

FALL RACE WEEKEND

Phoenix International Raceway will host the Quicken Loans Race For Heroes 500 on Sunday, November 15, the next to last race of the 2015 NASCAR season. Under the Chase for the Sprint Cup format, the 312-lap, 500-km Sunday race in Phoenix is the last of the Eliminator Round in the Chase for the Sprint Cup and determines the final four drivers who will fight for the championship the next weekend at Homestead-Miami. In all, there are four races over four days, Thursday through Sunday, November 12-15.

- THURSDAY NOV 12** *Casino Arizona 100, NASCAR K&N Pro Series–West race*
- FRIDAY NOV 13** *Lucas Oil 150, NASCAR Camping World Truck Series race*
- SATURDAY NOV 14** *XFINITY Series 200, NASCAR XFINITY Series race*
- SUNDAY NOV 15** *Quicken Loans Race for Heroes 500, NASCAR Sprint Cup Series race*

NOVEMBER RACE WEEKEND

The PIR fall race has been a fixture on the NASCAR schedule since 1988. Regular pricing, with tickets starting at \$25, runs through Monday, November 10, when walk-up pricing goes into effect. There are four sections, with three or four tiers in each, plus hillside seating, so you fifteen options for the big race. Many seats sell out well before race day, so don't delay.

SUNDAY RACE DAY

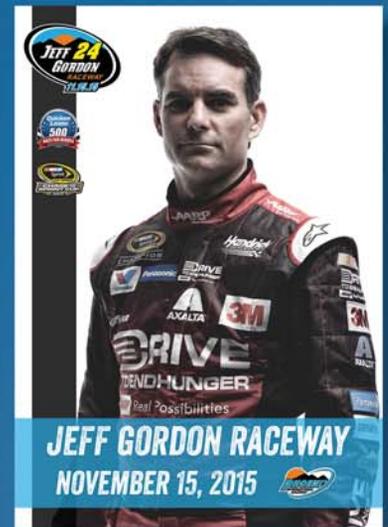
The Quicken Loans Race For Heroes 500 will begin at 12:30 pm, with plenty of food, drink, music, entertainment, VIP sightings and more to keep you busy when you get there early. Broadcast television coverage will be provided by NBC and radio coverage by Motor Racing Network.

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 underway, and new Season Tickets went on sale in August. Season Tickets offer substantial savings off individual ticket prices—up to 70% 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); 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. ■



"JEFF GORDON RACEWAY" FOR A DAY

This season is Jeff Gordon's last, and this is his last NASCAR Sprint Cup Series race at PIR as a full-time competitor. In his honor, PIR will be officially renamed Jeff Gordon Raceway for Sunday, November 15, the first time a track has been renamed for a NASCAR Sprint Cup Series race.

Gordon has four career wins at PIR, three in NASCAR races. Each represented a significant moment in PIR's history.

PIR will release five Jeff Gordon trading cards with key moments from his 24-year career at PIR. A limited number of each will be randomly distributed to ticket holders with mailings and at the gates during race weekend. Trading locations on the Fan Midway will let fans work on complete sets.

Leading up to the race, PIR will post 24 Moments of Greatness on its social media channels, highlighting favorite Jeff Gordon moments, and fans can buy apparel online and on race weekend through a partnership with licensed sports retailer Fanatics. On Sunday, a special Jeff Gordon Raceway logo will be used throughout the facility.

Gordon will join FOX as race analyst. ■

