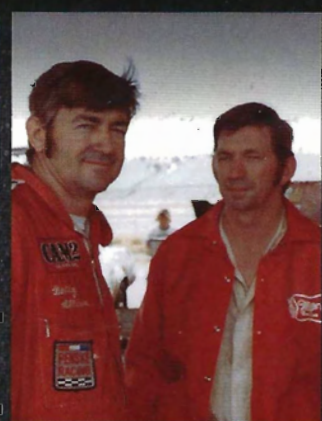


OCTOBER 17-19, 2014

GEICO 500

at TALLADEGA

OFFICIAL SOUVENIR PROGRAM



CELEBRATING 45 YEARS



Welcome to Talladega Superspeedway

DEAR RACE FANS:

Here we are at the 45th Anniversary of Talladega Superspeedway, NASCAR's Most Competitive Track. I'd like to personally welcome you all to this special event weekend.

We have had so many memorable, historical moments at the biggest and baddest racetrack on the planet, and we expect more of the same this weekend.

We would like to welcome GEICO as the title sponsor of the GEICO 500, an extended partnership that has seen GEICO sponsor many of our campgrounds for a number of years. The GEICO 500 will be extra special in that it is the anchor event in the Contender Round in NASCAR's new format for the Chase for the NASCAR Sprint Cup. It's an exciting weekend for us, and we're very proud to share it with you.

When the checkered flag waves in the GEICO 500, the field of championship contenders will be reduced from 12 to eight with four races to go. Given the unpredictability of our fall race, with its status as the Chase's "Wild Card" event, as well as the urgency to win and advance to the Eliminator Round in the title battle, getting to the front and protecting that lead will be like never before. Expect entertaining, three- and four-wide pack racing in both the GEICO 500 and the Fred's 250 Powered by Coca-Cola NASCAR Camping World Truck Series race, which is also known for nail-biting, close finishes.

While the competition on the track is second to none, so too are the activities we have in and around the track for our fans. After a successful debut in May, we will have our second "Big One on the Blvd" Friday-night parade on Talladega Blvd in the infamous infield, which will feature the "Hallow-Dega" costume contest. We can't thank drivers Clint Bowyer, Kevin Harvick, Ricky Stenhouse Jr. and Austin Dillon enough for helping make the first "Big One on the Blvd" parade one to remember.

And, don't forget to check out the Saturday Night Infield Concert, which is always one of the highlights of the weekend. We are extremely proud to have country artist Thomas Rhett perform for you. Remember, a Sunday admission ticket gets you into the concert.

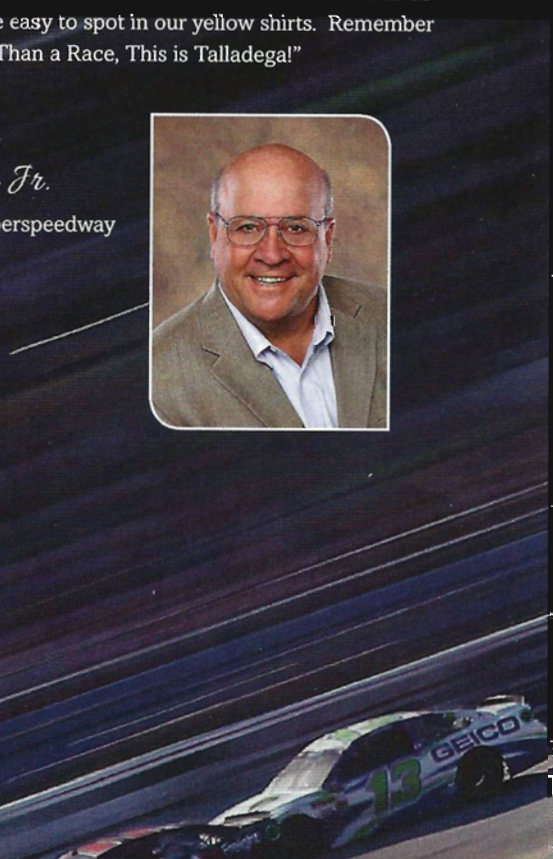
We are also proud to provide to you the Sprint Video boards — a future initiative at all ISC tracks — which line the frontstretch and give you an incredible view of the facility leading up to and during our events.

