



Renderings and plans courtesy Phoenix Raceway.

The west end of the facility is at the heart of Phoenix Raceway's redevelopment, as north side grandstands are removed, making way for expanded RV parking and camping; grandstands and hospitality are extended to the south/southwest; the start/finish line moves to current Turn 2, with Pit Lane moving to the west end; and the infield is transformed, with new garages and new Fan Zone access, plus a pedestrian tunnel between all this and the grandstands.

BIG CHANGES FOR 2018: \$178 MILLION REDEVELOPMENT

Phoenix Raceway, together with parent company International Speedway Corporation (ISC), is embarking upon a major \$178 million redevelopment project, announced on January 30.

Motorsports industry representatives and Arizona dignitaries on hand included ISC CEO Lesa France Kennedy; PIR president Bryan R. Sperber; INDYCAR president of competition and operations

DC Solar, entitlement partner of Phoenix Raceway's spring NASCAR XFINITY Series race, the DC Solar 200, is title sponsor of the Phoenix Raceway Project Powered by DC Solar modernization project, as well as a multi-year sponsor of the redesigned Midway.

The modernization project includes extending and upgrading seating and hospitality areas near the current Turn 2 location. A new grandstand will be built alongside the existing Bobby Allison

concessions, merchandise stands, guest services and medical center will all be new or completely renovated. The new grandstands will also provide excellent shade coverage.

The start/finish line moves to current Turn 2, just before the well-known dog leg, amping up competition in one of the most challenging areas of the track, and closer to fans. The new configuration is expected to shake things up considerably.

Dale Earnhardt Jr says, "I think it'll be really



Jay Frye; Joey Logano, winner of the 2016 Can-Am 500 and driver of the No. 22 Penske Ford in the Monster Energy NASCAR Cup Series; Daniel Suárez, 2016 NASCAR XFINITY Series Champion and driver of the No. 19 Joe Gibbs Racing Toyota in the Monster Energy NASCAR Cup Series; and Alexander Rossi, 2016 Indianapolis 500 Champion and driver of the No. 98 Honda for Andretti Herta Autosport in the Verizon IndyCar Series.

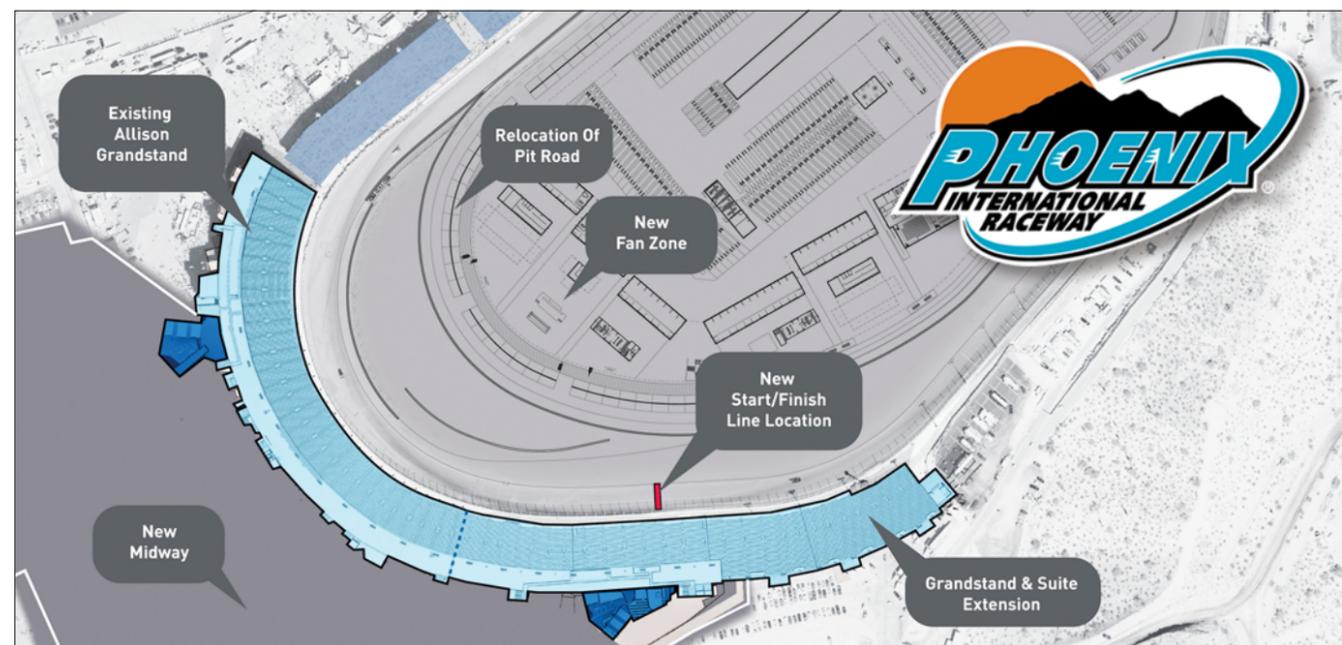
Phoenix Raceway was originally built in 1964.

