

MARCH NASCAR Y NASCAR MEXICO

This year, PIR again hosts two NASCAR Sprint Cup Series race weekends, in spring and fall.

MARCH 12-15 NASCAR AT PIR

Phoenix International Raceway has hosted a NASCAR Sprint Cup Series race every spring since 2005 and the second race of the NASCAR season in each of the prior four years. This year's event, headlined by the Camping World 500, is about two weeks later than last year, on March 12-15, so this year it will be the season's fourth.

Mid-March aligns better with Spring Break for most Arizona K-12 school districts, making NASCAR an easy family entertainment option. It also falls during Spring Break for ASU, University of Arizona, NAU and Grand Canyon University.

FRIDAY, MARCH 13: 630PM

Toyota 120 NASCAR Mexico Series

TV: NBC Universo / Radio: MRN/SiriusXM

SATURDAY, MARCH 14: 1PM

NASCAR XFINITY Series at Phoenix

TV: FOX / Radio: MRN/SiriusXM

SUNDAY, MARCH 15: 1230PM

CampingWorld.com 500 / TV: FOX

Radio: MRN/SiriusXM

Tickets start at just \$25, available at PhoenixRaceway.com, or by calling 866-408-RACE (7223) or in person at the PIR ticket office. Season tickets for 2015 start at \$99 (see info at right).



PIR WEBSITE IMPROVEMENTS

PIR has redesigned its website for the 2015 season. Featuring a more engaging, data-driven user experience, the new site has streamlined navigation and enhanced fan content.

The site features bold photos and new navigational panes to guide fans through the event weekend. Navigation and overall site structure are based on extensive analysis of traffic patterns and search engine optimization.

Sections include ticket purchasing, a selection of race weekend offerings, raceday add-ons to complete your experience, and information on visiting the track. The PIR News section has upgraded article search, so fans can sort through stories from PIR's past.

Other new content includes a PIR record book, PIR history and timeline, and an all new camping and RV visitors section. A Spanish language "PIR en Español" section is also being added, along with interactive multimedia offerings. ■

NOVEMBER AND SEASON PASS INFO

NOVEMBER 12-15 NASCAR AT PIR

PIR again hosts the final race in the Eliminator round of the Chase for the Sprint Cup. The fall race at PIR—a NASCAR fixture since 1988—will again be the semi-final race in the Chase for the NASCAR Sprint Cup. Friday Nov 13 (630pm) is the NASCAR Camping World Truck Series Lucas Oil 150. Saturday Nov 14 (2pm) is the NASCAR XFINITY Series race. Sunday Nov 15 (1230pm) PIR's 2015 season concludes with the NASCAR Sprint Cup Series Quicken Loans Race for Heroes 500.

PIR SEASON TICKETS

PIR season tickets for 2015 start at \$99 and are available at PhoenixRaceway.com, or by calling 866-408-RACE (7223) or can be purchased in person at the PIR ticket office.

A season ticket includes all races during both NASCAR weekends, at great savings over individual tickets. Season ticket holders have the exclusive opportunity to buy discounted parking passes, pre-race pit passes and Budweiser ROLL-BAR passes. Another exclusive benefit is the first opportunity to upgrade or change seat locations each year. And you can buy additional race tickets at the discounted season ticket holder price.

New for PIR season ticket holders in 2015 is the Zoom Pass. This hard plastic credential replaces individual grandstand tickets and grants access to all races. ■

