

DELIVERING RACE FANS
ALL YEAR LONG
NASCAR

FEBRUARY 11 – NOVEMBER 17, 2018

With Dale Jr. now enjoying retirement and Danica about to retire, will young blood take the reins from the seasoned vets in 2018? NASCAR's Monster Energy Cup Series Energy Cup Series will showcase a new group of young drivers trying to pull away from the old guard. And in both the XFINITY Series Series Series Series and Camping World Truck Series World Truck Series, drivers will try to earn their right to drive with the best in the world. Frequently traveling at nearly 200 mph, NASCAR drivers risk it all week after week trying to be the first to cross the finish line.

Covering the top three tiers of the NASCAR ladder, the season will launch in Daytona in February and culminate in November in Miami . With eleven races on FS1 and another thirteen on NBCSN, your Comcast Spotlight pit crew will be there at every turn. Contact us today to deliver your message to fans that are – according to Nielsen – the most brand-loyal fans in sports.*

Join us, and let's head for that checkered flag.

*Source: "NASCAR Fans most brand loyal among all American sports fans." niensports.com. Nielsen. 3/23/15. Web. 1/12/18.

**Source: "Insights into NASCAR fan loyalty to sponsors." thedriveotconnect.com. 5/4/16. Web. 1/12/18

Comcast Spotlight will align your brand with that of NASCAR's to reach an incredibly loyal and engaged audience.

Fans who are watching:**



of NASCAR fans are loyal to a sponsor's brand when the brand backs the sport



of NASCAR fans purposely switched brands when a manufacturer became a NASCAR sponsor



of NASCAR fans trust sponsors' products