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Hellmann's 500 & Fred's 250 Powered by Coca-Cola

# RACE WEEKEND GUIDE

October 21-23, 2016 at Talladega Superspeedway

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# Hellmann's 500 & fred's 250 Powered by Coca-Cola RACE WEEKEND GUIDE

October 21-23, 2016 at Talladega Superspeedway

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NASCAR speeds back into action at Talladega Superspeedway Oct. 21-23 for double elimination Chase weekend. Sunday's Hellmann's 500 NASCAR Sprint Cup Series event is the Round of 12 elimination race in the Chase for the NASCAR Sprint Cup where the title contenders will be reduced from 12 to eight at the checkered flag. Saturday's fred's

250 Powered by Coca-Cola is the third and final race in the Round of 8 for the NASCAR Camping World Truck Series Chase in which only six competitors will advance for the championship at the event's conclusion. NASCAR's Most Competitive Track (record 88 lead changes in 188 laps), with the circuit's steepest banking (33 degrees) and longest dis-

tance (2.66 miles), is the most fun and fan-friendly, offering up hundreds of acres of free camping, amazing kids' ticket prices and special offers for military members and college students. Talladega Superspeedway is NASCAR's "Party Capital" thanks to the track's infamous infield, which features the traditional Saturday Night concert and the world-renowned

Talladega Blvd, home of the Friday evening "Big One on the Blvd" party. The historic venue features the most comfortable seats in motorsports, large video viewing boards lining the frontstretch and endless activities for fans throughout its event weekends. Log on to talladegasuperspeedway.com or call 1-877-Go2-DEGA for more information.

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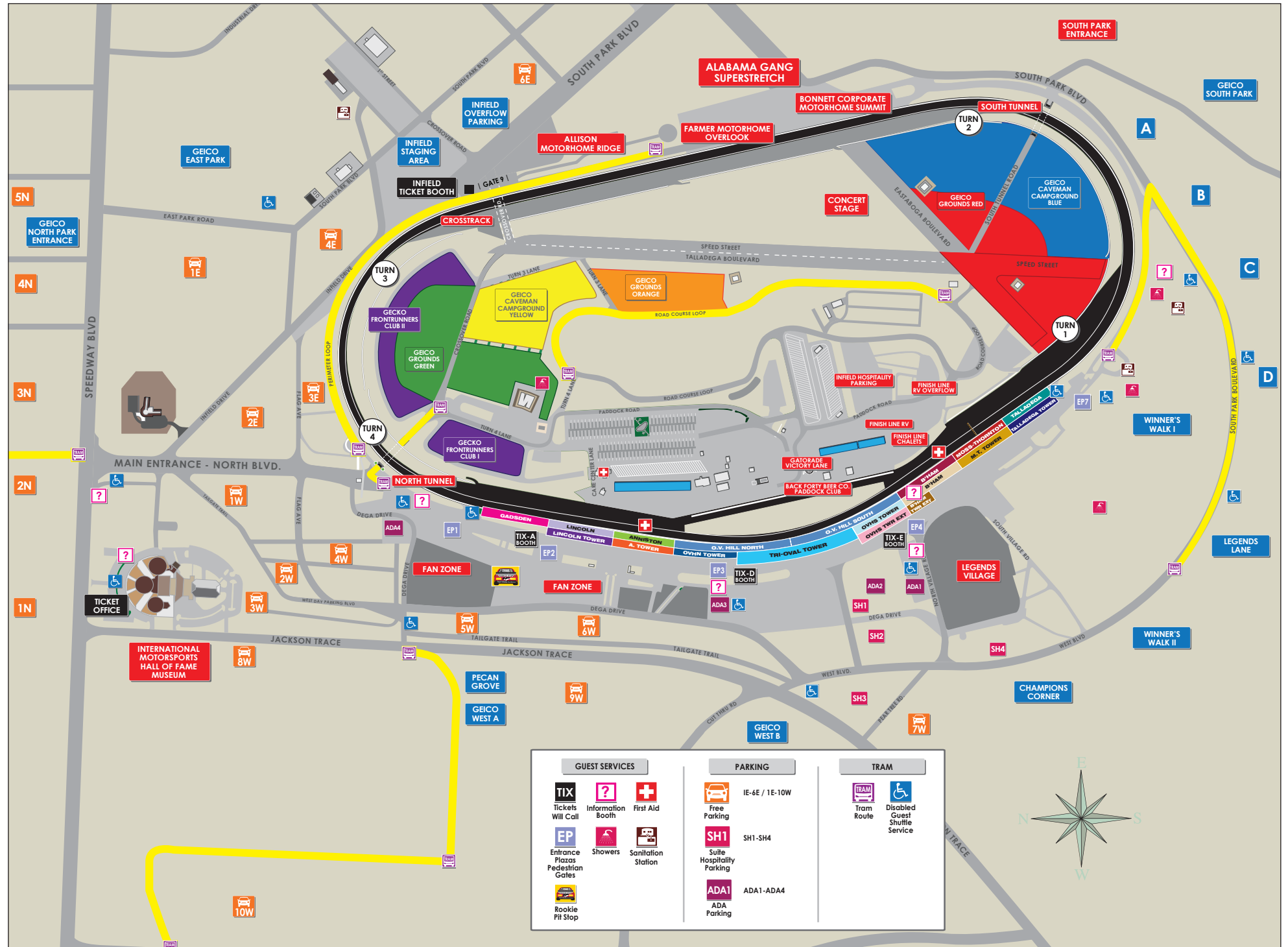
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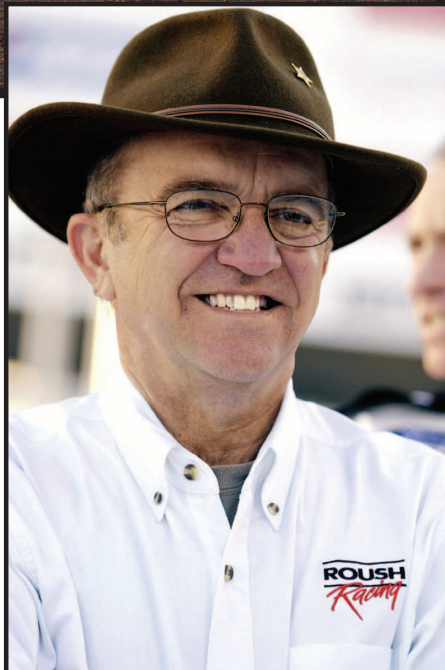
# Talladega Superspeedway Map

