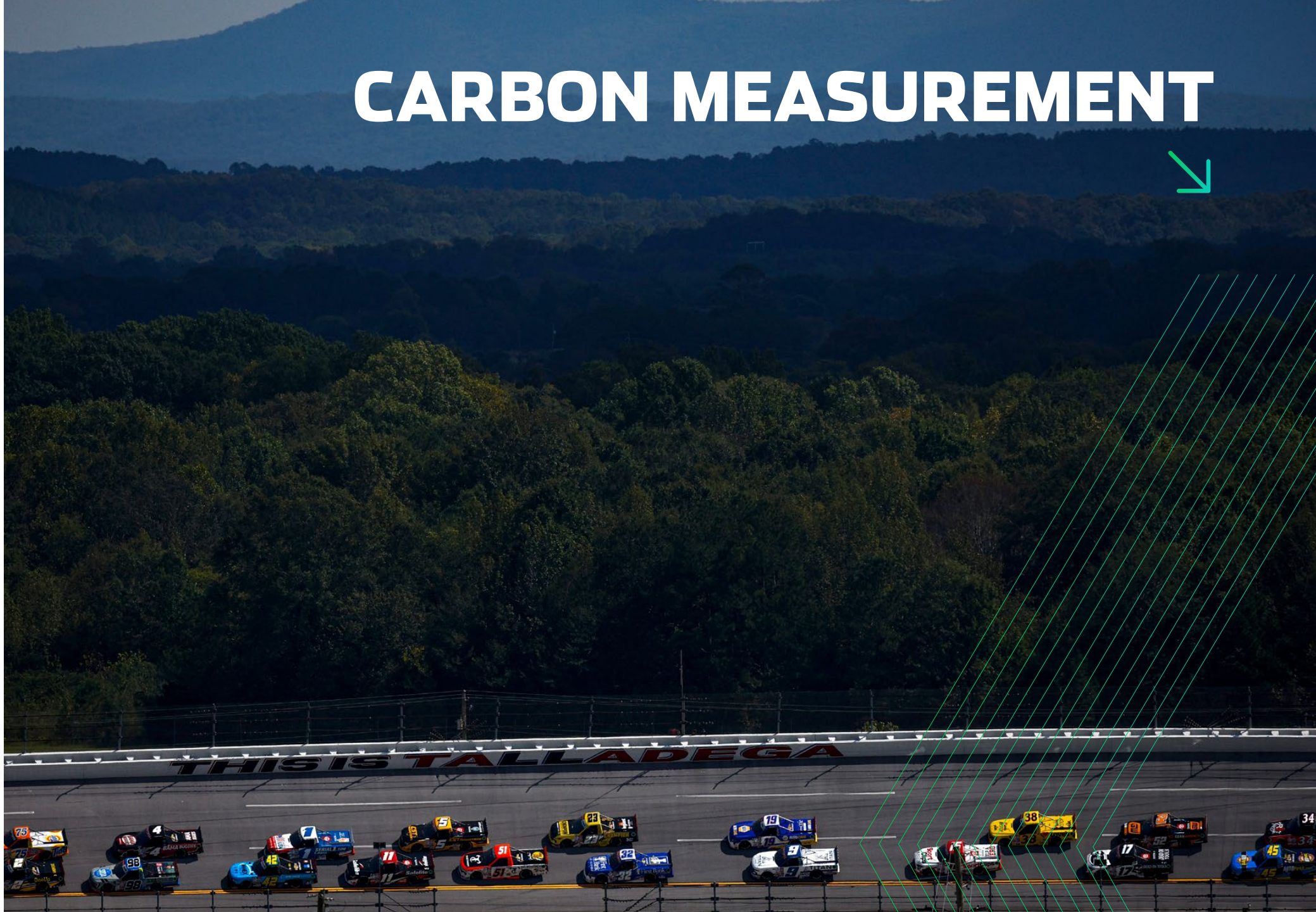
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CARBON MEASUREMENT



Carbon Measurement

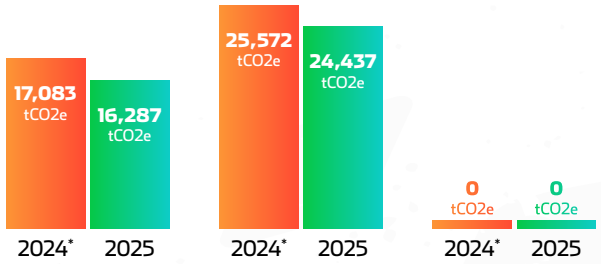
CARBON EMISSIONS: SCOPES 1 AND 2

Unlike many sports leagues, NASCAR owns and operates 15 racetracks and nine league offices, creating unique opportunities to improve facility operations, energy use and infrastructure.

NASCAR's goal to achieve net-zero operating emissions by 2035 focuses on scope 1 and 2 emissions, which are generated by the fuel and electricity used to power NASCAR's facilities and core operations.

4.5% reduction in overall operating emissions from 2024 to 2025

Operating Emissions Progress



*2024 scope 1 emissions were recalculated and restated to reflect updated emission factors for IMSA race fuel, improving the accuracy of the inventory in accordance with the Greenhouse Gas Protocol. As a result, 2024 Scope 1 emissions decreased by 913 tCO2e.