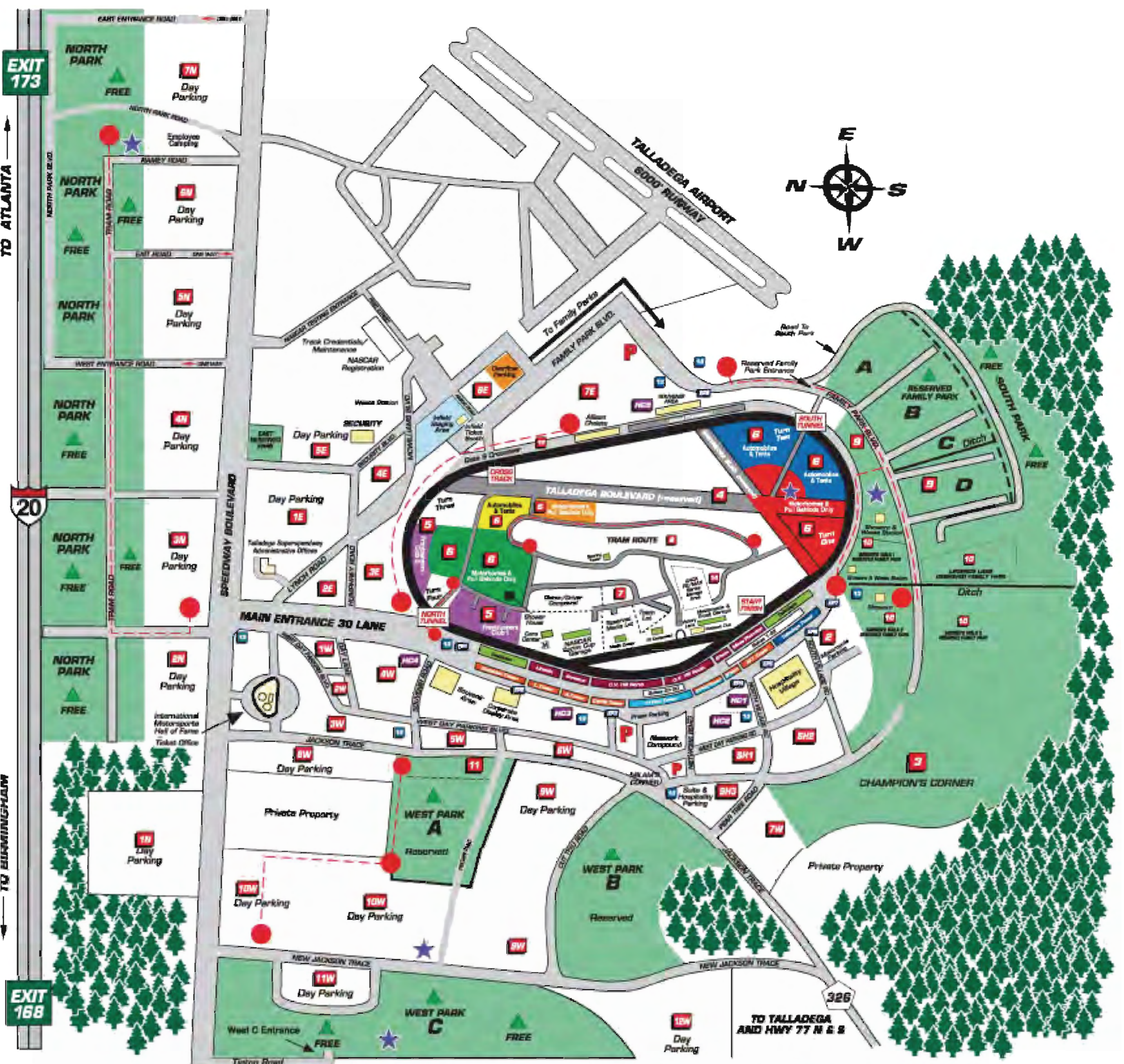
The staff of Talladega Superspeedway and I would like to thank you for making us your race destination. Please let us know if we can do anything for you — we're easy to spot in our yellow shirts. Remember race fans, "This is More Than a Race, This is Talladega!"