For an interactive map of the grounds, or an infield camping map, visit [Talladegasuperspeedway.com/Guest-Information/Maps](http://Talladegasuperspeedway.com/Guest-Information/Maps)



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# Need a Ride? New TallaTaxi Fan Transportation now available

Race fans sometimes find themselves in a need of quickly getting to various locations on property during a race weekend at Talladega Superspeedway, so NASCAR's Most Competitive track has great news for those who normally travel by foot with the introduction of the all-new TallaTaxi service.

The TallaTaxi golf cart service, from Patron Transportation, will make its Talladega debut during the Alabama 500 and fred's 250 Powered by Coca-Cola weekend, starting as early as Tuesday (Oct. 18) through Sunday (Oct. 23). For only \$5 a seat, TallaTaxi will provide 24-hour transportation to take fans wherever they need to go, nearly anywhere on speedway property (excluding only West C campground).

To catch a ride on a TallaTaxi during race weekend, fans can call or text a pick-up request at 205-863-6137 or can flag down the unmistak-

able black and yellow checkered carts while they make their rounds around Talladega's nearly 3,000 acres.

TallaTaxi will deliver safe rides to keep guests moving and rested while fully enjoying the highly anticipated NASCAR Chase double elimination weekend which will play a pivotal role in both the NASCAR Sprint Cup Series (NSCS) and NASCAR Camping World Truck Series (NCWTS) title battles.

"Creating a one-of-a-kind fan experience has always been an important part of the events at Talladega, and TallaTaxi will provide a premium service to our thousands of fans who normally walk to their desired destinations," said Talladega Superspeedway Chairman Grant Lynch. "Bringing the largest and most efficient taxi service to the largest and most competitive track made perfect sense."

The speedway will con-

tinue to provide free tram and ADA shuttle services throughout the weekend as well, at select locations.

