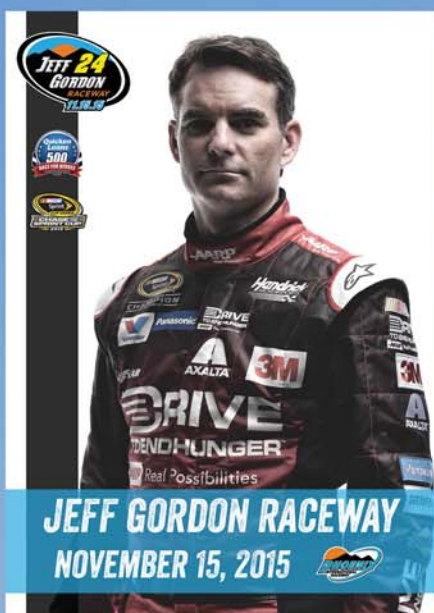


# PIR TO BE JEFF GORDON RACEWAY FOR A DAY

HONORING GORDON'S SPECIAL PHOENIX HERITAGE DURING HIS FINAL SPRINT CUP SERIES RACE AT PIR AS A FULL-TIME COMPETITOR, THIS NOVEMBER 15



This fall, Phoenix International Raceway will again host the final race in the Eliminator round of the Chase for the Sprint Cup, with the Quicken Loans Race For Heroes 500 on Sunday, November 15. This is the final of four races over four days, Thursday through Sunday, November 12-15, and the next to last race of the 2015 NASCAR season.

Excitement runs high at this one, not only for fans in Arizona, but through the entire NASCAR circuit. Under the Chase for the Sprint Cup format, the 312-lap, 500-km Sunday race in Phoenix is the last of the Eliminator round and determines the final four drivers who will fight for the championship the next weekend at Homestead-Miami.

Last fall, Kevin Harvick secured his spot in the final four with his dominating win at PIR, which led him to his first-ever Sprint Cup Series Championship after his victory the following weekend, making Harvick the only driver in PIR's 52-year history who has won four straight Sprint Cup races, capped off by the CampingWorld.com 500 held at PIR this March. This is action you do not want to miss, and PIR is the place to be.

## Jeff Gordon Raceway

In January, Gordon announced that this NASCAR Sprint Cup season would be his last. In June, it was announced that Phoenix International Raceway will officially be renamed Jeff Gordon Raceway on Sunday, November 15, the day of the big race. The NASCAR Sprint Cup Series Quicken Loans Race for Heroes 500 at PIR (or, ahem, JGR) will be Gordon's last Sprint Cup Series race at the track as a full-time competitor.

The renaming of the track will be a way for all PIR fans to celebrate the importance Gordon has had for the track, for the fans and for the sport as a whole. This will in fact mark the first time that a track has been renamed for a NASCAR Sprint Cup Series race.

PIR will also release a series of five individual trading cards featuring Gordon's image and information on key moments from his 24-year career at PIR. A limited number of each will be randomly distributed to ticket holders—both with ticket mailings and at the gates each day during the race weekend. This will give fans plenty of opportunity to trade with each other at dedicated loca-



tions along the Fan Midway throughout the weekend, in order to collect the complete set.

The day will be commemorated with an official logo displayed throughout the track, and fans will be able to purchase apparel online and on race weekend through a partnership with licensed sports retailer Fanatics. Leading up to the race, PIR will post 24 Moments of Greatness on its social media channels, highlighting some of the track's and fans' favorite Jeff Gordon moments.

Gordon has four career wins at PIR, including three in NASCAR-sanctioned races. Each of his wins represented a significant moment to the track's history.

On November 6, 1999, he raced to victory in the inaugural Xfinity Series race at Phoenix, before tying the legendary Dale Earnhardt with his 76th career Sprint Cup Series win on April 21, 2007. Forever etching his name into PIR history, Gordon kicked off the repaving of the track by digging out the first piece of old pavement following his win on February 27, 2011. His 23 top-10 finishes at Phoenix are a track record. And he will tie Mark Martin's record of 34 Sprint Cup Series starts when he races at PIR in November.

The NASCAR champ will join the FOX broadcast team full-time in 2016 as race analyst. ■



## EVENT AND TICKET INFORMATION

**THURSDAY, NOVEMBER 12**

CASINO ARIZONA 100, NASCAR K&N PRO SERIES—WEST RACE

**FRIDAY, NOVEMBER 13**

LUCAS OIL 150, NASCAR CAMPING WORLD TRUCK SERIES RACE

**SATURDAY, NOVEMBER 14**

XFINITY SERIES 200, NASCAR XFINITY SERIES RACE

**SUNDAY, NOVEMBER 15**

QUICKEN LOANS RACE FOR HEROES 500, NASCAR SPRINT CUP SERIES RACE

**NOVEMBER RACE WEEKEND** The fall race at Phoenix International Raceway has been a fixture on the NASCAR schedule since 1988. Value Pricing began on May 29 and runs through July 5. Regular pricing begins on July 6 and runs through Monday, November 10, when race week dawns and walk-up pricing goes into effect. Tickets for the 500 start at \$25. The stands are divided into four sections, with either three or four tiers in each, plus there is hillside seating, so you have fifteen options for the big race. This popular event—the Chase for the NASCAR Sprint Cup Semi-Final Race—sees many seats sell out well before race day, so don't delay.

**SUNDAY RACE DAY** The Quicken Loans Race For Heroes 500 will begin at 12:30 pm, but there will be plenty of food, drink, music, entertainment, celebrity sightings and other excitement to keep you busy when you get there early. Broadcast television coverage will be provided by NBC and radio coverage by Motor Racing Network.

**2016 SEASON TICKETS** Season Tickets for the 2016 season at PIR start at \$99 and range up to \$512. Existing Season Ticket renewals and upgrades are already underway. New Season Tickets go on sale August 17, 2015. Season Ticket benefits include substantial savings off individual ticket prices (up to 70 percent off in select seating areas); no service fees (a \$10 savings); PIR's new ZOOM PASS (just show and go); dedicated customer relations managers (and a toll-free number); the ability to buy additional tickets at Season Ticket prices; first crack at seat upgrades; special event invitations; an exclusive e-newsletter; and a free race weekend program.

**TICKETS** Tickets are available online at PhoenixRaceway.com, by calling 866-408-RACE (7223), or in person at the PIR ticket office. ■

