

NEW FACILITY, NEW EXPERIENCE AND A NEW NAME

The Phoenix Raceway Project Powered by DC Solar \$178 million modernization has continued on pace toward November's race dates. On October 18, Phoenix Raceway and partner Okland Construction held a topping out ceremony as they installed the highest piece of steel in the new grandstand, with track president Bryan R Sperber; NASCAR Hall of Fame driver and Motor Racing Network analyst Rusty Wallace; elected officials from Avondale and Maricopa County; and hundreds of construction workers and season ticket holders on hand. Guests, workers and VIPs signed the steel beam midmorning; after opening remarks, it was raised into place. Track partners Chick-fil-A and Coke provided lunch. The topping out marks approximately one year until the completion of the upgraded venue featuring first-of-its-kind fan experiences and state-of-the-art technology offerings.

Phoenix Raceway and ISM Connect, a pioneer in smart venue technology, have announced a multi-year partnership—including naming rights and installation of a groundbreaking “digital fan engagement experience.” Beginning in 2018, the track long known as PIR will become ISM Raceway. ISM's 360° Connect network will add advanced technology and data capabilities to the extensively rebuilt facility—interconnecting fans, partners and the venue itself with digital display screens, interactive experiences, social media integration and a mobile app providing in-seat ordering and other content. The ISM Connect network will power fan activations and experiences throughout the venue, including the new infield Fan Zone, new pedestrian tunnel between the infield and the new seating areas, and one of the two new immersive and interactive Canyon entrances. ISM Connect also gets naming rights for one of the Canyons—



ISM RACEWAY PHOENIX, ARIZONA

with over 20,000 square feet of fan engagement and brand activation up multiple concourse levels.

The deal reinforces a significant ISM Connect presence in motorsports: the company has brought ISM Vision Powered by BoldVu®, the World's Largest 360° Digital Engagement Venue Network, to the NASCAR experience across the country.

Curve—a brand new, all-inclusive Fan Hospitality Club with a bird's-eye view of the track from the Suite Level high above Turn One—will be ready by Can-Am 500 NASCAR Semi-Final Weekend in November (see details, sidebar). Here, fans can enjoy all-day culinary service, track action and even mountain sunsets, away from the crowds.

The 5,840-square-foot club has 300 capacity and an air conditioned lounge with dining tables for up to 126 people, bar tables and stools for 61, three large sofas and 21 lounge chairs—opening to 51 plush stadium seats high above the track, for easy mingling. Curve's third seating area is an 844-square-foot private outdoor patio with dining tables for 24 people, plus sofas and lounge chairs. There is free WiFi throughout the facility.

Included with a package are preferred VIP parking, Pit Road and pre-race ceremonies access (with some limitations for minors) and an exclusive lanyard. Cost per person is \$1399 for November 2017's three-day Can-Am 500 NASCAR Weekend, \$1099 for the March 2018 two-day Spring NASCAR Weekend, and \$299 for the April 2018 one-day Verizon IndyCar Series Race. ■



CAN-AM 500 NASCAR SEMIFINAL RACE WEEKEND NOVEMBER 10-12, 2017

Phoenix Raceway features a full weekend of NASCAR action this fall, three races over three days, including semifinal racing in the Can-Am 500 Monster Energy NASCAR Cup Series, as PIR is once again home to the Series' elimination races that set the final four seeking a series championship trophy the next weekend at Homestead-Miami.

FRIDAY: LUCAS OIL 150

Gates open at 9am for pre-race pit access, NASCAR XFINITY Series practice and Can-Am 500 NASCAR Series practice and Gatorade Qualifying to set the starting lineup for Sunday, plus practice and qualifying for the Lucas Oil 150, NASCAR Camping World Truck Series Race at 6:30pm (150 laps/150 miles).

SATURDAY: TICKET GALAXY 200

Gates open at 9am for pre-race pits, additional Can-Am 500 practice, and qualifying for the Ticket Galaxy 200, NASCAR XFINITY Series Race, which runs at 1:30pm (200 laps/200 miles).

SUNDAY: CAN-AM 500

Gates open at 8am for pre-race pits and other fun. Driver introductions are at 11:50am, with the Can-Am 500, Monster Energy NASCAR Cup Series Race at 12:30 pm (312 laps/312 miles). Send off Dale Earnhardt Jr on his last ride out west, before Tucson native Alex Bowman takes over in the No 88 in 2018.

2018: ISM RACEWAY NASCAR SPRING RACE WEEKEND

Gatorade Pole Day, DC Solar 200 and champions taking on young guns—Monster Energy NASCAR Cup Series 500 make a perfect Spring Break weekend, March 9-11, 2018.

INDYCAR PHOENIX GRAND PRIX

Verizon IndyCar Series Phoenix Grand Prix returns on Saturday night, April 7, 2018—second race of the season, after a March 11 street circuit opener in St Petersburg FL.

TICKETS: Buy online at ISMRaceway.com, by phone at 866-408-RACE (7223) or in person at the Raceway ticket office, 125 S Avondale Blvd, Suite 200, Avondale AZ 85323. ■



Photo: Phoenix Raceway