Patron Transportation debuted in 2005, and 10 years later, they have grown to the largest and most efficient event taxi service in the nation, working major events from coast to coast. Offering a safe and thorough taxi service to many festivals in excess of 75,000 patrons, they are the first and only company of this kind to consistently deliver service of this level year after year with a flawless safety record and excellent customer service.

Talladega Superspeedway's action-packed weekend kicks off on Friday (Oct. 21) with practice sessions for both the fred's 250 Powered by Coca-Cola NASCAR Camping World Truck Series (NCWTS) race and the Alabama 500. Saturday's schedule includes qualifying for the NCWTS fred's 250



Powered by Coca-Cola (9:30 a.m.), the fred's 250 Powered by Coca-Cola (the Round of 8 Elimination race in the NCWTS Chase), which gets the green flag at 12 Noon CDT, and Foodland/Food Giant Qualifying for the NSCS

(3 p.m.). Sunday's Alabama 500, which will see the field of 12 contenders for the title be reduced to eight at the checkered flag, is set for a 1 p.m. start on Sunday, Oct. 23.



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# Three-time NASCAR champ with looks for second Talladega triumph

When Tony Stewart makes his way to Talladega Superspeedway for the Alabama 500, Oct. 23, it will mark the end of an era. It will be the final race around the 33-degree high banks for the driver retiring at season's end who has definitely had a "love-hate" relationship with the mammoth venue.

From the first time he competed at NASCAR's Most Competitive track, Stewart served notice that he would be a threat to win each time he climbed behind the wheel.

As a NASCAR Sprint Cup rookie in 1999, the Colum-

bus, IN native came to the 2.66-mile venue where he started eighth, led 10 laps and came home fifth behind some of Talladega's best ever – Dale Earnhardt, Dale Jarrett, Mark Martin and Bobby Labonte.

During his first 15 NASCAR Sprint Cup Series races at the biggest and baddest track on the planet, he was a constant frontrunner, recording six runner-up finishes and 14 top-10 results. In fact, his six second-place efforts came in an 11-race stretch.

"Anytime you can finish in the top two here it is like a win," said Stewart in 2006

after tying Buddy Baker as the track's leader in bridesmaid finishes. "As volatile as this place can be with getting in a wreck and this or that, for us to say in the last 11 races that we've finished second six times is something in all reality to be proud of because this is not a race track that you can do it all on your own. So to be able to get second, I feel like we have a lot to be proud of."

The year 2008 ended up being special for Stewart at Talladega. Starting that spring from the pole position, he won the NASCAR XFINITY Series race, then

continued his prowess in the fall with his first – and only – NASCAR Sprint Cup Series win in the Alabama 500. To say he was happy was an understatement.

"It's one thing to get back to victory lane, but to do it at Talladega, people don't understand what that means," said a jubilant Stewart in Gatorade Victory Lane. "This is one of a few tracks I haven't won a Cup race at and talk about one to win. I've wanted to win here for so long. It was very important for me to win here. Winning the (XFINITY) race this year was huge to me. Now win-

ning the Cup race, somebody is going to lose their vocal cords of how happy they are. Man, it's just an awesome feeling to finally win here. We finally had one of those days where everything went right for us. I have so many friends down here (in Alabama) – Red Farmer and Donnie Allison (both of the famed Alabama Gang) and all these fans."

Since that triumph, however, the driver of the No. 14 Stewart-Haas Racing Chevrolet has struggled with only two



Tony Stewart leads the pack at Talladega in the fall of 2008, where he would notch his first and lone NASCAR Sprint Cup Series victory at the biggest and baddest track on the planet.

Photo courtesy of Talladega Superspeedway.

top-10 finishes. One of those came in this past spring when Ty Dillon was called upon to relieve Stewart after he started and ran the car until the first caution period.

His best shot at another Talladega win went awry on the last lap in the 2012 fall race when he, while leading, made contact with Michael Waltrip in between turns three and four, igniting a 25-car pile-up. "A mistake on my part," Stewart said that day. "I was trying to win."

His philosophy, however, remains the same at the 33-degree banked venue.

"It's the same (philosophy) as it always has been... drivers knowing what to do and knowing what to look for with their car," said Stewart at Talladega in May. "It's learning what their cars can do in practice and how to pass. Some have figured it out - to get your car with momentum without the car stalling out. Then, hope to avoid trouble."