Grandstand, which will be extensively upgraded. Existing grandstands along the straightaway will be removed. Pre-race will take place in front of the majority of fans, between existing Turns 1 and 2, with a fan viewing area of Gatorade Victory Lane.

The Bobby Allison Grandstand currently has bench seating. This will be replaced by individual 20-inch seats with cup holders and free in-seat WiFi. The new grandstand extension will have 20- and 21-inch seats, with the same features. Suites,

A closer look at the infield's new Fan Zone.

interesting to have the restarts begin in the turn. So imagine you're in 20th or the middle of the pack trying to get a good restart while you're in a corner. That's going to be interesting. You're going to have to throttle up out of the turn. It's going to be guys all over the place going through the dogleg, because with restarts you have guys that accelerate better than others; guys in the right lane, the wrong lane; it's going to be chaos coming through



Phoenix Raceway's west end expands grandstands, moves start/finish line and pit road, has new infield Fan Zone with tunnel access, and a new midway.

the dogleg. Guys trying to shortcut and get into the new Turn 1. There'll be some action."

The completely redesigned infield will have a first-of-its-kind Monster Energy NASCAR Cup Series Garage Fan Zone, placing fans face-to-face with the superstars of the sport. Inside the Fan Zone, you can watch your favorite teams prepare their car for race day, over a waist-high wall, right into the garages—no glass and no obstructions. And you'll be able to watch driver meetings from

GROUNDBREAKING

With a nod to the track's open-wheel roots, the Phoenix Raceway Project Powered by DC Solar broke ground on Saturday February 11, during its second annual "Prix View" track test event for the Verizon IndyCar Series. Dignitaries included Phoenix Raceway president Bryan R. Sperber; Maricopa County supervisor Steve Gallardo; Avondale mayor Kenn Weise; INDYCAR president of competition and operations Jay Frye; Helio Castroneves, driver of the No. 3 Chevrolet for Team Penske in the Verizon IndyCar Series; and IndyCar legends Tom Sneva, Lyn St. James and Dick Simon.

to be a part of this project. It's obviously going to upsell the whole facility. The biggest benefits will not only be for the drivers and teams, but the biggest one will be for the fans. I think it will be great for our series and for obviously the track."

SEATS, TICKETS AND CAMPING IN TRANSITION

Infield camping will remain the same through the Spring NASCAR event in March 2018. After that, the infield will be reconfigured for new race series accommodations and the new Infield Fan Zone experience. While most camping options will stay the same, the removal of the Foyt, Bryan and Petty



(Left) Helio Castroneves officially broke ground on the Phoenix Raceway Project Powered by DC Solar, behind the seat of an excavator as he took the first dig following the ceremony. Photo by Ricky Fuentes (Right) President of Competition and Operations for INDYCAR Jay Frye, Tom Sneva, Phoenix Raceway President Bryan R. Sperber, Verizon IndyCar Series driver Helio Castroneves, Lyn St James and Dick Simon. Photo by Randall Bohl.



the outside through glass walls.

