

# CHASE ACROSS NORTH AMERICA

Phoenix International Raceway will host the Quicken Loans Race For Heroes 500 on Sunday, November 15, the final Eliminator (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 of the Chase for the Sprint Cup and determines the final four drivers who will fight for the championship the following weekend at Homestead-Miami. In all, there are four races over four days, Thursday through Sunday, November 12-15.

## 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 have fifteen options for the big race. Many seats sell out well before race day, so don't delay.

## KURT BUSCH BREAKFAST

Kurt Busch, driver of the No. 41 Haas Automotive Chevrolet and 2004 NASCAR Sprint Cup Series



Champion, kicked off the Chase for the NASCAR Sprint Cup during PIR's second annual Breakfast With Champions as part of NASCAR's "Chase Across North America" on September 16 at the Heard Museum with 75 invited guests and local media. Busch and veteran motorsports broadcaster Ralph Sheheen discussed the format and increased pressure on drivers and teams each week during the 10-race Chase, in particular at the Quicken Loans Race For Heroes 500 at PIR. Las Vegas native Busch shared his picks for which drivers will advance through each round of the playoffs and why he thinks his team will take the Championship title. This is his ninth overall and third consecutive appearance in NASCAR's 10-race playoff. Coming into the semifinal race at PIR in November, Busch had made 25 career Sprint Cup starts in Phoenix, with one win, six top-five and 14 top-10 finishes here.

## NASCAR 101 AT UNIVERSITY OF ARIZONA

Up and coming NASCAR stars Brian Scott and Ben Kennedy headlined PIR's NASCAR 101 on the Main Mall at the University of Arizona on Tuesday, October 6, holding a Q&A with KIIM-FM DJ Porkchop, flanked by the PIR show car and pace cars. Scott, Kennedy and PIR representatives had earlier participated in a panel discussion with sports management students at the Eller College

of Business. The drivers explained the business side of NASCAR, including sponsorships and brand activation. Scott is in his third year at Richard Childress Racing as driver of the No. 2 Chevrolet Camaro in the NASCAR XFINITY Series. A native of Boise, Idaho, Scott has five top 5s in his sixth season in the series. Driver of the No. 11 Toyota Tundra for Red Horse Racing, 2014 NASCAR Camping World Truck Series Rookie of the Year Kennedy is great grandson of the legendary Big Bill France Sr. He has one pole win this season and three top-5s. Kennedy will race in the 150 on Friday, and Scott in the 200 on Saturday.

## OPEN TEST SESSION

NASCAR held an open testing session at PIR on Wednesday, October 14, with nearly 1,000 race fans in attendance, as some of the NASCAR Sprint Cup Series' best participated, including Chase for the Sprint Cup Contenders Kurt Busch, Jeff Gordon, Matt Kenseth, Brad Keselowski, Ryan Newman and Martin Truex Jr. Series competitors Jamie McMurray and Ricky Stenhouse Jr. also took part in the session. The testing session is the last chance for teams to gather data on track before the Quicken Loans Race for Heroes 500 on November 15. With a new testing format, drivers like Kenseth understand the importance of time on the track. "This is an

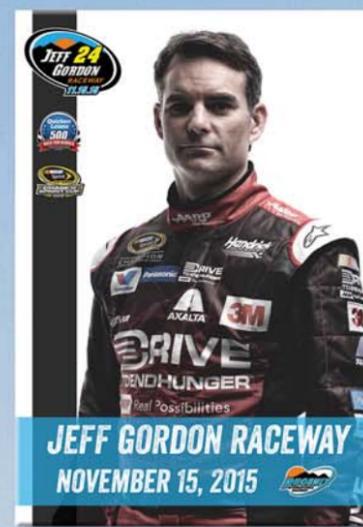
- THU NOV 12 Casino Arizona 100, NASCAR K&N Pro Series-West race
- FRI NOV 13 Lucas Oil 150, NASCAR Camping World Truck Series race
- SAT NOV 14 XFINITY Series 200, NASCAR XFINITY Series race
- SUN NOV 15 Quicken Loans Race for Heroes 500, NASCAR Sprint Cup Series race



important track," said Keselowski. "That's why we're here. You look at this race last year. Of the eight drivers that had a chance of winning a championship, all eight had to run well here to have a shot of going to the next round. So no one was locked in, coming here. I would expect that that could happen again." Fans were asked by PIR to make a \$5 donation to Phoenix Raceway Charities for admission to the testing session.

## "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 re-



named during a NASCAR Sprint Cup Series race. Gordon has four career wins at PIR, three in NASCAR races. Each win 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. Some of each will be randomly distributed to ticket holders, via mailings and at the gates during race weekend. Trading locations on the Fan Midway will let fans work on complete sets. PIR is also posting 24 Moments of Greatness on social media channels, singling out favorite Jeff Gordon highlights, leading up to the race weekend. Fans can buy Fanatics licensed sports apparel online and on race weekend. On Sunday, a special Jeff Gordon Raceway logo will be used throughout the facility. Gordon will continue his career as a race analyst with FOX.

## EVERCLEAR PRE-RACE CONCERT

On the morning of Sunday, November 15, popular rock group Everclear will perform a pre-race con-



cert in the fan midway area at 10:30am, free to all fans with a grandstand ticket for the race.

## SUNDAY NOVEMBER 15 RACE DAY

The Quicken Loans Race For Heroes 500 begins at 12:30pm. Plenty of food, drink, music, entertainment, VIP sightings and more will keep you busy, so get there early. TV coverage will be provided by NBC and radio by Motor Racing Network.

## 2016 SEASON TICKETS

Season Tickets for 2016 range from \$99 to \$512. 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.

## MARCH 2016 NASCAR AT PIR

Plan spring break at NASCAR, March 11-13, with Sprint Cup Series Qualifying on Friday; the Axalta Faster. Tougher. Brighter. 200, NASCAR XFINITY Series Race on Saturday; and the Camping World 500, NASCAR Sprint Cup Series Race on Sunday. (Dates tentative.) Ticket packages are on sale now.

## TICKETS

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