Overall, the three-time NASCAR Sprint Cup Series Champion's resume is a good one at Talladega. In 34 NSCS races, he has 14 top-10 finishes and has led 328 laps in 21 races, in addition to his lone victory

and six runner-up results. He has finished on the lead lap in 22 events. His best start is second on two occasions.

So, how will the final chapter of Stewart's novel on Talladega turn out? Could it be something right out of a Hollywood script with a long-overdue victory? Maybe, but he'll have 39 other drivers who will want to write their own piece of Talladega history.

Talladega Superspeedway's action-packed weekend kicks off on Friday (Oct. 21) with practice sessions for both the Fred's 250 Powered by Coca-Cola NASCAR Camping World Truck Series (NCWTS) race and the Alabama 500. Saturday's schedule includes qualifying for the NCWTS Fred's 250 Powered by Coca-Cola (9:30 a.m.), the Fred's 250 Powered by Coca-Cola (the Round of 8 Elimination race in the NCWTS Chase), which gets the green flag at noon, and Foodland/Food Giant Qualifying for the NSCS (3 p.m.). Sunday's Alabama 500, which will see the field of 12 contenders for the title be reduced to eight at the checkered flag, is set for a 1 p.m. start on Sunday, Oct. 23.

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# New kids VIP Experience provides family opportunities on Race Day

Talladega Superspeedway officials are proud to announce the new Kids VIP Experience that offers more family-friendly opportunities during pre-race festivities for the Alabama 500 on Sunday, Oct. 23. This unique program provides additional behind-the-scenes access for NASCAR's smallest fans at the biggest and baddest track on the planet for families that have Talladega's "Pre-Race Pit Pass Upgrade."

Families who have purchased the "Pre-Race Pit Pass Upgrade" for \$75, along with a Sunday admission ticket, will now be able to sign up their kids (2 kids per 1 adult limit) for some exclusive VIP opportunities at no extra cost!

To be a part of the Kids VIP Experience, all parents need to do is stop by and sign up at the Kids Station, which opens at 8:00 AM Sunday. The kids will have the option to choose one experience – on a first-come-first-served basis. The Kids Station is located in between the Good-year Building and Pit Road (Behind pit stalls 37-39).

Kids VIP options include:

- Reserved Kids VIP Area at the Driver's Meeting Red Carpet Entrance
- VIP Hot Lap Rides around the mammoth 2.66 mile, 33 degree high banks in a Grand Marshal Vehicle
- Reserved Kids VIP Area at the Driver Introductions
- Special Kids VIP NASCAR Sprint Cup Series Guided Garage Tour (three different scheduled tour times)
- Kids Photo Opportunity



in Gatorade Victory Lane Prior to the Race

"Our new Kids VIP Experience offers a great opportunity for kids to experience what goes on behind-the-scenes, up close and personal at the most unique race track in the world," said Talladega Superspeedway Chairman Grant Lynch. "There is nothing like seeing an exciting event at Talladega where you become a NASCAR fan for life, and this new added experience for kids makes it even easier to create lasting

family memories."

Kids 12-and-under can attend the Alabama 500 – the Round of 12 elimination race in the Chase for the NASCAR Sprint Cup where the field of eligible drivers for the title will be trimmed from 12 to eight at the checkered flag - for as low as \$10 in certain grandstands while the remaining locations are \$50 off of the regular adult price.

In addition, with Talladega Superspeedway's commitment to families and youth, kids 12-and-younger will

receive free admission in all grandstand and tower seats for the Fred's 250 Powered by Coca-Cola NASCAR Camping World Truck Series race on Saturday, Oct. 22.

This new opportunity for kids amplifies the already incredible up-close access that is included in the "Pre-Race Pit Pass Upgrade" on race day, which also includes the Driver Fan Question & Answer session.

While he won't be competing in the Alabama 500, Dale Earnhardt Jr. will be at

Talladega and will be interacting with fans as part of the Fan Question & Answer session at the start-finish line (Q&A will also feature Chase drivers Carl Edwards and defending Alabama 500 champ Joey Logano, along with Brian Scott, Michael Annett and 1989 NASCAR Champ Rusty Wallace).

