



2016 Marketing Deck





Fast Facts



History



In 1947, NASCAR was born.



The NASCAR Busch North Series begin in April 1987.

The Busch North Series then became the Busch East Series.

In 1990, the NASCAR Busch North Series staged its first stand-alone race at New Hampshire Motor Speedway.

In 2015, K&N Engineering signed for an additional five years, extending the entitlement sponsorship through 2021.

The Pacific Coast Late Model circuit had their final race on a dirt track in 1979.

Finally, in 2003 Busch East Series and Winston West Series united under a common rule book.

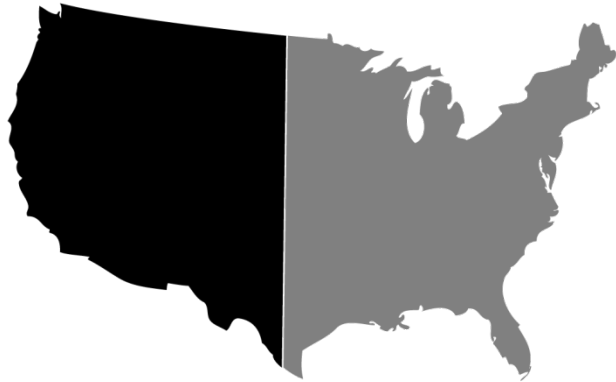


In 2010, K&N Engineering came on as the title sponsor for both the East and West series.

In 1954, NASCAR began sanctioning the Pacific Coast Late Model circuit and ran nine races.

The Pacific Coast Late Models became Grand National West, followed by Winston West Grand National, and then NASCAR Winston West Series.

About the K&N Pro Series



The overall NASCAR K&N Pro Series is made up of two separate divisions, the East Series and the West Series.



Each series crowns its own champion at the completion of the season each year.

15

The minimum age requirement for drivers is 15 years old, a move that has proven successful in attracting the increasingly large number of young competitors.

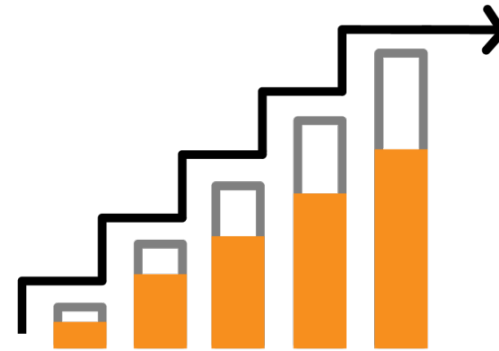


Attendance varies from about 2,000 – 20,000 spectators in the grandstands and 200-500 people in the garage area.

About the K&N Pro Series



The K&N East and the K&N West Pro Series represent NASCAR's top two regional touring series.



These series serve as a developmental program and stepping stone to NASCAR's three national series for "Tomorrow's Stars Today".



The K&N East and the K&N West Pro Series get national TV exposure on NBC Sports Network with tape delayed airings.



These series race at a mixture of venues including bullrings, larger ovals up to 1 mile, and road courses. They have companion events with the three NASCAR National Series (Sprint Cup, XFINITY Series and the Camping World Truck Series).

Car Information



- This body is at the forefront of modern advanced composites, utilizing technological advances in material laminates and manufacturing processes.
- Our fans and industry partners will appreciate the car's similarity in appearance to both the NASCAR Sprint Cup Series cars and street models.
- The car is available in the three NASCAR-approved manufacturer models:
 - Chevrolet SS
 - Ford Fusion
 - Toyota Camry