Sincerely yours,

W. Grant Lynch Jr.

Chairman, Talladega Superspeedway





FREE & RESERVED PARKS/PARKING

FREE PARKING



1N1, 1N2, 1N3, 1N4, 1N5 HANDICAP PARKING

EP1, EP2, EP3, EP4, EP5, EP6, EP7, EP8 ENTRANCE PLAZAS & PEDESTRIAN GATES

2 OFFICIAL GUEST PARKING

3 CHAMPION'S CORNER

4 INFIELD RESERVED (TALLADEGA/EASTABOGA)

5 FRONTRUNNERS CLUB

6 INFIELD RESERVED

7 MEDIA PARKING

8 PADDOCK PARKING

9 FAMILY PARK

10 WINNER'S WALK I & II & LEGEND'S LANE RESERVED FAMILY PARKS

11 RESERVED PECAN GROVE PARK

12 ALLISON MOTORHOME AVENUE

13 DISABLED GUEST SHUTTLE SERVICE

14 FINISH LINE MOTORHOME PARK

SH1, SH2, SH3 SUITE HOSPITALITY PARKING

▲ OUTSIDE TRACK PARK

★ SECURITY/GUEST RELATION OFFICE

● TRAM PICK-UP/DROP-OFF

P EMPLOYEE PARKING

--- TRAM ROUTE

Celebrating **45 Years** of Racing at **Talladega Superspeedway**

A little over 45 years ago, NASCAR founder William H.G. "Big Bill" France saw his dream of building the world's biggest and fastest racetrack realized, when Alabama International Motor Speedway opened its doors for the very first Talladega 500 on September 14, 1969. Over the years, the 2.66-mile superspeedway set and broke records on a regular basis, always displaying the finest competition the sport had ever seen. And, it eventually took the name Talladega Superspeedway after the track's neighboring city. The amazing competition is what developed the careers of some of NASCAR's most revered drivers with names like Allison, Earnhardt and Elliott, to name a few.

The number of landmark moments in the history of motorsports that have taken place at Talladega Superspeedway is almost too much to count. It seems like every year the track produces something new when it comes to speed, lead changes and finishes. But, it helps to see the history of the track laid out in a timeline, so that one can see how France's dream continues to come true. Talladega Superspeedway proves year after year that it truly is the biggest, fastest and most competitive racetrack the world has ever seen.

OCTOBER 26 The First ARCA race is won by Jim Vandiver in a Dodge Charger with Ramo Stott finishing second. Other notables in the race included Benny Parsons, Coo Coo Marlin, Harry Gant, Red Farmer and Buck Baker.

ISC Images & Archives



Public Broadcasting Service (PBS) is established.

1969

SEPTEMBER 13 Ken Rush, in a 1968 Camaro, wins the first race of any kind at Alabama International Motor Speedway (today known as Talladega Superspeedway) — a NASCAR Grand Touring event called the Bama 400.

The Beatles release their album, *ABBEY ROAD*.

SEPTEMBER 14 Richard Brickhouse wins the inaugural Talladega 500 — named in honor of the local people who helped bring the track from vision to reality.

NEIL ARMSTRONG and BUZZ ALDRIN become the first humans to step foot on the Moon.

1970

MARCH 24 During an engineering test on transmission durability, Buddy Baker — in a winged Dodge Charger Daytona owned by Cotton Owens — becomes the first race car driver to break the 200 mph barrier.

The first computer chess tournament takes place.