Scope 1: Fuel

All fuel used across NASCAR-owned facilities and NASCAR-operated race events, including generators, vehicles, aircraft and race fuel.

Mobile Sources

- Gasoline
- Race Fuel
- Kerosene
- Renewable Diesel
- Diesel
- Hydraulic Oil

Stationary Sources

- Natural Gas
- Fugitive Emissions
- Propane
- LP Gas

A combination of improved data quality and operational changes contributed to lower scope 1 emissions in 2025. NASCAR also continued investing in energy efficiency projects to reduce electricity consumption and emissions over time. Together, scope 1 and 2 operating emissions decreased by 4.5% from 2024 to 2025

Scope 2: Electricity

Purchased electricity across all facilities that NASCAR operates.





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Carbon Measurement

CARBON EMISSIONS: SCOPE 3

While operating emissions are an important part of NASCAR's footprint, a significant portion falls outside our direct control as part of NASCAR's broader value chain, including purchased goods, supplier operations and industry travel. NASCAR is committed to a carbon reduction plan across all material scope 3 emissions by 2030.

What's Next?
As we develop a reduction plan, we are focusing on two priorities:

- **Improve our measurement for activities across our value chain**
- **Create a reduction strategy to address those emissions**

Scope 3: Broader Value Chain

- Fan Travel
- Industry Travel
- Merchandise
- Employee Commuting
- Shipping
- Business Travel
- Purchased Goods
- Capital Projects
- Waste
- Other Fuel and Energy not in scope 1 & 2

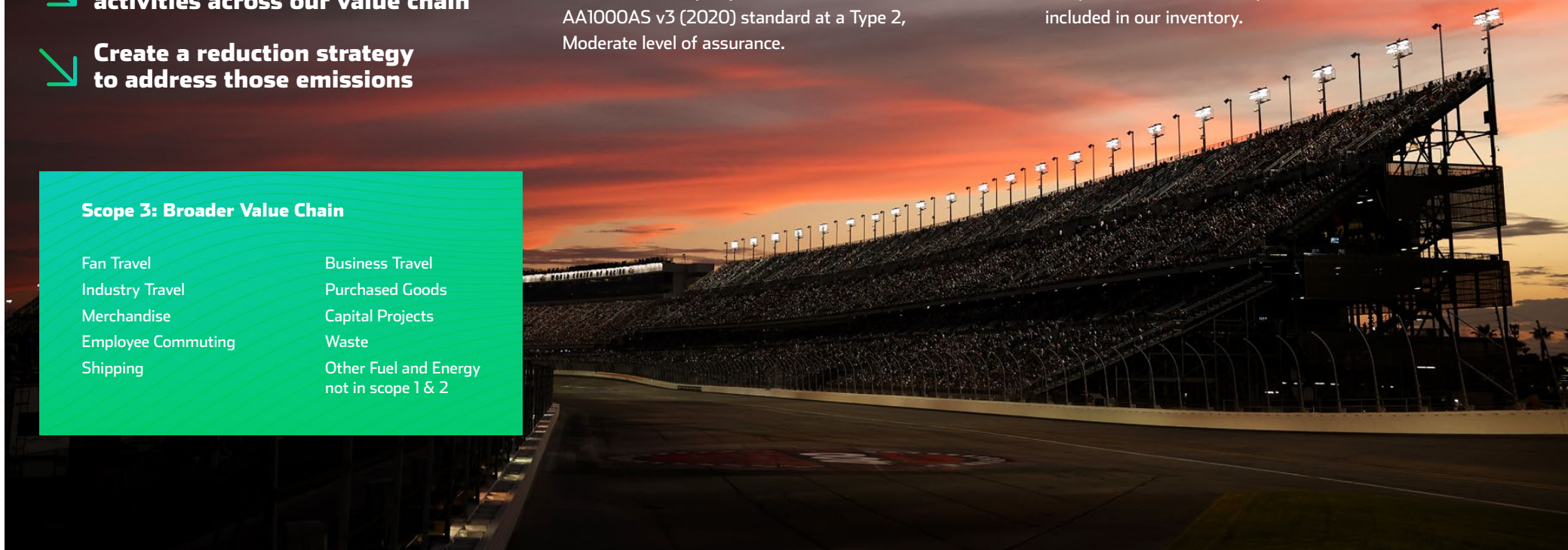
About Our Emissions Inventory

Building Better Data
Emissions data comes from sources such as utility bills, fuel purchases, facility operations and event activities. Some emissions can be measured directly, and others are estimated using best-practice international standards, such as the Greenhouse Gas Protocol.

Who Checks the Numbers?
NASCAR's 2025 scope 1 and 2 emissions inventory was independently verified by Sustainable Assurance Services, a third-party firm, in accordance with the AA1000AS v3 (2020) standard at a Type 2, Moderate level of assurance.

What Is Not in Scope?
NASCAR currently measures emissions from facilities and operations it owns or controls. Activities associated with independently owned racetracks and facilities used by NASCAR's six race series are not included because NASCAR does not have operational control over those assets.