2016 Racing and Broadcast Schedule



K&N Pro Series Coast to Coast



NASCAR K&N Pro Series East

| Date | Site | Location |
|--------|--------------------------------|--------------------|
| 14-Feb | New Smyrna Speedway | New Smyrna, Fla. |
| 12-Mar | Mobile International Speedway | Mobile, Ala. |
| 26-Mar | Greenville Pickens Speedway | Greenville, S.C. |
| 16-Apr | Bristol Motor Speedway | Bristol, Tenn. |
| 30-Apr | VIrginia International Raceway | Alton, Va. |
| 30-May | Dominion Raceway | Woodford, Va. |
| 17-Jun | Stafford Motor Speedway | Stafford, Conn. |
| 2-Jul | Columbus Motor Speedway | Columbus, Ohio |
| 16-Jul | New Hampshire Motor Speedway | Loudon, N.H. |
| 29-Jul | Iowa Speedway* | Newton, Iowa |
| 5-Aug | Watkins Glen International | Watkins Glen, N.Y. |
| 5-Sep | Greenville Pickens Speedway | Greenville, S.C. |
| 17-Sep | New Jersey Motorsports Park | Millville, N.J. |
| 30-Sep | Dover International Speedway | Dover, Del. |

NASCAR K&N Pro Series West

| Date | Site | Location |
|--------|----------------------------|------------------------|
| 19-Mar | Irwindale Speedway | Irwindale, Calif. |
| 2-Apr | Kern County Raceway Park | Bakersfield, Calif. |
| 7-May | Tucson Speedway | Tucson, Ariz. |
| 21-May | Orange Show Speedway | San Bernardino, Calif. |
| 11-Jun | Colorado National Speedway | Dacono, Colo. |
| 25-Jun | Sonoma Raceway | Sonoma, Calif. |
| 9-Jul | Stateline Speedway | Post Falls, Idaho |
| 29-Jul | Iowa Speedway* | Newton, Iowa |
| 13-Aug | Evergreen Speedway | Monroe, Wash. |
| 27-Aug | Douglas County Speedway | Roseburg, Ore. |
| 10-Sep | Utah Motorsports Campus | Toelle, Utah |
| 11-Sep | Utah Motorsports Campus | Toelle, Utah |
| 24-Sep | Meridian Speedway | Meridian, Idaho |
| 15-Oct | All American Speedway | Roseville, Calif. |

* Combination event between the East and West Series

TV/Broadcasting



| Event Date | Series | Venue | Air Date | Air Time (EST) | |
|-------------|---------------------|--------------------------------|-------------|----------------|---------------------|
| Sun, Feb 14 | K&N-East | New Smyrna Speedway | Thu, Feb 18 | 10:30 PM | |
| Sat, Mar 12 | K&N-East | Mobile International Speedway | Thu, Mar 17 | 7:30 PM | |
| Sat, Mar 19 | K&N-West | Irwindale Speedway | Fri, Mar 25 | 9:00 PM | |
| Sat, Mar 26 | K&N-East | Greenville Pickens Speedway | Sat, Apr 02 | 7:30 PM | |
| Sat, Apr 02 | K&N-West | Kern County Raceway Park | Fri, Apr 08 | 11:00 PM | |
| Sat, Apr 16 | K&N-East | Bristol Motor Speedway | Fri, Apr 22 | 1:00 AM | |
| Sat, Apr 30 | K&N-East | VIrginia International Raceway | -- | -- | <i>ENG coverage</i> |
| Sat, May 07 | K&N-West | Tucson Speedway | Thu, May 12 | 6:00 PM | |
| Sat, May 21 | K&N-West | Orange Show Speedway | Wed, May 25 | 6:00 PM | |
| Mon, May 30 | K&N-East | Dominion Raceway | Thu, Jun 02 | 6:00 PM | |
| Sat, Jun 11 | K&N-West | Colorado National Speedway | Thu, Jun 16 | 7:00 PM | |
| Fri, Jun 17 | K&N-East | Stafford Motor Speedway | Thu, Jun 23 | 5:00 PM | |
| Sat, Jun 25 | K&N-West | Sonoma Raceway | Thu, Jun 30 | 11:00 PM | |
| Sat, Jul 02 | K&N-East | Columbus Motor Speedway | Fri, Jul 08 | 12:30 PM | |
| Sat, Jul 09 | K&N-West | Stateline Speedway | Fri, Jul 15 | 2:00 PM | |
| Sat, Jul 16 | K&N-East | New Hampshire Motor Speedway | Thu, Jul 21 | 11:00 PM | |
| Fri, Jul 29 | K&N-East/West Combo | Iowa Speedway | Fri, Aug 05 | 2:00 PM | |
| Fri, Aug 05 | K&N-East | Watkins Glen International | Thu, Aug 25 | 7:00 PM | |
| Sat, Aug 13 | K&N-West | Evergreen Speedway | Thu, Aug 25 | 8:00 PM | |
| Sat, Aug 27 | K&N-West | Douglas County Speedway | Fri, Sep 02 | 7:00 PM | |
| Mon, Sep 05 | K&N-East | Greenville Pickens Speedway | Fri, Sep 09 | 11:00 AM | |
| Sat, Sep 10 | K&N-West | Utah Motorsports Campus | Sat, Sep 17 | 9:00 PM | |
| Sun, Sep 11 | K&N-West | Utah Motorsports Campus | Sat, Sep 17 | 10:00 PM | |
| Sat, Sep 17 | K&N-East | New Jersey Motorsports Park | -- | -- | <i>ENG coverage</i> |
| Sat, Sep 24 | K&N-West | Meridian Speedway | Fri, Sep 30 | 12:30 PM | |
| Fri, Sep 30 | K&N-East | Dover International Speedway | Thu, Oct 06 | 4:00 PM | |
| Sat, Oct 15 | K&N-West | All American Speedway | Thu, Oct 20 | 7:00 PM | |