ISC Images & Archives

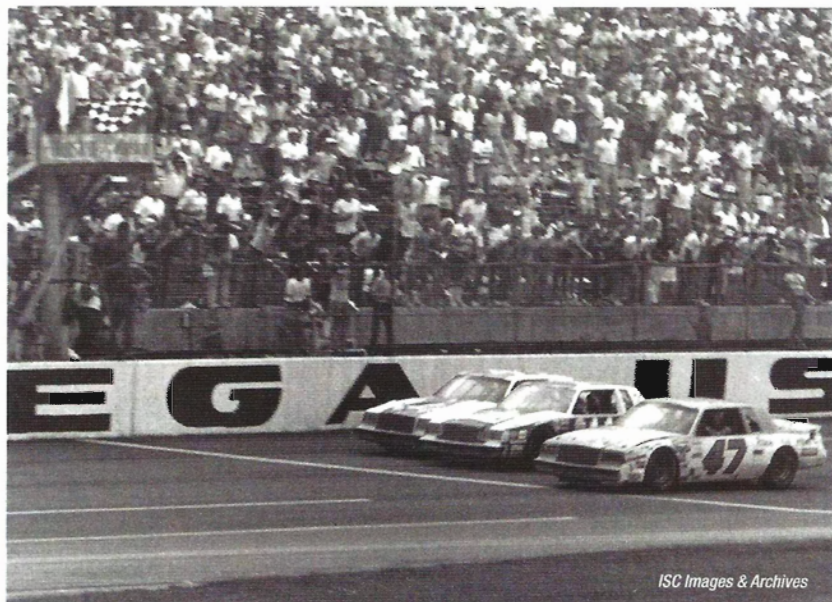
MAY 16 Donnie and Bobby Allison — the famed "Alabama Gang" brothers — finish first and second, respectively, in the first Winston 500.

1971

WALT DISNEY WORLD opens near Orlando, Florida.

1981

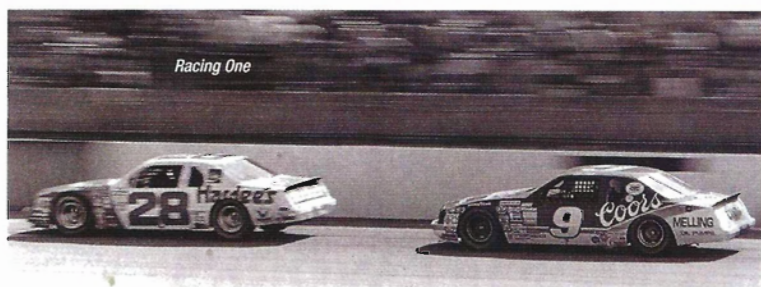
AUGUST 2 In one of the closest finishes in NASCAR history, Ron Bouchard surprises the world by beating Darrell Waltrip by a foot, who is only one foot ahead of Terry Labonte as the cars come across the start-finish line three-wide.



The Los Angeles Dodgers win the WORLD SERIES.

1982

AUGUST 1 Darrell Waltrip becomes the first repeat winner of the Talladega 500. There had been 13 different winners since its inception in 1969.



1985

NOVEMBER 26 Lynn St. James sets the record as the first woman to exceed 200 mph, driving a Ford Mustang Probe Prototype.

MAY 5 Bill Elliott comes from nearly two laps down under green after a lengthy pit stop to win, turning an average race speed of 186.288 mph.

Amadeus wins the Academy Award for Best Picture.

Say You, Say Me by Lionel Richie ends the year as Billboard's top song.

1987

The Bold and the Beautiful is aired on CBS for the first time.

MAY 1 Bill Elliott sets an all-time series qualifying record by winning the pole for the 1987 Winston 500 at a blazing speed of 212.809 mph.

MAY 3 Alabama native Davey Allison celebrates his first NASCAR Sprint Cup Series victory in front of hometown fans. His father Bobby, the race's defending champion, was involved in an incident that later resulted in NASCAR's implementation of restrictor plates.

1989

AIMS becomes officially known as Talladega Superspeedway.

NINTENDO begins selling the **GAME BOY**.

CELEBRATING 45 YEARS OF RACING AT TALLADEGA SUPERSPEEDWAY

1990

The first in-car satellite navigation system is sold.