The exception to this rule is race fuel. Although NASCAR does not own the race cars, the fuel used in competition is mandated by NASCAR and is therefore included in our inventory.



IMSA

IMSA: ENERGY

Energy on the Track: Race Fuel

As part of the NASCAR family, IMSA shares our commitment to reducing its environmental footprint. IMSA's top Grand Touring Prototype (GTP) class uses fuel containing approximately **80% sustainable content**: 64% second generation bioethanol and 16% first generation bioethanol. IMSA continues exploring ways to increase renewable content while maintaining performance and reliability.





GET UP TO SPEED

First-generation bioethanol is produced from crops, such as corn and sugarcane. Second-generation bioethanol is produced from agricultural byproducts and other biomass that might otherwise be considered waste.

Energy off the Track: Battery Storage

Hybrid Power Systems

During the 2026 IMSA Rolex 24 at Daytona, United Rentals and POWR2 deployed a hybrid power system combining battery energy storage with a single generator to power approximately **20 race transporters** supporting teams. The system stored energy and supplied power when needed, reducing generator runtime.

Over a 10-day period, the system saved more than **560 gallons of diesel** and avoided more than **12,600 pounds of CO2 emissions** while supporting critical race operations.

Solar-Powered Operations

The IMSA Konica Minolta Business Center, the hub of business in the IMSA Paddock, is able to operate off-grid for **36 straight hours**, as well as support Level 2 charging for electric and plug-in hybrid vehicles on site for OEM product launches, media events and hot laps. The mobile unit is powered by an internal battery bank charged by solar panels installed on the rooftop of the business center.

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IMSA

IMSA: RACE CAR TIRES

Material Innovation

Tires are the only point of contact between a race car and the track, making them one of the most critical components in motorsports performance.

In January, IMSA and Michelin launched the Michelin Sustainability in Racing Award, recognizing GTP entries that demonstrate strong sustainability performance while remaining competitive on track. The award evaluates tire use, energy use and finishing position equally.

The award launched alongside Michelin's new Pilot Sport Endurance tire, which incorporates **50% recycled and renewable materials in the GTP class**. The tire was developed for both LMDh and LMH prototype race cars, expanding its application across top-level endurance racing around the world. Beyond material innovation, the new tire is designed for longevity, enabling teams to use fewer tires during the season.

Michelin is committed to making all its tires from 100% renewable or recycled materials by 2050.







STEM EXCELLENCE

SPARKING CURIOSITY. EXPANDING OPPORTUNITY.







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POWERING WHAT'S NEXT

Sparking curiosity. Expanding opportunity.

NASCAR brings STEM to life as a sport where science, technology, engineering and math are part of every race. By connecting these subjects to the excitement of motorsports, we can help people see new possibilities – in their education, in their careers and in their futures.

Throughout our industry, hands-on learning, immersive experiences and career exploration connect STEM concepts to real-world applications. Together, NASCAR, our tracks, teams and partners create opportunities to engage with STEM, build confidence and discover where their interests and skills can lead.

Whether exploring engineering, data analytics, manufacturing or media production, participants discover the many roles and skills that make racing possible. These experiences help broaden awareness of career paths within motorsports and beyond, encouraging students, service members preparing for civilian careers and others exploring new opportunities, to see a place for themselves in STEM.



Student Engagement

225,000+

Students engaged in NASCAR industry STEM initiatives since 2021



STEM Programs

20+

Tracks, teams, drivers & partners actively leading STEM programs



STEAM Fest

100,000+

Total hours of student learning and engagement with STEAM Fest



Career Exploration

100+

Industry professionals volunteering to support STEM career exploration

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Education & Experiences

STEAM FEST CONNECTS STUDENTS TO NASCAR

Building on its commitment to create lasting connections with Chicago's students, NASCAR continued its annual STEAM Fest, engaging more than **22,000 K-12 Chicago Public Schools students** in classroom-based design competitions.

Students across grade levels put creativity, problem-solving and collaboration to work through racing-inspired challenges, with top performers from each school advancing to STEAM Fest for the opportunity to win tickets to NASCAR's Chicagoland Speedway Independence Day Weekend.

More than **500 students** representing **45 STEM/STEAM schools** came together for the culminating event, taking on hands-on design challenges and connecting with professionals from across the motorsports industry.

ARCA Menards Series driver Lanie Buice, Team Penske Pit Crew Coach Kenyatta "Kap" Houston and Chicagoland Speedway General Manager Jacque Herrera shared their experiences and introduced students to the wide range of career pathways available throughout motorsports.

Cumulative Impact of STEAM Fest

92,000 Chicago Public Schools students engaged to-date

2,100+ student finalists

50+ STEM/STEAM participating schools



Photo Courtesy of Ryan Alioto

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STEM IN THE CLASSROOM: LEARNING AT FULL SPEED

Since 2025, Cabarrus County Schools in North Carolina has adopted NASCAR's racing-themed STEM learning unit across **10 middle schools**. The month-long unit has helped teach more than **3,500 seventh-grade students** how to apply critical problem-solving skills, navigate variables and create the fastest virtual Next Gen stock car.