NBCSN, part of the NBC Sports Group, is a 24/7/365 sports network dedicated to serving passionate sports fans in nearly 85 million homes, up 8% since announcing the acquisition of NASCAR rights.

The network boasts an outstanding audience composition of young and affluent viewers with a 151 index for \$100K+ HHI and a median age of 46.

In July, 2013, NASCAR and NBC Sports Group announced a comprehensive agreement that grants NBCUniversal rights to NASCAR Sprint Cup Series and NASCAR XFINITY Series races as well as the NASCAR K&N Pro Series and NASCAR Whelen Modified Tour events.

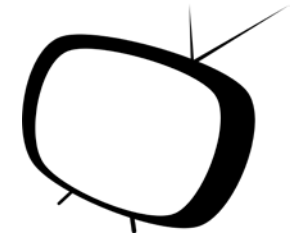


NBCSN

- NBCSN's coverage of the 2015 NASCAR K&N Pro Series and NASCAR Whelen Modified Series reached a combined 5 million unique viewers
 - an increase of 5% over 2014 (4.8 million unique viewers)
 - This includes original airings and reairs for both series on NBCSN (76 total telecasts).

2016 NASCAR K&N Pro Series through May events

- NBCSN's coverage of the K&N Pro Series has reached 1.3 million unique viewers, through eight races
 - This is a 19% increase over the same period in 2015
- Four of the six comparative races are showing at least a two digit percentage increase over 2015 with two of those race showing a triple digit percentage increase
 - Note: two races (Mobile and Orange Show) do not have comparative races from last year
- NBCSN's coverage again features 25 K&N Pro Series races from both the East and West divisions along with coverage and highlights of two additional road course races.