To be a part of this event, fans can purchase Talladega's "Pre-Race Pit Pass Upgrade" for \$75 (must also purchase a Sunday admission ticket). The "Pre-Race Pit Pass

Upgrade" will be in effect on Sunday, Oct. 23, from 8 a.m. until the conclusion of Driver Introductions. The Alabama 500 gets underway at 1 p.m. CDT. To purchase, simply visit [www.talladegasuperspeedway.com](http://www.talladegasuperspeedway.com) or call 855-518-RACE (7223).

*\*Driver availability for the TSS Fan Pre-Race Question & Answer session is subject to change and without notice. Neither NASCAR nor any of its affiliates are responsible for this event\**

# Talladega sized concessions return

A year ago, NASCAR's biggest and baddest track - Talladega Superspeedway - offered fans a one-of-a-kind joy ride for their taste buds with the colossal "The Big One" Meatball. Thanks to Americrown, the racetrack's food and beverage provider, this year's flavorsome menu returned in May with the incredibly delicious "Talla-Mento Dogwich." Well, they're both back just in time for this weekend's anticipated Chase Double Elimination Races - the Alabama 500 & Fred's 250 Powered by Coca-Cola.

During its debut earlier this year, the "Talla-Mento Dogwich" - the all-American twist on everyone's favorite hot dog conjoined with a classic grilled cheese sandwich - quickly achieved fan-favorite status with over-the-top featured ingredients to combine the two for a mouth-watering taste.

The scrumptious "Talla-Mento Dogwich" is a grilled, all beef hot dog split into two and placed on top of melted Yancey's Fancy buffalo cheddar cheese, topped with a generous helping of pimiento cheese, placed in between two slices of Texas Toast (grilled to golden brown) and cut down the middle. No corners have been cut on the dish, using Yancey's Fancy New York's Artisan signature spicy buffalo cheese and cheddar cheese to drive home that perfect flavor for fans' taste buds. Yancey's Fancy has specialized in hand crafted cheeses for long over sixty plus years, with a reputation for producing

high quality products.

The world-renowned "The Big One" Meatball, the biggest and most unique of its kind, weighs in at over a pound. It has a center of blended mozzarella and pepper jack cheeses mixed with smoked BBQ Pulled Pork and a little house BBQ sauce for an extra kick. It is then covered by a layer of Ground Beef, rolled in a panko bread crumb and parmesan mix before being deep fried to a golden brown. And, there's more - it is then topped off with a dollop of BBQ sauce and a spaghetti garnish.

Concessions this weekend to feature the "Talla-Mento Dogwich" will be in the O.V. Hill North and South Grandstands as well as the Tri-Oval Tower and all infield locations. "The Big One" Meatball can be purchased at concession stands in the Gadsden and O.V. Hill South Grandstands, along with the Tri-Oval Tower on the frontstretch.

While fans dig into these delicious dishes, they can head over to the "Bama Bier Garden" and Clyde 240 Tower Tavern to keep their thirsts quenched and indulge in on some great refreshments.

"Bama Bier Garden" is located in the Fan Zone outside the frontstretch near turn four. It will give fans a chance to partake in its fully stocked bar - all three days of the weekend - with the traditional spread of Miller and Budweiser beers as well



as a selection of a savory beer that is brewed right here in Alabama. The local flavor featured is Back Forty Beer Company based out of Gadsden.

Clyde 240 Tower Tavern is located in the Tri-Oval Tower and will be open to all Tower ticket holders starting at 11:30 a.m. CDT on Friday and at 8:00 a.m. CDT on Saturday and Sunday. The delicious drink menu will include specialty drinks featuring Clyde May's Alabama Style Whiskey.



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## Outlandish new competitions set for the “The BIG One on the Blvd”

The premier NASCAR party of the year, Talladega Superspeedway’s “The Big One on the Blvd,” is ready to take center stage yet again in the infamous Talladega infield on Friday, Oct. 21, as “Dega Nation” will put on their party caps and enjoy all the fun and excitement for both fans and drivers alike.

This year’s one-of-a-kind party promises nothing less than ridiculously-fun entertainment for everyone. Scheduled are four new, outrageous original “fan challenges” that will be overseen by an array of NASCAR’s top drivers after they are paraded down legendary Talladega Blvd. Scheduled are:

**Egg-Streme Scramble** – Teams of two will race down our Big One on the Blvd. slip-n-slide to find the raw egg hidden in a syrup-filled bucket. The first contestant to successfully find the raw egg and crack it over their partner’s head will be deemed the winner. Each time a player cracks an egg and it is not the raw one, the other teammate must then slide down and try their luck.

