

# Toyota Becomes First Founding Partner of Historic DAYTONA Rising Project at Daytona International Speedway

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[Watch the news conference at the 2014 Chicago Auto Show](#)

CHICAGO and DAYTONA BEACH (Feb. 6, 2014) – International Speedway Corporation (NASDAQ Global Select Market: ISCA; OTC Bulletin Board: ISCB) (“ISC”) today announced a groundbreaking, multi-year partnership with Toyota Motor Sales (TMS) U.S.A., Inc. that will make Toyota the first Founding Partner at Daytona International Speedway as part of its unprecedented \$400 million DAYTONA Rising redevelopment project.

DAYTONA Rising is ISC’s complete reimagining of the fan and sponsor experience at its iconic Daytona International Speedway, a multi-year project encompassing the Speedway’s nearly one-mile long frontstretch that, upon completion in January 2016, will create a world-class facility with premium amenities unmatched in the industry. Financial terms of the agreement were not disclosed.

“When we started drafting the designs of DAYTONA Rising, we envisioned partnering with equally forward-

thinking organizations like Toyota to bring forth the very best experience for our fans and guests,” said ISC Chief Executive Officer Lesa France Kennedy. “Toyota has been a great partner for many years and we will continue to work together to enhance the fan experience at many of our facilities across the country.”

Beginning in 2015, the 11-year agreement will provide Toyota with naming rights for one of five fan injectors. The massive, new and redesigned entry statement includes over 20,000 square feet of Toyota engagement and fan experience that vertically spans four concourse levels.

The Toyota brand will also have a presence in the new “World Center of Racing” zone, the central “neighborhood” overlooking Daytona’s famed start/finish line inside the new frontstretch facility. The “World Center of Racing” zone is roughly the area of two football fields where Daytona International Speedway, its partners and race fans will celebrate the history and legacy of racing at the iconic motorsports venue. Fans will be able to socialize and enjoy themselves in this area prior to, during and after a race.

Ten additional neighborhoods, each the size of a football field, will be located throughout the new frontstretch with custom bar, retail and dining areas, as well as dozens of video screens to provide fans with non-stop views of on-track action while they mingle with friends. Toyota will also have branding rights to a neighborhood near the Toyota injector.

Additionally, Toyota will serve as an official partner of “The Great American Race,” the DAYTONA 500®, and will receive official pace car rights in 2015.

“DAYTONA Rising represents our commitment to delivering engaging and innovative ways for our partners to showcase their brand,” said Daytona International Speedway President Joie Chitwood III. “We’re proud to integrate Toyota into this historic project. Our fans and guests will now enjoy more exciting, innovative and engaging experiences from the moment they enter the new facility to the time they reach their seats and beyond.”

In addition to the Founding Partner status with DAYTONA Rising, Toyota also extended the following sponsorship rights at other ISC venues:

- Race entitlement sponsorship of the spring NASCAR Sprint Cup Series and Nationwide Series races at Richmond International Raceway®
- Pace Car rights at Auto Club Speedway®, Chicagoland Speedway®, Kansas Speedway®, Phoenix International Raceway®, Richmond International Raceway® and Watkins Glen International® for each NASCAR major event weekend, as well as Official Vehicle at Route 66 Raceway®

The partnership was announced today at the Chicago Auto Show, the same location where Toyota initially revealed its plans more than 10 years ago to participate for the first time in NASCAR, as part of the NASCAR Camping World Truck Series.

“This is a unique opportunity for Toyota to elevate our brand in the motorsports community, especially through the DAYTONA Rising project,” said Bob Carter, senior vice president of automotive operations of Toyota Motor Sales, USA, Inc. “ISC and Daytona International Speedway will provide strong platforms to interact with our guests and most importantly, our race fans.”