JANUARY 23 Patty Moise breaks the women's speed record again by going 217.498 mph around Talladega Superspeedway in a Buick.

1992

JULY 25 Ernie Irvan wins the inaugural NASCAR Busch Series — now known as the Nationwide Series — race at Talladega, holding off Michael Waltrip, Todd Bodine, Dale Earnhardt and Hut Stricklin.

MICROSOFT WORKS IS RELEASED.



1997

MAY 10 Mark Martin wins the Winston Select 500. The race has no caution flags and still stands as the track's fastest race with an average speed of 188.354 mph. The event is completed in two hours, 39 minutes and 18 seconds.

The first installment of the Harry Potter series is published: *Harry Potter and the Sorcerer's Stone*.



ISC Images & Archives

2000

OCTOBER 15 Dale Earnhardt — known as a master of drafting — darts from 18th to first in the final five laps in one of the most dramatic finishes in NASCAR history. The victory is Earnhardt's 10th at Talladega and his 76th and final victory.

Tiger Woods becomes the youngest player to win a Grand Slam in golf.

2003

APRIL 6 Dale Earnhardt Jr. concludes a four-race winning streak at Talladega, winning the Aaron's 499. The triumph establishes him as the driver with the most consecutive victories at Talladega.



Don't Know Why by Norah Jones wins the Grammy Award for Record of the Year.

2005

NOVEMBER Filming begins at Talladega Superspeedway for the movie *Talladega Nights: The Ballad of Ricky Bobby* starring Will Ferrell, John C. Reilly, Sacha Baron Cohen, Amy Adams and others.



Getty Images

THE OFFICE makes its debut on NBC.

CELEBRATING 45 YEARS OF RACING AT TALLADEGA SUPERSPEEDWAY

2006

OCTOBER 7 The NASCAR Camping World Truck Series competes at Talladega Superspeedway for the first time in the John Deere 250. Mark Martin wins from the pole position, becoming the first driver to win a race in each of NASCAR's top three series at Talladega Superspeedway.

NINTENDO releases the Wii in North America.

OCTOBER 23 Clint Bower wins his second consecutive fall Sprint Cup Series race at Talladega, edging Jeff Burton by .018 seconds. The victory was Richard Childress's 12th at the 2.66-mile track, the record for most victories by a car owner.

The University of Alabama defeats Louisiana State University 21-0 to win the BCS National Championship.

2011

APRIL 17 The NASCAR Sprint Cup Series record for lead changes is tied at 88 with 26 drivers leading during the Aaron's 499. The record was set at the same race only one year prior, displaying how consistently competitive the track has become.



The Royal Wedding between Prince William and Kate Middleton takes place.

APRIL 17 Jimmie Johnson edges Clint Bowyer by the closest margin of victory — .002 seconds — in NASCAR Sprint Cup Series history.

Modern Family wins the Emmy Award for Outstanding Comedy Series.



2013

MAY 5 David Ragan stuns the racing world, coming out of nowhere to win the Aaron's 499, passing leader Carl Edwards on the final lap.

Disney's FROZEN ends the year as the highest grossing film.



2014

MAY 4 Danica Patrick becomes the first female to lead laps at Talladega when she passes Paul Menard on lap 6 to take the lead for two laps.

Germany defeats Argentina 1-0 in the World Cup Final.