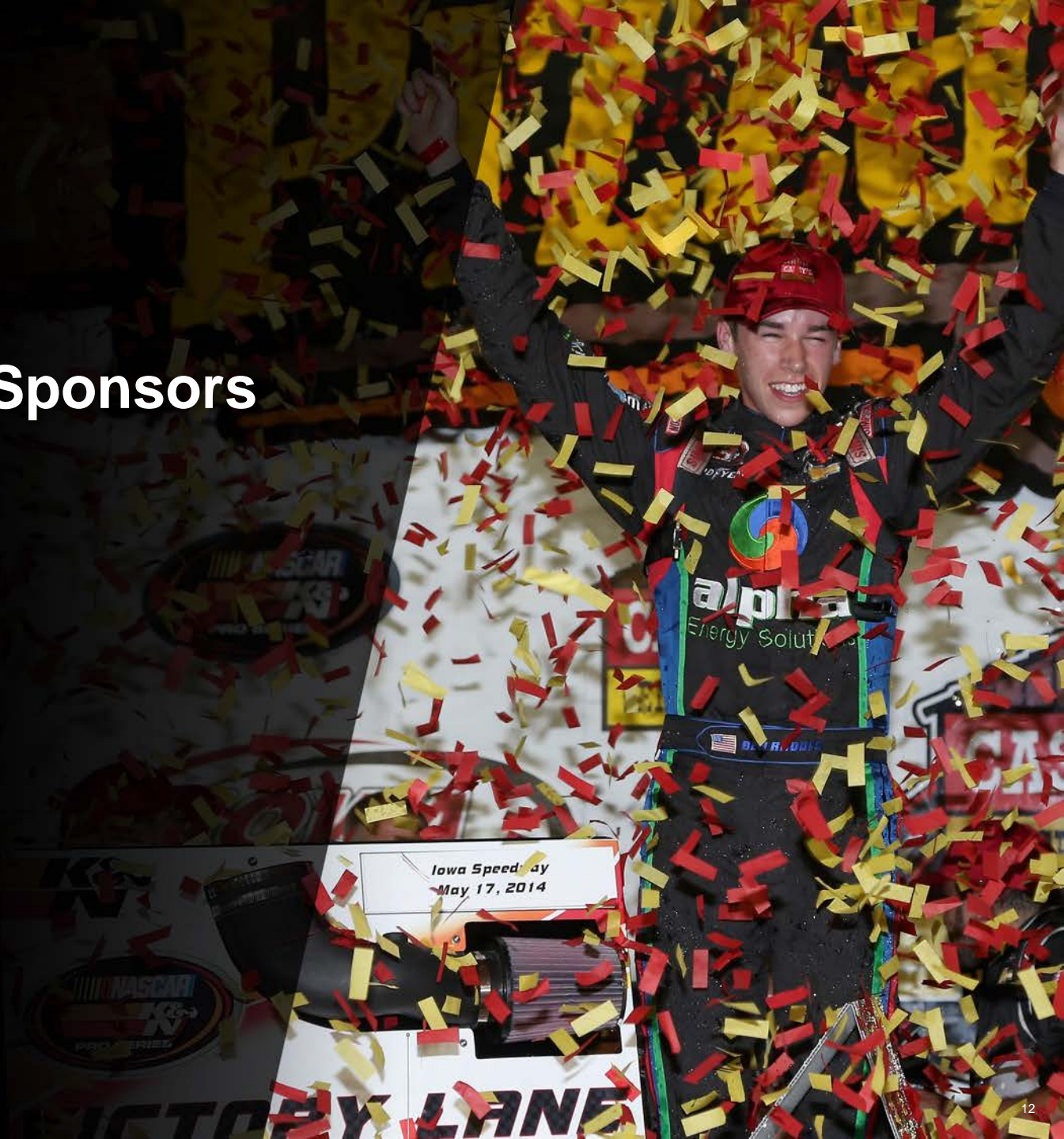
2015 MRN

- Over 14,000 fans tuned in to live coverage of the East and West finales





About our Sponsors



Our Series Entitlement Sponsor

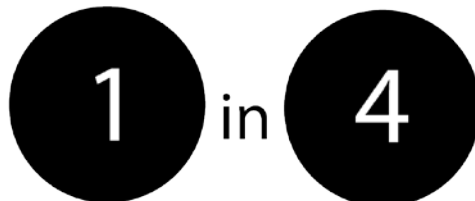


Long-standing entitlement sponsor, K&N Engineering, is a world class filtration company selling air filters, oil filters, and air intakes in over 30 countries. K&N invented the reusable high flow cotton air filter in 1969 and has been perfecting the technology ever since.

They are the world's leading manufacturer of washable performance air filters and air intake systems based out of Riverside, California.



