

NOVEMBER NASCAR



50th anniversary celebration continues with November 6-9 Quicken Loans Race for Heroes 500 race weekend

Tickets for Phoenix International Raceway's final race of its 50th anniversary season—the Quicken Loans Race for Heroes 500 NASCAR race weekend—NASCAR's semifinal race weekend of the season—start at just \$25 and can be purchased online or by phone. Don't delay—the popular fall weekend at PIR historically sells out.

The November event features a full weekend of NASCAR action, including from the semifinal races in each of NASCAR's top three series, headlined by the Quicken Loans Race for Heroes 500 NASCAR Sprint Cup Series race on Sunday, November 9.

The weekend of racing kicks off with the Casino Arizona 100—the championship race in the K&N Pro Series-West—on Thursday, November 6. Four days of NASCAR racing excitement then continue with the Lucas Oil 150 NASCAR Camping World Truck Series race on Friday, November 7 and the NASCAR Nationwide Series 200 race on Saturday, November 8.

NEW NASCAR POINTS SYSTEM BRING BIG EXCITEMENT TO PIR

Major announcements from NASCAR this past spring meant that PIR would not only be celebrating its history this season, it would also be on the forefront of two significant changes in stock car racing. The spring race weekend

at PIR showcased a new qualifying format for the first time, while PIR's fall race will serve as a true "semifinal" in the Chase for the Sprint Cup.

The new points system puts a premium on winning, affecting the initial makeup of the Chase field as well as the Chase itself. The result of the changes will make the November race weekend in Phoenix even more crucial to the drivers racing for a series championship.

"We have arrived at a format that makes every race matter even more, diminishes points racing, puts a premium on winning races and concludes with a best-of-the-best, first-to-the-finish-line showdown race—all of which is exactly what fans want," said Brian France, NASCAR chairman and CEO. "We have looked at a number of concepts for the last three years, through fan research, models and simulations, and also maintained extensive dialogue with our drivers, teams and partners. The new Chase for the NASCAR Sprint Cup will be thrilling, easy to understand and help drive our sport's competition to a whole new level."

It works like this:

- A victory in the first 26 races all but guarantees a berth in the 10-race Chase for the NASCAR Sprint Cup—a change that has put an unprecedented importance on winning a NASCAR Sprint Cup Series race all season long.
- The Chase field has been expanded from 12 to 16 drivers, with those drivers advancing to what will now be known as the NASCAR Chase Grid.
- The number of championship drivers in contention for the NASCAR Sprint Cup championship decreases after every three Chase races, from 16 to start in the Chase Grid; 12 after Chase race No. 3; eight after Chase race No. 6; and four after Chase race No. 9.
- The first three races of the Chase (27-29) were known as the Challenger Round; races 30-32 as the Contender Round; races 33-35 the Eliminator Round; and race No. 36 the NASCAR Sprint Cup Championship.
- A win by a championship-eligible driver in any Chase race automatically clinches the winning driver a spot in the next Chase round.

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Quicken Loans Race for Heroes 500 Weekend Schedule

THURSDAY, NOVEMBER 6

- 10amSpectator Gates Open
- 10-11am : NASCAR K&N Pro Series-West Practice
- 11:30am-12:50pm : NASCAR K&N Pro Series-West Final Practice
- 1:00-1:55pm : NASCAR Camping World Truck Series Practice
- 2:05pm : NASCAR K&N Pro Series-West Qualifying
- 3:30-5pm : NASCAR Camping World Truck Series Final Practice
- 5:30pm : Casino Arizona 100, NASCAR K&N Pro Series-West Race (100 laps / 100 miles)

FRIDAY, NOVEMBER 7

- 10amSpectator Gates Open
- 10-11:20am : NASCAR Nationwide Series Practice
- 11:30am-1pm : NASCAR Sprint Cup Series Practice
- 1:10-2:20pm : NASCAR Nationwide Series Final Practice
- 2:40pm : NASCAR Camping World Truck Series Qualifying
- 4:40pm : NASCAR Sprint Cup Series Qualifying
- 6:30pm : Lucas Oil 150, NASCAR Camping World Truck Series Race (150 laps/150 miles)

SATURDAY, NOVEMBER 8

- 9amSpectator Gates Open
- 9:30-10:20am : NASCAR Sprint Cup Series Practice
- 10:40am : NASCAR Nationwide Series Qualifying
- 12:30-1:20pm : NASCAR Sprint Cup Series Final Practice
- 2pm : Nationwide Series 200, NASCAR Nationwide Series Race (200 laps/200 miles)

SUNDAY, NOVEMBER 9

- 8amSpectator Gates Open
- 1pm : Quicken Loans Race for Heroes 500, NASCAR Sprint Cup Series Race (312 laps/312 miles)



- Four drivers enter the NASCAR Sprint Cup Championship with a chance at the title, with the highest finisher among those four capturing the prestigious NASCAR Sprint Cup Series championship.

"I think the new scoring system will have a very positive impact on the quality of racing," said PIR president Bryan R. Sperber, joining NASCAR's France and many of NASCAR's top drivers in praising the new scoring system. "Winning has always been the goal of every racer, but the changes ... put an even greater emphasis on winning races."