ON YOUR MARK

Get Set for Talladega Superspeedway's Roll Call of Records

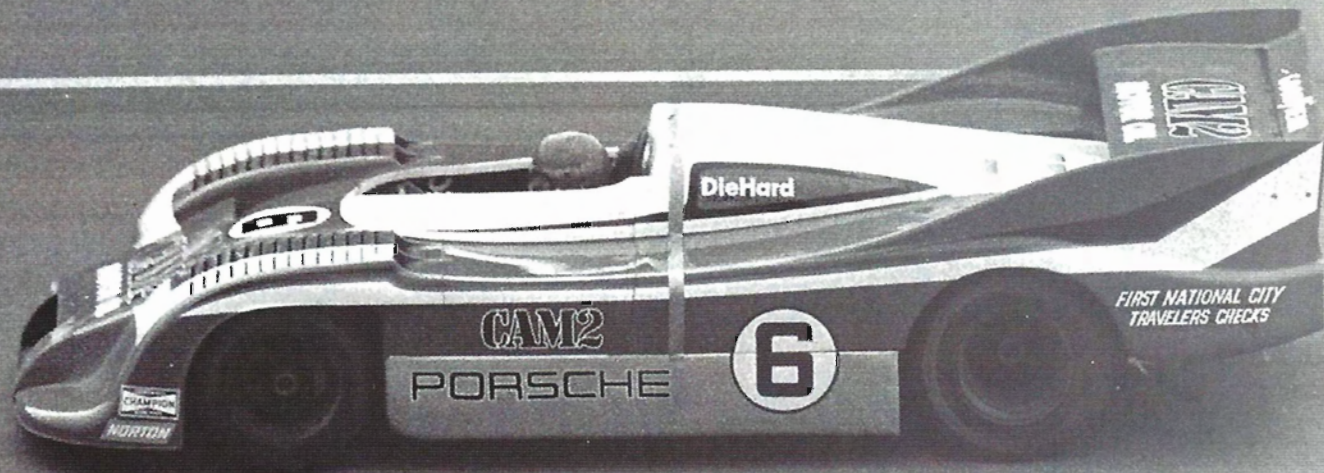
PHOTOS ISC IMAGES & ARCHIVES



Bill Elliott's all-time NASCAR Sprint Cup Series speed record, set during qualifying for the 1987 Winston 500 at Talladega Superspeedway.



Buddy Baker was the first NASCAR Sprint Cup Series driver to top 200 miles per hour — at Talladega Superspeedway, naturally.



Mark Donohue setting his FIA-recognized, international closed-course record in a Porsche 917/30 at Talladega Superspeedway in 1975.



NASCAR driver Patty Moise setting a women's national speed record of 217.498 mph, January 23, 1990, at Talladega Superspeedway.

In the NASCAR world, Talladega Superspeedway is the fastest and most competitive track on the circuit, holding all-time NASCAR Sprint Cup Series records for the closest finish, most leaders and lead changes, fastest race and fastest qualifying speed. None of this should be surprising for a 45-year-old palace of speed built to be the biggest and the baddest.

Since the beginning, many professional drivers and automotive companies also have used Talladega to test their machines and set speed records. The track's 2.66-mile length and 33-degree banking make it the perfect venue. Over the years, closed-course land speed records have been set and broken numerous times, but a few definitely stand the test of time.

Here are a few moments in Talladega's record-setting history.

Buddy Baker Goes 200 mph

March 24, 1970 — Second-generation NASCAR star Buddy Baker laid down a lap of 200.447 mph in a winged Dodge Charger Daytona during a test session. He was the first to top the 200-mph barrier and set a stock car record that would last for more than a decade.

A.J. Foyt Sets Indy Car Record

August 3, 1974 — Open-wheel legend A.J. Foyt, who finished in the top five twice in NASCAR Sprint Cup Series competition at Talladega, tested an Indy Car at 217.854 mph, a closed-course record at the time.

Mark Donohue Sets International Closed-Course Record

While driving a Porsche 917/30 in 1973, Penske Racing driver Mark Donohue won all except one race during the Sports Car Club of America Can-Am season. Eventually, the Porsche was banned from the series, so Donohue brought it to Talladega in 1975 to see how fast it could go. His one-lap average speed of 221.16 mph was enough to set an FIA-recognized, international closed-course record.

Lyn St. James Breaks Her Own Record

In 1985, IndyCar driver Lyn St. James set her first speed record at Talladega Superspeedway in 1985, when she broke the 200-mph mark in a Ford Mustang Probe Prototype. She followed that feat with a 212.577 mph women's national speed record in a Ford Thunderbird on October 11, 1988. Years later, St. James would admit the Thunderbird is the only car she drove during her racing career that she still owns.