Students at CC Griffin Middle School were treated to a special panel discussion featuring NASCAR Cup Series driver Ryan Preece and STEM professionals from NASCAR and RFK Racing to explore pathways into motorsports STEM careers. We intend to expand this layered STEM exposure across the country to encourage students to not only learn the science behind speed but be open to where it can take them in the workforce.





"In addition to bringing the excitement of NASCAR into our classrooms, working with the curriculum team has been fantastic. The material support and activities have allowed our students to not only see themselves behind the wheel of a race car but exposed them to the myriad of job opportunities in one of our key industries here in Cabarrus County."

Neil Pifer | Cabarrus County Science Specialist

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Education & Experiences

TALLADEGA STEM DAY

Where Discovery Gains Traction

At Talladega Superspeedway, the racetrack transforms into a classroom twice a year, thanks to the support of track partner First Bank of Alabama. This spring, STEM Day welcomed nearly **200 middle schoolers** to driver conversations, interactive partner stations and exposure to the people and ideas that move the sport forward.

Students heard from Ricky Stenhouse Jr. and other drivers during Q&A sessions and engaged with STEM challenges and activities hosted by Children's of Alabama and NASCAR IMPACT. The event built upon NASCAR's growing approach to STEM engagement: meeting students where curiosity is naturally sparked and broadening their view of where STEM can take them.



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Education & Experiences

FUELING LEARNING YEAR-ROUND

Charlotte Motor Speedway

What began as track-based educational programming has grown into one of the motorsports industry's more prominent examples of STEAM engagement. Charlotte Motor Speedway delivers a year-round strategy that uses the excitement and innovation of racing to connect classroom learning with real-world applications and career possibilities.

Through school visits, mobile outreach and "STEAMersion" educator sessions, the program extends into communities across the region before culminating in annual STEAM Expo events at Charlotte Motor Speedway and North Wilkesboro Speedway. Together, the expos engage nearly **8,000 children** each year through hands-on learning and interactive partner experiences, including the BASF Kids' Lab.

As the program has grown in reach and scope, its mission has remained consistent: spark curiosity, expand awareness of STEM careers and use motorsports to inspire the next generation of innovators.



Education & Experiences

FUELING LEARNING YEAR-ROUND

Darlington Raceway

With its distinctive track and challenging racing conditions, Darlington Raceway is uniquely positioned to showcase STEM. Deeply integrated into the community, its program supports **15,000 students** of all ages in the Darlington and Florence school districts, providing access to experts, experiential learning and exposure to STEM careers.

Throughout 2026, NASCAR-themed lessons, a Penske engineer interview and roll cage construction activities reached **18 schools** through a district-wide tour on the Florence Mobile STEM Lab. Building on these rotating resources, Cup driver Ricky Stenhouse Jr. joined STEM Week assemblies at Lucy T. Davis Elementary for simulator demonstrations where students saw how tire pressure, vehicle dynamics and control systems affect driver performance.

To further students' understanding of how the classroom translates to the workforce, cohorts of Darlington District ASCEND career readiness participants visited the raceway throughout the year to explore engineering and operations roles across motorsports. In addition, NASCAR Cup Series driver Ross Chastain visited the Darlington County Institute of Technology where students showcased their robotics programming.





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Education & Experiences

NASCAR HALL OF FAME

Over the course of eight summers, the NASCAR Hall of Fame (NHOF) has fostered a community and created lasting experiences through week-long camps, including a Girls in STEM camp highlighting female speakers from across the industry. More than **170 students** from kindergarten through ninth grade participate each year, and more than **60% of campers return year-over-year**, building friendships and deepening their interests. Workforce development opportunities for program graduates, including roles as camp counselors, provide former campers with an opportunity to continue the learning cycle and give back to new participants.

The NHOF Foundation **reduces financial barriers for 30 qualifying students** each summer to participate in camps by providing scholarship support. Donors, including industry professionals and their families, help ensure that every camper has the opportunity to fully engage in the experience. The camps have become more than a summer program; they have grown into a community that fosters friendships, inspires interest in NASCAR and STEM and creates pathways for young people to explore their futures.





Annual Student Engagement for School Year 2025-2026

23,956
Total students served

20,610
Students hosted on-site

3,346
Offsite students / Scouts

10,400+
Students provided scholarship support

967
Workshops facilitated

478
Youth organizations / schools served

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Photo Courtesy of David Jensen

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NASCAR NEXT ENGINEERING FELLOWSHIP

The NASCAR NEXT Engineering Fellowship Program is a two-year rotational experience designed to prepare emerging engineers for careers in motorsports. Developed in collaboration with NASCAR, Chevrolet, Ford, Toyota, Values Partnerships and leading engineering organizations, the fellowship helps build the next generation of race engineers and crew chiefs while expanding access to technical careers in the sport.