NASCAR has seen a 50 percent increase since 2013 in the number of Fortune 500 technology companies invested in the sport.***



Based on a 2014 analysis, nearly one-in-four Fortune 500 companies invest in NASCAR (one-in-three Fortune 100 companies).

Additional Sponsor Involvement



Strong As An Ox™



Exclusive Sponsor Access



We have many features available for our sponsors/their guests to enjoy including:

- Hot pit access
- Garage and paddock tours
- Pre-race fan walk
- Victory Lane celebration
- Private hospitality suites





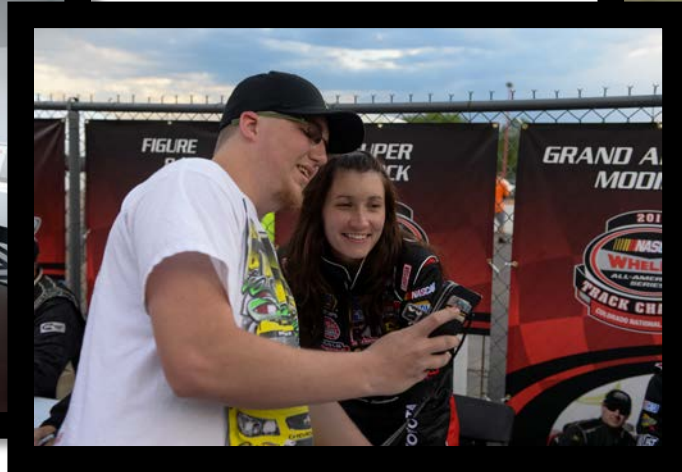
About our Fans



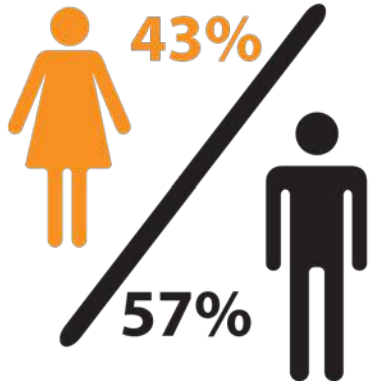
Fan Engagement



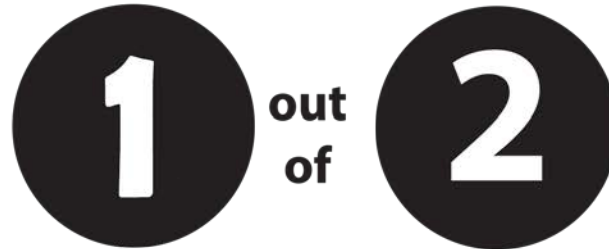
We have an autograph session at each event!



Reaching our Key Fan Base



NASCAR Regional & Local Series fans are just as gender neutral, with a strong female following.*



NASCAR Regional & Local Series fans are younger, with nearly 1 out of 2 fans between the ages of 18 and 44.**



More likely to live with children in their household, indicating a family friendly environment.***



Source: NASCAR Fan Engagement Tracker 2014, commissioned by NASCAR and conducted by Toluna. *Females represent 43% of NASCAR Regional / Local Series fans, and 44% of Other NASCAR fans.

Compared to 1 out of 3 "Other NASCAR fans" * (46% vs. 32%, a 144 index)

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Strong Support of NASCAR Sponsors



NASCAR Regional / Local Series fans are very supportive of NASCAR sponsors. Compared to “Other NASCAR Fans,” NASCAR Regional / Local Series fans are approximately twice as likely to:

talk positively about brands that are sponsors in NASCAR.

feel loyal to NASCAR sponsors and purchase their products/services because of their involvement in the sport.

continue to support NASCAR sponsors more than other brands during tough economic times, because of the commitment they show to the sport.

support NASCAR sponsors more than sponsors of other sports.

always buy products or services from companies that sponsor NASCAR.

always participate in NASCAR sponsors' promotions, such as sweepstakes, coupons, mail-to win, etc.

Source: NASCAR Fan Engagement Tracker 2014, commissioned by NASCAR and conducted by Toluna.