**Dirty ‘Dega Eating Contest** – Four contestants will compete to finish their tray of Alabama’s finest “Dirt Cake.” Dirt cake is a mixture of crushed Oreos, whipped cream, gummy

worms and pudding. The quickest competitor to finish their whole tray will be named the ‘Dega’s Dirtiest Champion!

**Crazy “Human Hamster” Balls** – Contestants will compete in a two-round obstacle course showdown inside a Human Hamster Zorb ball. Two winners from round one will then compete against each other to see who is the fastest in order to claim victory.

**The Great Sausage Hunt** – Eight competitors hungry for victory will face off against each other in a wrestling pit filled with 300 gallons of pumpkin puree, and then fight to find the hidden sausage link before their opponent. Drivers will determine who the final two contestants will be, and they will battle to see who is named the winner!

Competition winners will not only claim bragging rights, but will also win big cash prizes. To get all the details, fans will have to be in attendance!

Countless drivers have been a part of “The Big One on the Blvd” since its inception in the spring of 2014 – either by serving as a judge for the event or just showing up to take in all of the fun. The list has included Clint Bowyer, Austin Dillon, Ricky Stenhouse Jr., Brad Keselowski, Jeff Gordon,

Greg Biffle, Michael Waltrip, Tony Stewart, Kevin Harvick, Kyle Larson, Kasey Kahne, Danica Patrick, Denny Hamlin and more.

“The track continues to do a good job in making this (The Big One on the Blvd) bigger and better since we started it,” said Bowyer, who will race the No. 15 Chevrolet SS for HScott Motorsports in the Alabama 500 at Talladega Superspeedway on Oct. 23. “It’s not very often you get to see some of the drivers outside the garage or the race track, so this is a cool opportunity for us to kind of kick back and interact with some of the fans. There’s no way you won’t have a great time. Make sure to check it out. It’s Talladega baby!”

“The Big One on the Blvd,” which won NASCAR’s Most Innovative Driver Integration Event/Program for 2015, is sure to be one of the best yet this fall, and is scheduled to start at 6:30 p.m. (CDT) on Friday, Oct. 21. As the parade rolls down the north end of Talladega Boulevard, drivers will throw out swag items as they pass some of the most outrageously decorated RV’s in the world, finally ending up at the main stage for the fan competitions. The event is open to all Renewal Guest Pink Ticket holders and infield camping guests.

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# Nine of 16 drivers have gone to Gatorade Victory Lane at Talladega Superspeedway; Anticipate Alabama 500

With the 16-driver Chase for the NASCAR Sprint Cup field set, many NASCAR enthusiasts are already looking forward to the anticipated sixth race – the elimination event in the Round of 12 – at Talladega Superspeedway, Oct. 23.

The Alabama 500 will be the cutoff race in which the field of title contenders will be trimmed from 12 to eight at the checkered flag. Defending NASCAR Sprint Cup Series (NCS) Champion and former Talladega winner Kyle Busch is the top seed heading into the 10-race postseason, which gets underway at Chicagoland Speedway this Sunday.

Nine of the 16 Chase drivers are former NASCAR Sprint Cup Series winners at Talladega Superspeedway while two more have gone to Gatorade Victory Lane at the biggest and baddest track on the planet in other series. Below are details on each Chase driver's performances at Talladega Superspeedway:

**Kyle Busch, No. 18 Joe Gibbs Racing Toyota (2012 points):** Scored a NASCAR Sprint Cup Series (NCS) victory at TSS in April 2008 and has recorded five top-five finishes in 22 starts. He was runner-up in the spring's GEICO 500. He is the only active driver to win in all three of NASCAR's top three series at TSS. He has won two consecutive Fred's 250 Powered by Coca-Cola NASCAR Camping World Truck Series (NCWTS) races and has gone to Gatorade Victory Lane once in the NASCAR XFINITY Series (NXS). The reigning 2015 NASCAR Sprint Cup Series Champion is making his ninth Chase for the NASCAR Sprint Cup appearance.