Saab's Long Runs

In 1986, officials from the Saab automobile company brought 25 engineers and three 9000 Turbo 16s to Talladega to test the endurance of their latest car model and to establish international and world speed records. After 20 days and 20 nights, the three cars set a world speed record for traveling 100,000 kilometers (62,137 miles) at an average speed of 132.524 mph, beating a 1963 record set at Daytona International Speedway by Ford.

A decade later, Saab returned to Talladega with six "new generation 900s" for the "Saab 900 Talladega Challenge." Two cars were driven around the clock for 200 hours and 40,000 kilometers, while others were driven during the day only by selected journalists. Saab beat 11 previous records and set 22 new ones during the nine-day event.

Bill Elliott Makes NASCAR History

"Awesome Bill" Elliott's qualifying run for the 1987 Winston 500 clocked in at 212.809 mph in a Ford Thunderbird. It not only scored him the pole award for that race, it also set an all-time NASCAR speed record that still stands.

Patty Moise Trumps St. James

NASCAR driver Patty Moise topped Lyn St. James' speed records in 1989 by hitting 216.607 mph around Talladega. She set another record in 1990, moving the bar to 217.498 mph January 23. Moise also competed in the ARCA Racing Series presented by Menards, NASCAR Nationwide Series and Sprint Cup Series at Talladega, earning two pole awards in ARCA Racing Series competition in April 1988 and July 1988. Her best finish here was seventh in the 1995 Nationwide Series event.

Rusty Wallace Tests Loud and Clear

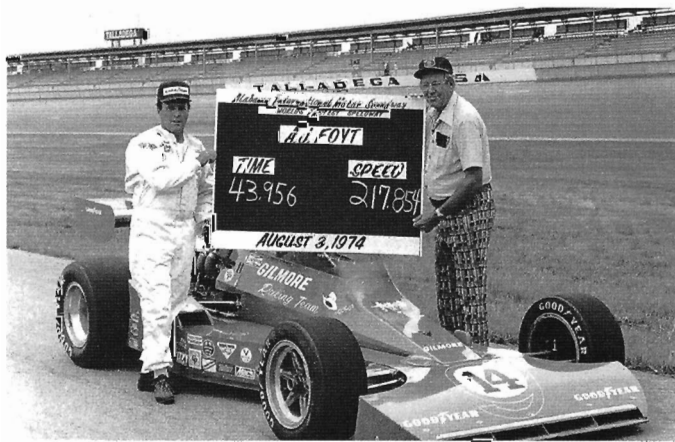
In 2004, Rusty Wallace performed radio quality tests for then-Sprint Cup Series sponsor NEXTEL and Racing Radios at Talladega. His goal was to monitor the clarity of radio transmissions while driving as fast as possible without a restrictor plate. Under the watch of NASCAR competition officials, Wallace ran a lap of 216.309 mph, reaching 228 mph on the straightaway.

Jay Leno No Joke at Talladega

In 2005, now former host of *The Tonight Show* and lifelong car enthusiast Jay Leno was asked by Porsche to take a Carrera GT to Talladega for a record-setting Labor Day weekend with driver David Donohue, son of Talladega record-setter Mark Donohue. In an attempt that echoed the elder Donohue's 30-year-old records, Leno and David Donohue each set three Grand American speed records. Donohue set a closed-course, track-record speed of 196.301 mph, while Leno set three standing-start speed records in the same car, the fastest being 156.603 mph over the closed-course.

Wayne Stanfield Makes Harley History

On April 4, 2007, motorcycle rider Wayne Stanfield, 59, set a Talladega record for the most consecutive laps on a motorcycle. He completed 477 laps on a 1937 Harley-Davidson Knucklehead, a feat that required 24 hours. <<



Open-wheel legend A.J. Foyt (left) with NASCAR founder William H. G. "Big Bill" France (right) — who built Talladega Superspeedway — after setting a then-closed-course record of 217.854 mph in an Indy Car at Talladega Superspeedway