

# Talladega Transformation Infield Update

Story by Gary Elles

On July 10th a media event was had to showcase the new infield project. One new Cup garage was completed at this time.

The centerpiece of the Talladega Garage Experience had the final beam of the roof being signed by all of the construction workers of Hoar Construction including superintendent Gary Merriman and Talladega Director of Public Relations Russell Branham before lifting into position and bolted-up.

The new Open Air Social Club, which is 300 by 265 feet will be lined on both sides by two garages that will house the top 22 drivers of the Monster Energy NASCAR Cup Series. Featured in the first bay was a Kyle Busch No. 5 Hendricks Motorsports Chevrolet that competed in 2005, and is normally showcased next door in the Motorsports Hall of Fame.

Fans who purchase a Talladega Garage Experience (TGE) admission will receive access inside the Open Air Social Club where they can go to two "up-close" fan viewing walkways under the same roof where the race cars are being prepped by the race teams. The other two separate garages will also have fan viewing walkways so no matter who are your favorites, you have up-close viewing.

The 35,000 square foot area will have an array of comfortable seating, a bar and a 41 foot video screen.

Close by is the new Gatorade Victory Lane expanded to accommodate fans who want to be part of the winners celebrations. As an added bonus free Wi-Fi by Xtreme Concepts will blanket the area all the way to the finish line.

This will all be completed for the October 1000Bulbs.com 500 (Monster Energy NASCAR Cup Series) and Sugarlands Shine 250 (Gander Outdoors Truck Series) The dates are October 11th-13th. Be there for an all new fan experience, the only one like it in NASCAR.

There's no other like it. THIS IS TALLADEGA



VIEW FROM ABOVE



NEW PRESS BOX GOING UP



PR DIRECTOR RUSSEL BRANHAM POINTS OUT  
NEW FAN FRIENDLY CUP GARAGE



SIGNING OF FINAL MAIN BEAM



IT'S UP!



THE CREW WHO ARE MAKING IT HAPPEN



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