Digital Support



Thru June 27th, @NASCARHomeTrack has more than 56.3k followers on Twitter.



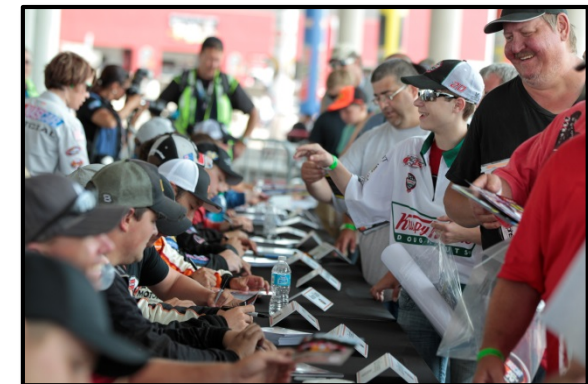
In addition, Facebook.com/NASCARHomeTracks has more than 35.9k lifetime Likes (Fans who have liked the NASCARHomeTracks page)

The most popular race for 2015 was the K&N East Series Opener at New Smyrna with 23K live page views and nearly 35% viewed the event for 30+ minutes!



YouTube.com/NASCARHomeTracks has 749,177 views to date and over 1,300 subscribers.

Race Central Live (used to provide real time updates on race day) saw an 18.30% increase over 2014 and averaged nearly 3,500 visits per event.



Digital Support



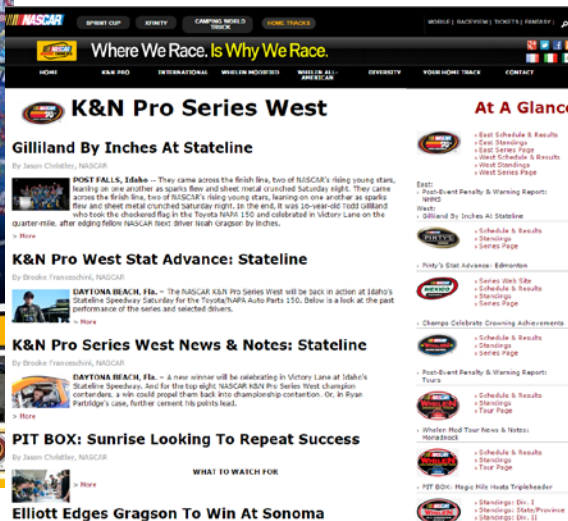
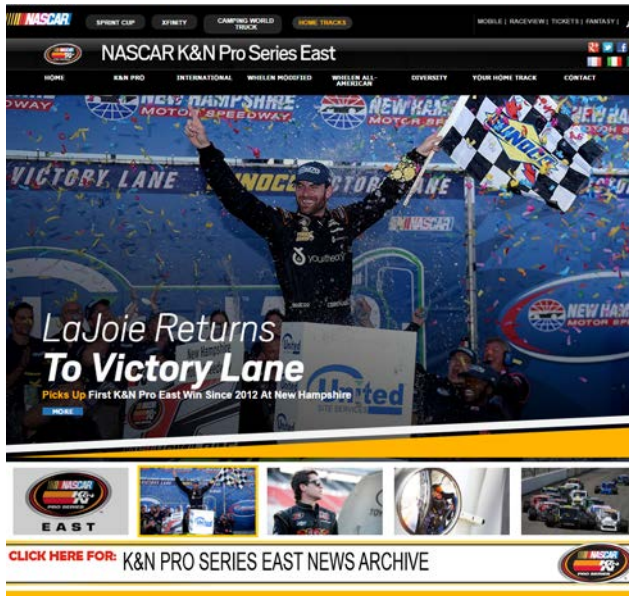
Each series has their own dedicated page on NASCAR HomeTracks.

- Potential exposure on the website through news & notes stories posted weekly, the drivers page, photos, and others



NASCARHomeTracks.com had over 5.02M page views and 1.68M visitors last year.

- This is the 4th time in the last 5 years we have topped 5M.





Team Information



Insert Team Information

