



Richmond Raceway Unveils Infield Redevelopment Project as Richmond Raceway Reimagined

*Modernized Infield with New Fan Amenities & Experiences
Set to Open in Fall of 2018*

Richmond Raceway (Richmond), along with its parent company, [International Speedway Corporation](#) (ISC), announced today the details of Richmond Raceway Reimagined, a \$30 million infield redevelopment project. The new project will bring new attractions and enhanced amenities for fans, teams, sponsors and other stakeholders to the historic Richmond infield. This new attraction will launch over Richmond Raceway's first NASCAR playoff weekend on Sept. 21-22, 2018.

Richmond Raceway Reimagined will provide the facility a completely redesigned and modernized infield to Richmond. Race fans will be able to get closer than ever to NASCAR's best with new Monster Energy NASCAR Cup Series garages and a fan viewing walkway providing full immersion into the sport. Fans will also be able to watch race cars complete their runs through inspection stations in the new infield.

"This is a great day for ISC and Richmond Raceway, and even more importantly for the great racing fans in the Commonwealth of Virginia," ISC Chief Executive Officer Lesa France Kennedy said. "We are always seeking ways to provide unique fan experiences at our facilities and this project is certainly a terrific example. Richmond Raceway has an incredible history and we look forward to its bright future engaging fans in a new way with this infield redevelopment."

"Richmond Raceway Reimagined is a commitment by ISC to the future of the sport and the iconic racing experience in Richmond," said Richmond President Dennis Bickmeier. "The track has been a racing destination for over 70 years, and this investment will help ensure the bright future of the facility for the next 70 years."

In addition to the new garage walkways and inspection viewing areas, other new attractions include expansive Richmond infield social and engagement areas with concessions. Gatorade Victory Lane will now be staged in closer view of the grandstands for fans to have a better experience celebrating with Richmond race winners. The location will provide new fan engagement opportunities for pre-race access, driver appearances, and entertainment programming.

An 80-person club experience with roof access will overlook Gatorade Victory Lane as part of the modernized infield. Two new garage suites with a view into the Monster Energy NASCAR Cup Series garages will provide an unprecedented experience in Richmond; similar to modern stadiums and arenas around the world. Media will be hosted in a new Media Center with broadcast booths, a conference room, and hospitality space.

Additional amenities and enhancements include a new vehicle crossover gate on the backstretch, a relocated tram route delivering fans closer to the front door of the track, a new pedestrian tunnel, 80 new consumer RV spaces, and infield drainage improvements.

[Barton Malow](#), one of the leading sports facility builders in the nation, is the contractor and the [DLR Group](#) is the architect for Richmond Raceway Reimagined. Richmond-based [HG Design Studio](#) is the civil engineer on the infield redevelopment project. The modernized infield is scheduled to open for the first NASCAR playoff weekend at Richmond Raceway in the fall of 2018.

“Since opening our Richmond office almost a decade ago, Barton Malow has enjoyed building a relationship with Richmond Raceway,” said Sr. Project Director, Dan Buchta. “It’s been ten years since first working at the track and it has been amazing to watch the motorsports experience grow the way that it has. Barton Malow is proud to be a part of the new redevelopment and we look forward to bringing our experience and passion to this historic project that will enhance the Richmond fan experience for years to come.”

“When we started work on Richmond Raceway Reimagined, Dennis Bickmeier shared a conversation he had with a group of Richmond race fans. They loved the track, but had never been in the Cup garages – it was the one place they would love to experience,” said DLR Group Principal Robert J. Carlson. “DLR Group is proud to be a part of the team that helps those fans realize their dream.”

With the 2018 RICHMOND NATION renewal period open, members who renew or join for next season will have the first opportunity to purchase tickets for the modernized infield. This exclusive access to purchase tickets in the new infield is another new membership benefit for 2018 RICHMOND NATION patrons, and is one of many enticements that make being a RICHMOND NATION member a must for next season. For more information on renewing a RICHMOND NATION membership for 2018, visit rir.com/richmondnation or call 866-455-RACE (7223).

To learn more about Richmond Raceway Reimagined, visit richmondracewayreimagined.com. The website includes images, video, and up-to-date information on the project. The official groundbreaking will occur following the 2017 fall race weekend presented by Who’s Your Driver.

Chaos returns to Richmond with two nights of racing “under the lights” on Sept. 8-9. The NASCAR fall race weekend, presented by [Who’s Your Driver](#), will showcase 14-time most popular driver Dale Earnhardt Jr. in his final, career, two-race appearance at America’s Premier Short Track.

The weekend gets started on Friday, Sept. 8, with on-track practice for both series and the [U.S. Department of Veteran Affairs](#) Pole Qualifying for both weekend races. The action then dials up as the rising stars of tomorrow compete in the [Virginia529 College Savings 250 NASCAR XFINITY Series race](#) at 7:30 p.m.

On Saturday, Sept. 9 at 7:30 p.m., the sport’s best take to the track for the [Federated Auto Parts 400 Monster Energy NASCAR Cup Series race](#) as NASCAR crowns its Regular Season Champion.

Tickets are available now for both races and can be purchased online at [richmondraceway.com](#) or by calling the Richmond ticket office at 866-455-7223.

About International Speedway Corporation

International Speedway Corporation is a leading promoter of motorsports activities, currently promoting more than 100 racing events annually as well as numerous other motorsports-related activities. The Company owns and/or operates 13 of the nation's major motorsports entertainment facilities, including Daytona International Speedway® in Florida (home of the DAYTONA 500®); Talladega Superspeedway® in Alabama; Michigan International Speedway® located outside Detroit; Richmond Raceway® in Virginia; Auto Club Speedway of Southern CaliforniaSM near Los Angeles; Kansas Speedway® in Kansas City, Kansas; Phoenix Raceway® in Arizona; Chicagoland Speedway® and Route 66 RacewaySM near Chicago, Illinois; Homestead-Miami SpeedwaySM in Florida; Martinsville Speedway® in Virginia; Darlington Raceway® in South Carolina; and Watkins Glen International® in New York.

The Company also owns and operates Motor Racing NetworkSM, the nation's largest independent sports radio network and Americrown Service CorporationSM, a subsidiary that provides catering services, and food and beverage concessions. In addition, the Company owns ONE DAYTONA, the retail, dining and entertainment development across from Daytona International Speedway, and has a 50.0 percent interest in the Hollywood Casino at Kansas Speedway. For more information, visit the company's website at <http://www.internationalspeedwaycorporation.com/>.

About Richmond Raceway

Richmond Raceway is America’s Premier Short Track annually hosting two NASCAR race weekends, featuring the Monster Energy NASCAR Cup Series and NASCAR XFINITY Series, on a ¾-mile D-shaped oval. Richmond is a regional leader for events including sports, live music and consumer trade shows. The Richmond Raceway Complex’s 1,000 plus acre multipurpose facility

hosts more than 200 live events annually including concerts with top national recording artists at The Classic Amphitheater. To learn more, visit richmondraceway.com and richmondracewaycomplex.com.