There will be four new escalators, five new elevators and a new pedestrian tunnel with access to the reconfigured infield and new DC Solar Fan Midway from existing Turn 2.

While some parking will be relocated, the majority will remain untouched and free.

Castroneves officially broke ground, taking the dig from the seat of an excavator.

"It was an honor, to be honest, because there's a fun fact that this was my first short oval ever when I tested for Tasman Motorsports with Steve Horne back in 1996," said Castroneves. "I really enjoy this place, I've won here before so it's great

Grandstands creates new camping spots, with both premium track viewable spaces and non-track-viewable spaces. These will not be available until November 2018, but pricing and purchase information will be available soon.



Season Ticket holders from 2017 will have first crack at seats in the new grandstand during their 2018 renewal period. 2018 Season Tickets will be sent in two batches; one in June to secure 2018 Spring NASCAR Weekend (and Spring IndyCar if



NASCAR track test sessions: Dale Earnhardt Jr returns to the scene after six months; Joey Logano talks track with his pit crew. Photos by Randall Bohl.

you opt for that) and the second in November for fall 2018, the Grand Opening of the new Phoenix Raceway. You must renew during the June Season Ticket renewal period to get the step in November.

If your current Season Tickets are in the Foyt, Bryan or Petty Grandstands, you will have priority to choose seats in either the current Bobby Allison Grandstand or the new extension Grandstand. If your Season Tickets are currently in the Allison Grandstand, you can keep your favorite seats for the 2018 Fall NASCAR event or move to the new extension Grandstand. Phoenix Raceway staff will

FIRING UP FOR 2017: NASCAR AND INDYCAR TRACK TESTS

On January 31, a five-dollar donation to Phoenix Raceway Charities let fans watch Dale Earnhardt Jr (his first appearance in six months), Joey Loga-

no, Kevin Harvick, Matt Kenseth, Austin Dillon and other NASCAR stars on track during an open test session, with free parking and seating in the Bobby Allison Grandstand.

On February 11, fans caught the second annual "Prix View" testing event for the Verizon IndyCar Series, with free admission and virtually the entire field of drivers and teams preparing to race under the lights in the Phoenix Grand Prix on April 29. More than 20 drivers had an autograph session on the Fan Midway at the end of the day.

NASCAR DASH 4 CASH PROGRAM

The DC Solar 200 NASCAR XFINITY Series race on Saturday, March 18 will be one of four Dash 4

of the XFINITY Series season since 2009, including 2016 XFINITY Series Champion Daniel Suárez winning the 2015 Dash 4 Cash. Fans may witness multiple winners at Phoenix Raceway on March 18—the winner of the DC Solar 200, the winner



of the Dash 4 Cash and the two stage winners.

USA SILVER CROWN SERIES RETURNS

The USAC Silver Crown Series returns to one of its most famous tracks in the Phoenix Copper Cup on Sunday, April 29, before the Phoenix Grand Prix.

USAC last raced on the one-mile oval in 2009 with current NASCAR driver Cole Whitt winning the Silver Crown Series. The highlight of the season for many fans, the series season opener at Phoenix could draw over 31,000 fans.

Legendary drivers have gotten their start in the USAC Silver Crown Series, including NASCAR team owner and three-time Monster Energy NASCAR Cup Series Champion Tony Stewart, four-time



IndyCar track test sessions: Charlie Kimball of Chip Ganassi Racing on the track; Helio Castroneves and crew fine-tuning in the pits. Photos: Randall Bohl.

help you choose your new location via phone at a time convenient for you.

The El Sol Pre-Race Pit Pass will be replaced by an all-new Phoenix Raceway Fan Zone ticket.

Tickets for the new Phoenix Raceway inaugural event will go on sale during 2018 Spring NASCAR Weekend, with an increase in ticket prices.

