



Richmond Raceway Breaks Ground on Infield Redevelopment Project as Richmond Raceway Reimagined

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

Richmond Raceway (Richmond) and International Speedway Corporation (ISC) held a groundbreaking for Richmond Raceway Reimagined (Reimagined), a \$30 million infield redevelopment project. The new infield will offer a variety of enhanced amenities for fans, teams, sponsors and other stakeholders to the iconic Richmond infield. Fan access is the focus of Reimagined, which will showcase new Monster Energy NASCAR Cup Series garages with a fan-viewing walkway. The new infield continues the track's mission of being the most fan-friendly track on NASCAR's schedule.

"It is a momentous day for Richmond Raceway and ISC, and the future of the iconic racing experience for our loyal NASCAR fans at Richmond," said Richmond President Dennis Bickmeier. "Today's groundbreaking is the beginning of the next chapter in Richmond's storied history in motorsports, as well as the Commonwealth of Virginia and the Central Virginia region."

The official Reimagined groundbreaking ceremony was held on the frontstretch at the edge of the infield near Turn 1. Guests for the groundbreaking included Todd Haymore, Secretary of Commerce & Trade for the Commonwealth of Virginia, Delegate Lamont Bagby of the Virginia House of Delegates, John Vithoukas, Henrico County Manager, Frank Thornton, Vice Chairman of the Henrico County Board of Supervisors, and Rita McClenny, President & CEO of the Virginia Tourism Corporation.

The last groundbreaking in the Richmond infield was held on February 21, 1988, when the track was redeveloped into its now famed $\frac{3}{4}$ -mile D-shaped oval. Today, long-time season ticketholder and RICHMOND NATION member Thomas Enroughty dug the first hole for the Reimagined project. Enroughty has attended every Richmond race since 1959; watching his first race from a tree on the backstretch.

"It was an honor to welcome long-time season ticketholder Tom Enroughty to represent RICHMOND NATION by breaking ground today," said Bickmeier. "We look forward to opening

our new infield to thousands of RICHMOND NATION members and race fans for our first Monster Energy NASCAR Cup Series Playoff weekend on September 21-22, 2018.”

The new modernized infield will also include fan viewing of the inspection stations, new interactive fan engagement areas, an 80-person club experience with rooftop access that will overlook Gatorade Victory Lane, and two new garage suites with a view into the Monster Energy Series garages.

Gatorade Victory Lane will also get a transformation and move locations in order to be more visible to race fans. The new Gatorade Victory Lane will be near Turn 1 and move closer to the grandstands. The location and modernized infield will provide new opportunities for pre-race access, driver appearances, and entertainment programming.

A new Media Center will be built to include expanded space, 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 in the fall of 2018.

Tickets for the new infield are currently available to purchase. Both single day and two-day admissions are available. Fans can purchase either by visiting the Richmond Ticket Office or calling 866-455-RACE (7223). To learn more about Reimagined or follow progress via our 24-7 video, visit richmondracewayreimagined.com.

Richmond Raceway is the home for NASCAR racing “under the lights” in 2018. Richmond hosts the Toyota spring race weekend “under the lights” on April 20-21, 2018, and returns in the fall with its first Monster Energy NASCAR Cup Series and NASCAR XFINITY Series Playoff race weekend on September 21-22, 2018.

2018 RICHMOND NATION season ticket renewals are currently open for fans to hold their same tickets for next season for only \$10. Regular season tickets for Richmond’s 2018 NASCAR season go on sale December 1. To learn more, visit richmondraceway.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 Raceway 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.