

Toyota Sponsoring Two NASCAR Races at Richmond International Raceway in 2013

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RICHMOND, Va., (Dec. 3, 2012)—Buckling up for two days of NASCAR excitement, Toyota and [Richmond International Raceway](#) announced today multi-year race entitlements, beginning with the April 26-27, 2013 doubleheader weekend at America's Premier Short Track. The weekend features the Toyota Owners 400 NASCAR Sprint Cup Series race and the ToyotaCare 250 NASCAR Nationwide Series race.

“This partnership allows us to align with a premium brand that has been supporting NASCAR for nearly a decade,” said RIR President Dennis Bickmeier. “These multi-year entitlements will allow Richmond International Raceway to continue delivering the high-quality events our fans have enjoyed for 60 years. To put on these NASCAR spectacles, we require two core ingredients: the fans and the sponsors – both of which drive our business and allow us to provide top-notch events.”

“Exclusive title sponsorship of the NASCAR Sprint Cup and Nationwide Races at Richmond International Raceway provides Toyota with unique opportunities in terms of activation with fans and spectators throughout the weekend,” commented Keith Dahl, Toyota national manager-Engagement Marketing and Motorsports.

Toyota has a rich history at Richmond International Raceway. The auto manufacturer has seven NASCAR Sprint Cup Series wins (Kyle Busch, four; Denny Hamlin, two; Clint Bowyer, one) and five NASCAR Nationwide Series top finishes (Kyle Busch, two; Denny Hamlin, two; Kurt Busch, one), and has served as the Official Pace Car at RIR.

Toyota made its NASCAR debut in 2004 when it became the first new engine manufacturer to compete full-time in one of NASCAR's top three levels of competition in more than 50 years, when it entered the NASCAR Camping World Truck Series. In 2007, Toyota entered the NASCAR Sprint Cup Series and NASCAR Nationwide Series by debuting the Camry in both series.

The Camry is built at Toyota manufacturing facilities in Georgetown, Ky., and Lafayette, Ind., and has been the best-selling car in America for 10 straight years, and 14 of the past 15. The 2013 NASCAR season will feature the introduction of the new 2013 Camry race car with an updated and more unique identity.

Tickets for the Toyota Owners 400 NASCAR Sprint Cup Series race and the ToyotaCare 250 NASCAR Nationwide Series race go on sale this Friday, Dec. 7. Please [click here to purchase tickets](#) or visit www.rir.com for additional information.

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