Sperber was also excited about the impact that the changes will have on PIR's fall race date. "This new Chase format will bring an even higher profile to our fall race weekend," he said. "The November Cup race in Phoenix has been a fixture on the NASCAR calendar for the last 25 years, and these changes will only add to that. Our 50th anniversary is all about celebrating the rich racing history in Phoenix, and it'll be great to cap it off by making some NASCAR history."

Because the Daytona 500 has its own unique qualification system, the change took effect during the second race weekend of the season—at PIR. For the first time in NASCAR history, race fans were able to watch cars qualify in situations that more closely resemble actual racing conditions, including drafting, side-by-side racing and passing.

At Phoenix and other shorter tracks, qualifying takes place in a two-stage process. The first qualifying elimination round is 30 minutes in duration and includes all cars (or trucks). The 12 cars that post the fastest single lap time from the first qualifying round advance to the second and final round, while the remainder of the field is set based on their speeds posted during that 30-minute period, from fastest to slowest.

Following a 10-minute break in which teams may make minor changes such as adding oil or fuel, but may not open the hood or jack up the vehicle, the top 12 cars head back onto the track for a 10-minute dash for the pole. The fastest single lap times during that session determine the starting order from first through 12th.

Under the new Chase for the NASCAR Sprint Cup format, PIR is the last eliminator race and will determine the final four drivers who will fight for the championship the following weekend. The action-packed race will begin at 1 pm MST on Sunday, November 9, with TV coverage by ESPN and radio coverage by Motor Racing Network.

TICKETS

Tickets to the Quicken Loans Race for Heroes 500 NASCAR race weekend are available online at PhoenixRaceway.com or at 866-408-RACE (7223).

Event week pricing goes into effect on Monday, November 4. ■



PIR 50TH ANNIVERSARY COMMEMORATIVE BOOK

From its genesis in 1964 as an open-wheel destination through its present day status as a stock car haven, the one-mile desert oval at Phoenix International Raceway has built a reputation as a unique challenge for drivers and as a memory maker for all who have visited over the last 50 years.

Phoenix at 50: A Half-Century of Racing is a comprehensive journey through the last five decades of racing in the Valley of the Sun. This collection of work by writers from varying backgrounds brings together the stories and secrets of PIR—featuring a series of vignettes and short stories focusing on many of the most exciting races and the greatest drivers to compete in Phoenix—with a foreword from "The King," Richard Petty.

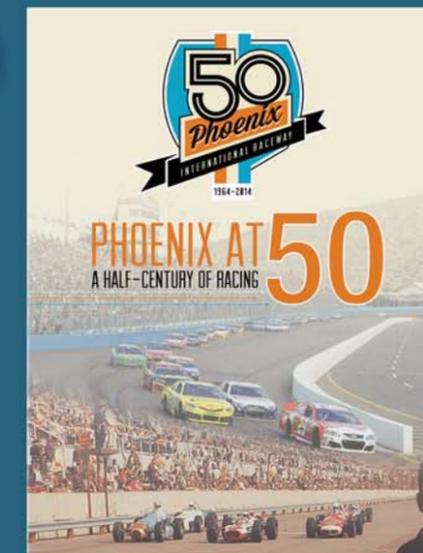
The book, which retails for \$49.99, will be available on site during race weekend or is available online at Amazon.com.

BARRETT-JACKSON PRESENTS "THE SOUND OF SPEED" WITH THE PHOENIX SYMPHONY ORCHESTRA

PIR will celebrate its 50th anniversary with a Pit Road street fair and concert based on racing. It will be a milestone in music and sports, as a first-of-its-kind confluence of the NASCAR and orchestral worlds.

The music and festivities will center around cars and racing, with appearances by NASCAR Hall of Famer Rusty Wallace as a guest conductor, and *The Dukes of Hazzard* star Tom Wopat, among others. This one-night-only special event will be held November 6, 2014 at Symphony Hall. Guests will be greeted by a showcase of classic race cars along 3rd Street.

"The Sound of Speed" is hosted courtesy of Barrett-Jackson Auction Company CEO Craig Jackson. For information or tickets, visit phoenixsymphony.org/events/



2014-sound-of-speed, or call the Symphony box office at 602-495-1999.

WESTMARC BEST OF THE WEST AWARDS

WESTMARC's Best of the West Awards has been a signature event for over 20 years, recognizing outstanding contributions to quality of life, economic development and innovation in the West Valley. The 22nd Annual Best of the West Awards will serve as an unofficial launch of NASCAR's semifinal race weekend at PIR.

"FACE THE RACE" PIT PASS CONTEST

Fans hoping to get their fifteen minutes of fame during PIR's Quicken Loans Race for Heroes 500 submitted photos on Facebook over the summer, from their most exciting pit pass experiences at PIR. The winner will have his or her photo on the November event weekend Pre-Race Pit Pass and will be featured in the event program.

The Pre-Race Pit Pass entitles pass holders to exclusive backstage action on NASCAR Sprint Cup Series race day. This includes garage walk access, for a glimpse of your favorite driver or car as they roll onto pit road before the start of the race (participants randomly selected), access to pit road and the track to watch driver introductions, a chance to pose in Gatorade Victory Lane with the iconic Sprint Cup Trophy prior to the race start, and a chance to sign your name or leave your favorite driver a good luck note at the start/finish line. ■

