

2026 REGULAR SEASON KPI METRICS

AUDIENCE + LIVE

39M+ UNIQUE VIEWERS

+8% CUP AGES 18-24

1.2M | **+5%**

O'REILLY SERIES

AVERAGE VIEWERS

567K | **+9%**

TRUCK SERIES

AVERAGE VIEWERS

+46%

TRUCK AGES 18-34

**LIVE
EVENTS**

+9%

ADMISSIONS

11

CUP SELLOUTS

9 OF 12

SOLD OUT

SUMMER EVENTS

FAN DEVELOPMENT

ROBLOX

180M

**NASCAR WORLD
VISITS**

60%

UNDER 18

LICENSING

+26.8%

TRACKSIDE SALES YTD
HIGHEST IN A DECADE

+24%

**NASCAR SHOP
SALES YTD**

SOCIAL AND DIGITAL

+43%

**CUP RACE-DAY
POST VIEWS**

1.94B

IMPRESSIONS
(+31% vs. 2025)

70M

ENGAGEMENTS
(+5.4% vs. 2025)

58M

NASCAR.COM VISITS

205M

PAGE VIEWS YTD

DOUBLE-DIGIT

GROWTH ACROSS THE WEBSITE

COMMERCIAL MOMENTUM

STRONG NEW BUSINESS • RETENTION • EXPANDED INVESTMENT

THE CHASE IS BACK

4 IN 5

INCLUDING

93%

**FANS ANTICIPATE
THE RETURN**

**OF YOUNGER
AVID FANS**