Cash races for the 2017 season. The new format will qualify four XFINITY Series drivers to race for a \$100,000 cash bonus. A new on-track race format has three stages in the DC Solar 200. The top two NASCAR XFINITY Series full-time drivers from both stages #1 and #2 become Dash 4 Cash eligible in the final stage. The highest finishing driver among the four Dash4Cash eligible drivers in the final stage will be awarded a \$100,000 bonus.

The Dash 4 Cash program has been a highlight

NASCAR Cup Champion Jeff Gordon, and Verizon IndyCar Series team owner AJ Foyt, who won the first-ever race at Phoenix Raceway in 1964.

The series will race its Quarter Midget division on the Fan Midway. Quarter Midget stars who raced at Phoenix and hit fame in motorsports are Tucson native Alex Bowman and 2015 NASCAR K&N Pro Series West Champion Chris Eggleston.

Both races will run ahead of the Verizon IndyCar Series Phoenix Grand Prix. ■

COMING UP AT PIR:

NASCAR CAMPING WORLD 500 SPRING RACE WEEKEND: MARCH 17-18-19, 2017

Phoenix Raceway will host the Camping World 500 Monster Energy NASCAR Cup Series Race on Sunday, March 19, during the 2017 Chase for the NASCAR Sprint Cup Series season. In all, there are three races over three days, plus practice and qualifying, Friday through Sunday, March 17-18-19. Tickets during Spring Race Weekend start at just \$35, \$10 for Juniors.

FRIDAY MARCH 17Gatorade Pole Day: NASCAR XFINITY Series practice and Monster Energy NASCAR Cup Series practice and qualifying before the starting line-up is set for the Camping World 500.

SATURDAY MARCH 18NASCAR XFINITY Series Qualifying, Monster Energy NASCAR Cup Series practice, and the DC Solar 200, NASCAR XFINITY Series Race.

SUNDAY MARCH 19NASCAR Champions take on young guns in the Camping World 500 Monster Energy NASCAR Cup Series Race.

INDYCAR SERIES PHOENIX GRAND PRIX: APRIL 28-29, 2017

The 2017 Verizon IndyCar Series Desert Diamond West Valley Phoenix Grand Prix returns on Saturday night, April 29. Young guns such as 2016 Indianapolis 500 winner Alexander Rossi will go head-to-head with the most proven veterans in the sport, including Tony Kanaan, Juan Pablo Montoya and Will Power under the lights, in the fourth race of the 2017 Series season.

FRIDAY APRIL 28Watch Verizon IndyCar Series teams adjust their cars during practice as they prepare to take on Phoenix Raceway for the Phoenix Grand Prix.

SATURDAY APRIL 29USAC Silver Crown Series Phoenix Copper Cup; andQuarter Midget Racing on the Midway, prior to the Phoenix Grand Prix.High-speed action of Verizon IndyCar Series racing comes to Phoenix Raceway for the Phoenix Grand Prix at 6pm on Saturday night. Catch IndyCar's brightest stars under the lights for 200 miles, the first short-track race of the 2017 INDYCAR season.

NOVEMBER NASCAR RACE WEEKEND: NOVEMBER 10-11-12, 2017

Fall Race Weekend 2017 at PIR includes the Lucas Oil 150, NASCAR Camping World Truck Series Chase Race on Friday, November 10, the Ticket Galaxy 200, NASCAR XFINITY Series Chase Race on Saturday, November 11, and the Can-Am 500, Chase for the NASCAR Sprint Cup Semi-Final Race on Sunday, November 12.



2017 SEASON TICKETS

Season Tickets for the 2017 season at PIR start at \$99 and range up to \$512. New for 2017, you can not just renew—you can upgrade, with an optional IndyCar Weekend. Season Tickets offer big savings off individual ticket prices—up to 70% off in select seating areas; no service fees (a \$10 savings); PIR's Season Ticket 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

Get tickets online at PhoenixRaceway.com, or by calling 866-408-RACE (7223) or in person at the PIR ticket office, 125 S Avondale Blvd, Suite 200, Avondale AZ 85323 (Mon-Fri, 8am-5pm). ■