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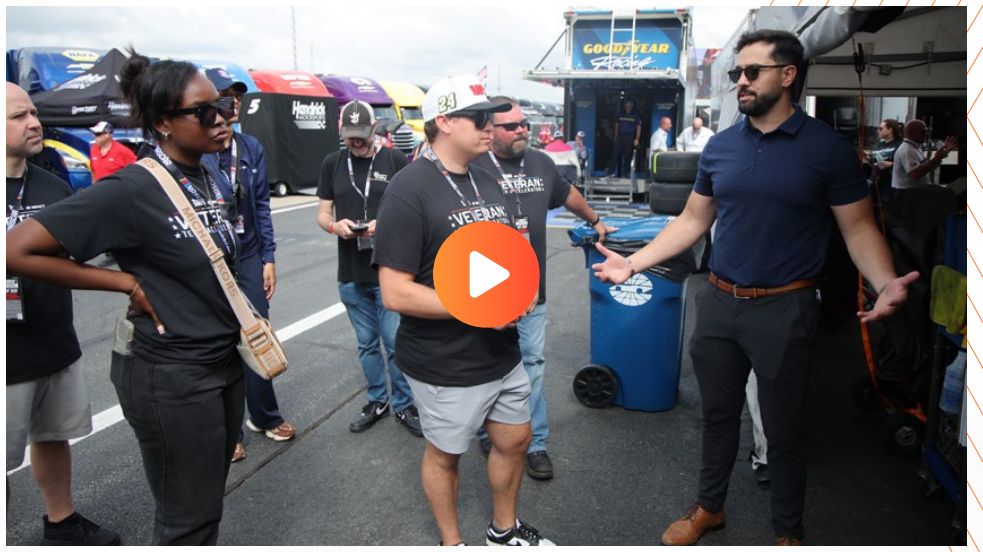
VETERAN TECH ACCELERATOR WITH DRAFTKINGS SERVES

DRAFTKINGS SERVES

Where Skills Meet Service

During the 2026 Coca-Cola 600 weekend, NASCAR IMPACT and DraftKings SERVES piloted the Veteran Tech Accelerator — bringing **seven veterans** behind the scenes of motorsports technology, broadcast production and live event operations at Charlotte Motor Speedway. Built with direct input from NASCAR's veteran employees, the program delivered authentic mentorship and career guidance from industry professionals who've made the transition themselves.







Service into Opportunity

Watch how NASCAR IMPACT and DraftKings SERVES are turning military service into career opportunities.

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GIRLS IN TECH IMMERSION DAY

DOTTIE ROSE FOUNDATION

Pathways to Possibility

This fall, NASCAR hosted a cohort of high school girls in the Dottie Rose Foundation (DRF) STACKbytes coding program in Concord, N.C. DRF focuses on providing accessible computer science programming and supporting thousands of tech-savvy girls across Charlotte through camps, curriculum and holistic skills-based learning. The experience included facility tours and hands-on immersive activities across NASCAR Studios and the NASCAR R&D Center, followed by a meet-and-greet with staff. From working to select archival images, practicing camera operation and observing how car design affects performance, participants learned about the science behind the sport, built networking and interpersonal skills and envisioned pathways into motorsports.







Photos Courtesy of David Jensen

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OPENING DOORS THROUGH ESPORTS

eNASCAR Coca-Cola iRacing Championship Series Finale

In October, NASCAR welcomed Charlotte-area youth to the eNASCAR Coca-Cola iRacing Championship Series Finale for a day that bridged the virtual world of gaming with in-person exposure to the industry. During a pre-event activation at the NASCAR Hall of Fame, **40 students** from the Boys & Girls Club of Cabarrus County and the Dottie Rose Foundation built a light-up pace car. Students then toured the broadcasting and competition floor before driving the Homestead-Miami track on iRacing simulators with guidance from coaches.

Additionally, participants joined a Q&A with NASCAR Cup Series driver and Boys & Girls Clubs of America Alumni Hall of Fame inductee Bubba Wallace. Through a panel featuring local collegiate esports representatives and mentorship from collegiate teams, participants learned about scholarship opportunities and career pathways in competitive gaming before experiencing the excitement of the Championship.







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STEM EXCELLENCE POWERED BY NASCAR EMPLOYEES

From Intern to STEM Champion

Derek Thomas' NASCAR story started with a dream and drive. Beginning as an intern during graduate school, his early research centered on gaining a deep understanding of what fans found distinctive about the sport. These insights into how to define thrilling entertainment laid the foundation for Thomas' 24-year career in Data Analytics. He now brings together race car data and fan feedback to help NASCAR objectively evaluate its on-track product and identify opportunities to make the racing even better.

Through partnership with Competition Technology, Consumer Insights and other areas of the business, Thomas studies everything from battles for the lead and passing throughout a race to the quality of the finish, asking: What made a race exciting? Where is there opportunity to improve? Using analytics, including AI-enabled tools, the effort involves identifying patterns and turning them into insights that inform conversations across the sport.





Those insights can help NASCAR determine where to focus resources. Data may inform work with Goodyear on tire packages or help evaluate potential changes involving horsepower and aerodynamics. Findings are also shared through the NASCAR R&D Center's weekly post-race roundtable, building a shared knowledge base from one race weekend to the next.

