

## NASCAR Season Concludes with Most-Watched Finale Since 2005

The sport fittingly crowned a first-time NASCAR Sprint Cup Series champion, Kyle Busch, in what was a transformational season that saw the championship format produce a series of records, milestones and firsts on and off the track.

The Chase for the NASCAR Sprint Cup Championship Race on NBC and NBCSN was the most-watched finale since 2005 – peaking with nearly 12.4 million average viewers. This concluded a successful first season of the largest and most lucrative television partnerships in NASCAR history with FOX and NBC.

A record number of fans consumed NASCAR through digital and social media in 2015. NASCAR amassed 4.1 billion social media impressions, 1.1 billion page views – up more than 20 percent from 2014 – and a 34 percent year-over-year increase in its mobile audience.

In addition, driver merchandise sales at tracks increased more than 20 percent since the Fanatics Trackside Superstore launched in July.

NASCAR Next, a program that identifies and nurtures young drivers, produced the Sunoco Rookie of the Year winner in all three national series: Brett Moffitt in the NASCAR Sprint Cup Series; Daniel Suárez, a NASCAR Drive for Diversity graduate, in the NASCAR XFINITY Series; and Erik Jones in the NASCAR Camping World Truck Series.

"We had unprecedented collaboration with stakeholders this season and saw many positive results in our effort to innovate, better serve our fans and grow the sport," said NASCAR Chairman and CEO Brian France. "We will continue to work tirelessly this offseason to further improve the fan experience at every turn and look forward to kicking off next season at the Daytona 500 where fans



will experience the unveiling of the world's first motor-sports stadium."

NASCAR today also announced the top five selling drivers for the 2015 season at the Fanatics Trackside Superstore. Dale Earnhardt Jr. topped the list at No. 1, followed by Jeff Gordon, Kevin Harvick, Jimmie Johnson and newly crowned champion Kyle Busch rounded out the list at No. 5.

Other milestones, records and firsts achieved during the 2015 season include:

### Competition:

- Jeff Gordon broke Ricky Rudd's Iron Man record with his 789th consecutive start on September 27. He joined the likes of legends Cal Ripken, Jr. and Brett Favre who hold records for most consecutive games played in baseball and football, respectively.
- For the first time since 1993, two different drivers, Joey Logano and Kyle Busch, won three consecutive races in a single season.

### Sponsorships:

- New or renewed NASCAR Official Partnerships with nearly a dozen brands this season, including: 3M, Fanatics, Ingersoll Rand, Microsoft, Sherwin Williams, Sun Edison, Universal Technical Institute, and K&N Filters

as the entitlement sponsor of the NASCAR K&N Pro Series™.

### Technology:

- For the first time, cars featured a digital dashboard instead of analog gauges. The new technology will be mandatory for all NASCAR Sprint Cup vehicles in 2016.
- Air Titan 2.0 track-drying technology helped save numerous races and improved the race experience for fans, teams and partners.
- State-of-the-art pit road technology was seamlessly implemented this season to increase the accuracy and safety of pit road officiating.

### Tracks:

- NASCAR announced multi-year sanctioning agreements with tracks for the first time. The landmark five-year agreements will provide fans more time to plan and tracks more time to promote, sell sponsorships and build the fan experience.
- Throwback weekend at Darlington celebrated the storied history of NASCAR with unprecedented industry support including 32 retro paint schemes, by honoring 14 NASCAR Hall of Famers and through a variety of 1970s-themed food and entertainment.



## Shirley Muldowney removes herself from Land Speed Record opportunity

Drag racing legend Shirley Muldowney has announced she will not participate in any land speed record attempt in Doug Herbert's proposed Streamliner car. An attempt at Muldowney capturing the all-time record for female drivers was announced two years ago when the idea to build the car was first formulated.

"I won't be driving that car," Muldowney said. "I wanted to let Doug and any of his sponsors or potential sponsors know this publicly so they can move on to bigger and better things when Doug attempts to set any records on his own or with another driver.

"I've recently joined a group that has a lot of plans for

me in 2016 and beyond, and I won't have the time to learn how to drive a speed record car or to make all of the necessary passes. My schedule simply won't allow for it. I'm no longer associated with this land speed project in any way."

Muldowney, 75, a drag racing pioneer with four world titles who broke numerous barriers for female participants beginning in the 1960s, plans to be at numerous NHRA events next season. Known as "the First Lady of Drag Racing," Muldowney's life reaching the top of the sport was made into the iconic movie *Heart Like a Wheel*.