**Brad Keselowski, No. 2 Team Penske Ford (2012 points):** Is Talladega's most recent winner, posting his fourth career NCS win in the GEICO 500 in May. Keselowski has six top-five finishes and nine top-ten finishes in 15 career starts. He also has one NXS win on his Talladega resume. He is making his fifth Chase appearance.

**Denny Hamlin, No. 11 Joe Gibbs Racing Toyota (2009 points):** Notched his Talladega NCS victory in May 2014. He has four top-five finishes and seven top-ten finishes in 21 career starts. He is making his 10th Chase appearance.

**Kevin Harvick, No. 4 Stewart-Haas Racing Chevrolet (2006 points):** Has one NCS win in April 2010. In 31 career starts at TSS, he has six top-five finishes and 13 top-ten finishes. He is making his 10th Chase appearance.



**Carl Edwards, No. 19 Joe Gibbs Racing Toyota (2006 points):** Still looking for his first win at Talladega. He has claimed three top-five finishes and six top-ten finishes in his 24 career TSS starts. He finished fifth in last fall's Alabama 500. He is making his 10th Chase appearance.

**Martin Truex, Jr., No. 78 Furniture Row Racing Toyota (2006 points):** Looking to make his way to Gatorade Victory Lane for the first time in the NCS. He has two top-five's and eight top-ten finishes in 23 career starts at TSS. In the NXS, however, Truex, Jr. has been to victory lane three times, all of which were consecutive from 2004-2006. He is making his fourth Chase appearance.

**Matt Kenseth, No. 20 Joe Gibbs Racing Toyota (2006 points):** Recorded a Talladega NCS win in October 2012. He has claimed six top-five finishes and has 10 top-ten finishes in 33 career starts. He is making his 12th Chase appearance.

**Jimmie Johnson, No. 48 Hendrick Motorsports Chevrolet (2006 points):** Has two Talladega wins (2006 & 2011) – one of which (2011) made the Talladega and NASCAR record books for the closest finish in history by finishing just .002 second ahead of Clint Bowyer. Johnson has four poles, 11 top-ten finishes and seven top-five finishes in 29 career starts. He is making his 13th Chase appearance.

**Joey Logano, No. 22 Team Penske Ford**

**(2003 points):** Posted his first TSS victory in the 2015 Alabama 500. Logano made his first TSS debut in an ARCA race in 2008, and in 15 NCS career starts, he has three top-five finishes. He also has two NXS wins and six top-five finishes in seven career races at TSS. He is making his fourth Chase appearance.

**Kyle Larson, No. 42 Chip Ganassi Racing Chevrolet (2003 points):** Still searching for his first trip to Gatorade Victory Lane. In five career starts, he has one top-ten finish in the NCS. He is making his first Chase appearance.

**Tony Stewart, No. 14 Stewart-Haas Racing Chevrolet (2003 points):** Notched his only Talladega NCS victory in October 2008. However, he has come close to taking home multiple victories, posting six second place finishes in 34 career starts. Stewart has nine top-five's and 14 top-ten finishes. He also went to Gatorade Victory Lane in the NXS in 2008. He is making his ninth Chase appearance.

**Kurt Busch, No. 41 Stewart-Haas Racing Chevrolet (2003 points):** Still searching for his ride to Gatorade Victory Lane in the NCS, but has six top-five finishes (including four third-place efforts) and 16 top-ten finishes. He also has an IROC (2003) triumph at TSS. He is making his 10th Chase appearance.

**Chris Buescher, No. 34 Front Row Motorsports Ford (2003 points):** Has only

made two NCS career starts at Talladega, with a best finish of 24th. Buescher has also made two career NXS series starts at TSS, taking home a second place finish in 2014. He is making his first Chase appearance.

**Chase Elliott, No. 24 Hendrick Motorsports Chevrolet (2000 points):** Sat on the Pole position in the spring for the GEICO 500 in his first NCS start at Talladega Superspeedway, taking home a fifth place finish. He has made three Talladega NXS starts, with a best finish of ninth that came earlier this year. He is making his first Chase appearance.

**Austin Dillon, No. 3 Richard Childress Racing Chevrolet (2000 points):** Has six NCS career starts at Talladega, but is still searching for his first victory. His best finish posted is third, which came this past spring. In the NXS, Dillon has made four career starts and posted one top-five finish and three top-ten finishes. He claimed a NXS pole position in 2015. He is making his first Chase appearance.