Thomas' role is one of many examples of how internship opportunities open up the potential for new ways to approach racing. From data analysts and engineers to aerodynamicists and other technical experts, NASCAR interns and employees apply science, technology, engineering and math to solve problems, guide decisions and continue innovating across the sport.

Derek Thomas | Managing Director, Data Analytics, NASCAR

Opportunities

IMSA SPOTLIGHT

IMSA STEM
POWERED BY
GAINBRIDGE KONICA MINOLTA

Exploring the Many Roads to Motorsports

It takes a community of mechanics, technicians and strategists to bring innovation to on-track performance. Recognizing that there are multiple disciplines and paths to the paddock, IMSA developed parallel initiatives to showcase vocational and four-year degree pathways into the motorsport industry firsthand. Through IMSA STEM powered by Gainbridge® and Konica Minolta, and the launch of IMSA Automotive Technician Careers (ATC) Program, students gain access to hands-on learning, at-track events and the chance to explore technology alongside racing professionals.

29,033
Students participating in IMSA online curriculum

825
Total schools nationwide

47
States with students participating





IMSA STEM Program

Launched in 2025, the IMSA STEM Program brings high school students to the track at six IMSA events throughout the season. During the 2026 Acura Grand Prix of Long Beach, students from Seattle's foundry10, a nonprofit education research organization, went behind the scenes to see real-world applications of their online learning with at-track interactive stations.

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IMSA SPOTLIGHT





IMSA Automotive Technician Careers (ATC) Program

In April 2026, IMSA announced a partnership with the National Institute for Automotive Service Excellence (ASE). This partnership is designed to expand awareness of the ASE certification as the trusted benchmark for service professionals and promote career pathways in the transportation industry. To further address the nationwide shortage of skilled automotive technicians, IMSA will promote technical education and training as an additional avenue into motorsports through the lens of IMSA ATC, using social/digital campaigns to strengthen technician recruitment pipelines for manufacturers, teams and dealerships.





INDUSTRY SPOTLIGHT

SHAPING THE SPORT BEYOND RACE WEEKEND









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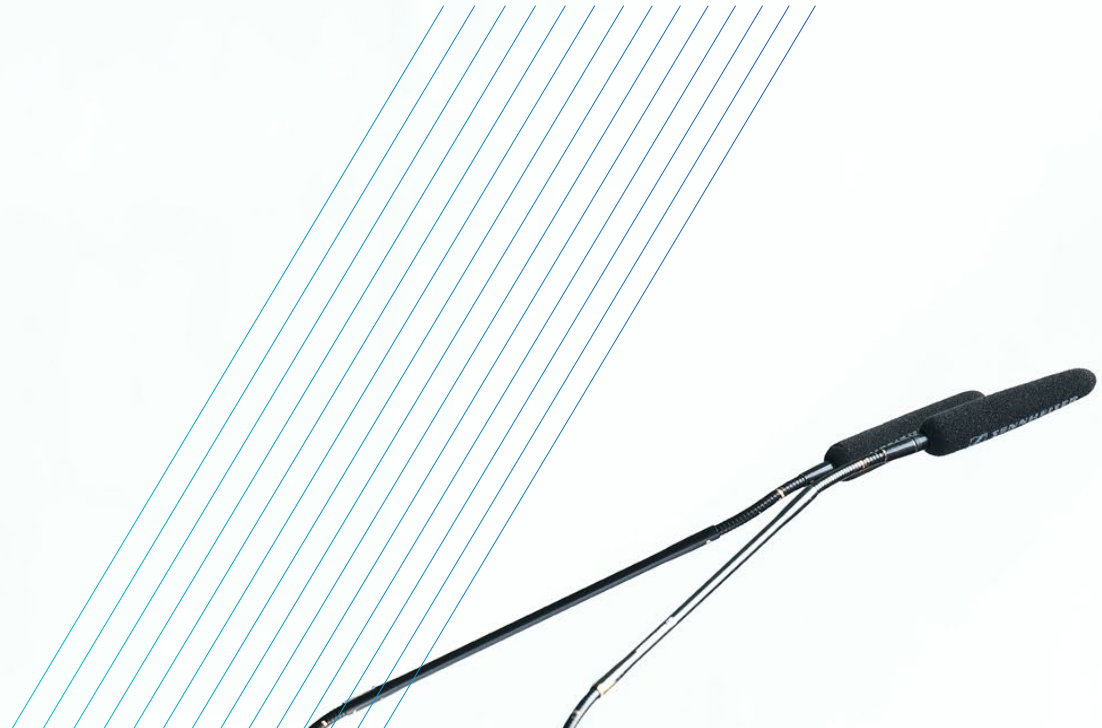
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"Our sport brings together passionate people, influential platforms and a shared connection to communities across the country. Together, we can turn that collective strength into meaningful action and make a greater difference than any of us could alone."

Ben Kennedy | Chief Operating Officer, NASCAR





Industry Spotlight

SPEEDWAY CHILDREN'S CHARITIES

Driving Opportunities for Children

Speedway Children's Charities (SCC) brings fans, drivers and partners together to help children thrive in racing communities nationwide. Through 11 chapters, SCC turns charity events and race-weekend experiences into grants for local nonprofits addressing children's health, education and other essential needs. In 2025, its chapters distributed **$4.9 million to 489 organizations serving more than 268,000 children**. Since its founding in 1982, SCC has awarded nearly **$80 million in grants**, continuing a legacy of care and opportunity that extends far beyond the racetrack.



