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The most high-profile series in NASCAR, the NASCAR NEXTEL Cup Series consists of 36 points events and two “all-star” events at 22 different tracks across the country. It’s one of the premier sports properties in the world and the ultimate NASCAR experience, where superstars are made and legends forged.

THE RACE GAME: This is NASCAR

- NASCAR is the #2 rated regular season sport on television.
- NASCAR licensed products account for more than \$2 billion in retail sales annually.
- 6.9 million fans attended NASCAR NEXTEL Cup Series events in 2005.
- 17 of the 20 highest-attended sporting events in the U.S. are NASCAR events.
- NASCAR events often attract larger crowds than the Super Bowl, World Series game, and NBA Finals game combined.
- 10-month racing season is one of the longest of all U.S. major sports, creating sustained marketing opportunities for NASCAR sponsors.
- More Fortune 500 companies rely on NASCAR to build their brands than any other sport.
- In response to NASCAR’s nationwide popularity, additional race dates at California Speedway, Texas Motor Speedway, and Phoenix International Raceway have been added to the schedule in the past two years.
- 2006 marks the third season for the Chase for the NASCAR NEXTEL Cup. This new format for determining the champion of the NASCAR NEXTEL Cup Series generates more excitement that leads to a dramatic finale at the end of the season, thereby providing additional value to all sponsors.

2005 COMPETITION: Fierce rivalries and passionate race teams

- Champion: Tony Stewart
- 15 different race winners
- 17 different Bud Pole Award winners
- Over half of the races in 2005 (22) had a margin of victory under 1 second
- Close, competitive, side-by-side racing in 2005 resulted in an average of 20 lead changes per race

TV RATINGS: #2 rated regular season sport on television

- NASCAR is the #2 rated regular season sport on TV (trailing only the NFL) and the #1 rated motorsports series on TV.
- NASCAR is #2 among the major sports in all key viewer demographics, including ages 2-17, 18-34, and 18-49.
- The 2005 NASCAR NEXTEL Cup Series season was the highest rated, most viewed season in NASCAR history.
- Network events averaged a 5.8 rating (+4% vs. the 5.6 rating in '04) while cable events averaged a 4.8 rating (+12% vs. the 4.3 rating in '04).
- An average of 5.9 million households (+7% vs. 2004) and 8.5 million viewers (+6% vs. 2004) tuned in per event.
- 40% of NASCAR NEXTEL Cup Series events were the #1 sporting events on television (14 out of 36 weekends).
- The largest NASCAR NEXTEL Cup Series television markets in 2005 were Atlanta, New York, LA, Charlotte, Dallas, and Tampa.
- Several major markets experienced increased ratings versus 2004, including Portland (+23%), Dallas (+13%), Denver (+13%), Boston (+10%), Atlanta (+7%), San Francisco (+4%), and Chicago (+3%).
- The 2005 Chase for the NASCAR NEXTEL Cup earned a 4.7 average U.S. rating, up +2% over the 4.6 rating in 2004, and up +15% over the final 10 events of 2003 (under the previous points format).

SPONSORSHIP VALUE: Return on sponsorship investment

- NASCAR fans are among the most brand loyal in sports.
- NASCAR fans are 3 times as likely to try and purchase NASCAR sponsors’ products and services as non-fans.
- Sponsors involved in the NASCAR NEXTEL Cup Series gained a record of more than \$5 billion in sponsorship exposure value in 2005, as reported by Joyce Julius and Associates.
- According to Larry DeGaris, Director of the Center for Sports Sponsorship at James Madison University: “NASCAR sponsorship is the best buy in marketing. The combination of awareness, favorability, and effectiveness is unparalleled in the sports world or anywhere else.”

MEDIA COVERAGE: NASCAR is everywhere

- **TV:** FOX, FX, NBC, TNT, SPEED, and IN DEMAND. Televised weekly in over 150 countries and more than 30 languages.
- **Radio:** NASCAR Radio on XM Satellite Radio, NASCAR Radio 2 on XM (in-car audio), Motor Racing Network (MRN), Performance Racing Network (PRN), and Indianapolis Motor Speedway Radio Network (IMS)
- **Internet:** NASCAR.COM, AOL
- **Licensed Print:** NASCAR Illustrated, NASCAR Insider (Official NASCAR Member Monthly), NASCAR NEXTEL Cup Series Preview, NASCAR Performance, NASCAR Scene, NASCAR Hot Stuff, Chase for the NASCAR NEXTEL Cup Preview, and Official NASCAR Preview & Press Guide.
- **Film:** NASCAR was featured in Disney’s “Herbie Fully Loaded” in 2005, and is the theme of a Will Ferrell comedy in 2006.

DEMOGRAPHICS OF THE NASCAR FAN BASE: A sport for the entire family

- **Size:** 75 million fans from coast-to-coast, equal to 1/3 of the U.S. adult population, 40 million of which are avid fans.
- **Gender:** 60% male / 40% female
- **Age:** 34% of NASCAR fans are 18-34 (106 index vs. U.S. pop); 54% of NASCAR fans are 18-44 (108 index vs. U.S. pop)
- **Annual income:** 41% of NASCAR fans earn \$50,000+ (100 index vs. U.S. pop); 46% of NASCAR fans earn \$30,000-\$70,000 (107 index vs. U.S. pop); 12% of NASCAR fans earn \$70,000-\$100,000 (100 index vs. U.S. pop)
- **Family:** 37% of NASCAR fans have children under the age of 18 (109 index vs. U.S. pop)