Since 1982, Speedway Children's Charities has been a cornerstone of our commitment to giving back to the communities we serve. Through chapters at Speedway Motorsports facilities across the country, we've turned our passion for racing into a powerful force for good, helping children and families who need it most. In 2025 alone, SCC contributed nearly $5 million to local nonprofits, bringing our total impact to nearly $80 million. Those numbers are remarkable, but the real measure of our success is the countless young lives we've helped change along the way."

Jessica Fickenscher
National Managing Director for Speedway Children's Charities

Industry Spotlight

DRIVERS MAKING AN IMPACT

Ryan Blaney: Supporting Brain Health and Families

Since 2018, the Ryan Blaney Family Foundation has turned the Blaney family's personal experiences with Alzheimer's disease and concussion into meaningful support for individuals, families and caregivers. Through education, outreach and programs that provide direct assistance, the foundation is making a difference in communities across the country. Among its initiatives, the foundation helps cover the cost of adult day care for individuals living with dementia, allowing family caregivers to continue working while helping their loved ones remain at home.

Its Heads-Up Youth Helmet Program provides more than 1,000 helmets annually to underserved children, distributed through the NASCAR Foundation's Speediatrics Fun Day Festivals to promote safety and help prevent head injuries. In 2026, Ryan Blaney's partnership with The Farmer's Dog introduced "Dog Comfort Days," bringing therapy dogs into memory care communities to create moments of comfort, joy and connection for residents, caregivers and families.





Erik Jones: Inspiring Readers, Supporting Care

Since 2021, the Erik Jones Foundation has worked to ignite children's passion for reading, encourage early cancer detection and care and promote animal welfare. Through community programs and nonprofit partnerships, the foundation helps individuals and families access resources that improve their quality of life. At the close of 2025, the foundation awarded approximately **$100,000 in grants** supporting childhood literacy, cancer services and animal welfare organizations in Michigan and across the country.

Industry Spotlight

CATWALK FOR CAUSES: A LEGACY OF HOPE

The 16th annual Cook Out Catwalk for Causes raised a record **$840,000** on October 6, 2026, at Ten Tenths Motor Club. Hosted by Speedway Children's Charities alongside the Joey Logano Foundation, Kyle Larson Foundation, Samantha and Kyle Busch's Bundle of Joy Fund and Greg Olsen's HEARTest Yard, the sold-out event united NASCAR and NFL personalities, supporters and families to celebrate this year's Catwalk Champions and support children and families in need.

Entering 2026, Catwalk had raised more than **$5.5 million**. This year, each participating charity also committed a portion of its proceeds to SherryStrong, honoring the woman whose vision inspired the event.

Sherry Pollex: A Lasting Light
Sherry Pollex died in 2023 after a courageous battle with ovarian cancer, but her legacy endures through the Sherry Strong Integrative Medicine Oncology Clinic at Novant Health in Charlotte and every child celebrated on the Catwalk runway – continuing her commitment to bringing joy, dignity and hope to others.







Industry Spotlight

OPENING DOORS THROUGH MOTORSPORTS

At World Wide Technology Raceway, the excitement of racing provides an entry point to learning, discovery and opportunity. Through Raceway Gives, its charitable arm, the track connects gifted, diverse and underserved youth across the Greater St. Louis region with STEM education and motorsports experiences. This year, more than 14,000 participants experienced the life-changing benefits of its unique programming.

This commitment comes to life through programs such as the Junior 500, Robot Rumble, Pinewood Derby, Soap Box Derby and the first-ever Scout Jamboree, which brought 1,300 campers to the track. Since 2019, more than 600 young racers have competed in the Junior 500 with the winner each year earning a scholarship to continue developing in competitive karting. These programs introduce the technical, strategic and teamwork skills necessary to succeed in life.

Since its beginning in 2019, with the involvement of parents, teachers and volunteers, Raceway Gives has continued to expand its programs allowing for more youth and community participation beyond the racetrack. Community programs include working with dedicated champions like East St. Louis native Jackie Joyner-Kersee for the JJK5K event which supports youth-focused programs and community engagement initiatives.







Industry Spotlight

SHOWING UP FOR CHILDREN

For Kaulig Racing, supporting children and families reflects the values established by founder Matt Kaulig. Alongside Kaulig Giving and The NASCAR Foundation, the team supports programs that encourage healthy activity and bring comfort to hospitalized children, with drivers and team members participating directly.

The NASCAR Foundation's Speediatrics Fun Day Festivals Powered by Kaulig Racing combines NASCAR-themed activities with resources that help children stay active. Designed to reach 16 racing markets in 2026, the program includes building and distributing bicycles, helping participants carry healthy habits home.

In September, Kaulig Racing joined The NASCAR Foundation in New York City to launch an effort delivering more than **6,000 NASCAR-themed teddy bears to children at 157 hospitals**.



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HONORING J.D., INSPIRING THE NEXT GENERATION

JGR
JOE GIBBS RACING

For Joe Gibbs Racing, supporting young people carries a deeply personal meaning. Following the passing of team co-founder and former president J.D. Gibbs in 2019, the organization announced the J.D. Gibbs Legacy Fund to honor his longstanding commitment to Young Life, a Christian ministry serving adolescents. The fund was established to expand youth outreach across socioeconomic backgrounds and support improvements at Young Life's Windy Gap camp in North Carolina.

That commitment continues through the people who helped build the organization. JGR President Dave Alpern dedicated all proceeds from his book, Taking the Lead: Winning Business Principles That Fuel Joe Gibbs Racing, to the legacy fund. Today, Young Life also highlights a J.D. Gibbs Campership Legacy Fund that helps remove financial barriers for young people to attend camp.

Joe Gibbs Racing continues to partner with Young Life through a sponsorship in the O'Reilly series, aimed at raising funds for the the J.D. Gibbs Campership Fund.







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STEM LEARNING THROUGH GAMING

Rajah's Boys & Girls Club Visit

NASCAR driver and Winston-Salem State University graduate Rajah Caruth stopped by the Jesse Draper Boys & Girls Club in Atlanta after competing at EchoPark Speedway. During the visit, he spoke with a dozen local teens about his path into full-time NASCAR competition. Tara August, former TNT SVP and Club alumna, led the conversation, asking Caruth about the mentors and opportunities that shaped his career in racing.





Caruth also led teens through a safe-driving game he developed with Microsoft, pairing a corporate tech partner with STEM learning to teach real decision-making behind the wheel. As NASCAR's Official Youth Community Partner, the Boys & Girls Clubs of America relationship is built to open career pathways into motorsports, giving teens a chance to hear directly from someone who's living that path. By combining gaming, technology and mentorship, the experience showed students how STEM skills translate into safer driving and future careers.



Industry Spotlight

STEM CHAMPION

Driven by Engineering

Isabella Robusto is building a career on the track while pursuing another interest in aerospace engineering. She competes in the ARCA Menards Series for Nitro Motorsports as part of Toyota Racing Development's driver program while studying aerospace engineering at Arizona State University.





During Brickyard 400 weekend, Robusto brought those two worlds together at Girls Are Driven to Explore, a youth STEM program at the Indianapolis Motor Speedway Museum. Girls explored aerodynamics, tires, safety technology and other applications of STEM in motorsports through hands-on activities and conversations with industry professionals. Robusto shared her experience in racing and engineering, showing participants the range of paths STEM can open across motorsports.

Industry Spotlight

THE WARD BURTON WILDLIFE FOUNDATION

Protecting What Matters

Ward Burton built a championship career in NASCAR before turning his passion toward conserving the lands and spearheading veteran and youth outreach programs focused on the great outdoors. Through the Ward Burton Wildlife Foundation's partnership with the Department of War's Readiness and Environmental Protection Integration (REPI) Program, the foundation works alongside military installations, local landowners and conservation partners to protect working lands surrounding military bases. These efforts help preserve wildlife habitat and natural resources while ensuring service members have the space they need to train and prepare for future missions. The partnership reflects how community collaboration, environmental stewardship and long-term planning can create lasting impact for people, the places they call home and those who serve our country.

To learn more, visit ***twbwf.org***

87,000+
Acres conserved in partnership with landowners and conservation organizations

11,000+
Acres owned and actively managed for wildlife habitat and natural resource conservation

120,000+
Youth engaged through conservation education and outreach programs

10+
Veteran outreach events and retreats hosted annually





Industry Spotlight

COMCAST COMMUNITY CHAMPIONS

Since 2015, the Comcast Community Champion of the Year program has recognized individuals within the NASCAR community whose commitment to service creates lasting impact beyond the racetrack.

In 2026, Comcast named Kyle Busch and Greg Biffle the first co-champions in the award's history, honoring their contributions to families facing infertility and communities affected by disaster. Comcast contributed **$60,000 each** to The Bundle of Joy Fund and the Biffle Family Legacy Impact Fund, bringing the program's total nonprofit support to more than **$1 million** since its inception.





Founded by Kyle and Samantha Busch following their own experience with infertility, The Bundle of Joy Fund has awarded more than $2.5 million in fertility grants to nearly 200 families, helping welcome 114 babies while raising awareness and offering hope to others navigating treatment.

Biffle's hands-on service was demonstrated following Hurricane Helene, when he used his personal helicopter for 14 consecutive days to reach stranded residents and support rescue efforts. The Biffle Family Legacy Impact Fund, working with Foundation For The Carolinas, carries forward Greg and Cristina's community-minded values by supporting communities and causes in need.







"The progress shared in this report strengthens our resolve to keep moving our mission forward. Together with our industry and partners, we will continue turning commitment into action, strengthening communities, caring for our environment and opening doors for the next generation. **As NASCAR IMPACT grows, so does our opportunity to make a lasting difference for the people and places connected by our sport."**

Eric Nyquist | Senior Vice President, Chief Impact Officer, NASCAR

IMPACT
2026 REPORT