**Jamie McMurray, No. 1 Chip Ganassi Racing Chevrolet (2000 points):** Has made his way to Talladega's Gatorade Victory Lane twice in the NCS, with his most recent visit coming in fall of 2013. He was fourth in the spring. In 28 NCS career starts at TSS, McMurray has posted seven top-five finishes and eight top-ten finishes. He is making his second Chase appearance.

# Pressure, tension, anxiety await drivers in elimination races

Nerves will be aplenty this weekend during the highly anticipated, first-ever NASCAR Chase Double Elimination Weekend at Talladega Superspeedway as virtually any driver who has yet to win in the Chase's Round of 12 isn't guaranteed to advance. One thing for certain, however, is that six drivers will depart the mammoth 2.66-mile venue disappointed as their championship hopes will come to an end – four at the conclusion of the Alabama 500 and two at race's end in the fred's 250 Powered by Coca-Cola.

Sunday's Alabama 500, which has an incredible Chamber of Commerce weather forecast with a high in the upper 70s and no chance of rain, will serve as the final race in the Round of 12 in the Chase for the NASCAR Sprint Cup where the field of 12 eligible drivers for the championship will be trimmed to eight at the checkered flag. After this past Sunday's NASCAR Sprint Cup Series (NSCS) race at Kansas Speedway, only Jimmie Johnson and Kevin Harvick are locked into the Round of 8. The remaining drivers are in a tightly contested battle with Kyle Busch leading the way 27 points above the

cutline while Carl Edwards is just three points behind his Joe Gibbs Racing teammate. From fifth through 11th, a mere 24 points is the separation, with Kurt Busch (+17), Martin Truex Jr. (+13), Joey Logano (+0), Austin Dillon (-0) (Logano owns the tie-breaker), Denny Hamlin (-6 out of 8th place) and Brad Keselowski (-7). Chase Elliott (-25) is in 12th, and is in an almost "must win" situation.

Brad Keselowski, who was involved in an accident in Kansas and wound up a disappointing 38th, is the driver that sits 11th in the standings. He's been in this situation before – sort of. Two years ago, he came into the Alabama 500 and had to win to advance in the Chase. He did just that, not caving under the pressure.

His outlook following Sunday's race? "I don't think it is a must-win situation," said Keselowski, who has four triumphs at Talladega, including the GEICO 500 earlier this year. "I am not worried about it. I am going to go there and bust my butt to try to win but I don't think it is a must win yet."

Elliott, son of two-time Talladega Superspeedway winner Bill Elliott, was a fast learner at Talladega in May's GEICO 500, winning the



pole position, running near the front most of the day and then claiming a fifth-place finish – all as a rookie in his first NSCS race at Talladega. He, unlike Keselowski's outlook, will probably need to finish four spots better with a victory Sunday in order to advance in the Chase.

"I just will go there, and race our hearts out and try to win I guess," said Elliott, who finished 31st Sunday after two brushes with the wall in Kansas. "That's about all we can do I guess. We have something to be proud of in the way we have been running. There are just some things we can't control. I don't know how to fix that stuff, but I appreciate it so hard. These guys deserve better. We are bummed, but what do you do. You just have to move on."

Hamlin, who won at Talladega in the spring of 2014, was optimistic about his chances at NASCAR's Most Competitive track this upcoming weekend.

"We knew going into Talladega that we would probably have to have a win to get in. At this point right now, we probably need that, but honestly if we go run top-three, things can fall our way. It's not going to stop us from doing the best we can and our

speedway program is pretty good for us, so I'm actually okay with going there and looking forward to it."

Meanwhile, the fred's 250 Powered by Coca-Cola - also expecting picture-perfect weather with a high in the mid 70s and clear skies - will have a contested battle for the title as it serves as a cut-off race in the inaugural NASCAR Camping World Truck Series Chase. At the checkered flag, six of eight eligible drivers will move on in the Round of 6. William Byron is the only driver who has guaranteed a spot in the Round of 6 while others vying for the championship include: Christopher Bell (-18 points behind Byron), Matt Crafton (-19), Ben Kennedy (-25), Talladega Superspeedway's defending two-time fred's 250 Powered by Coca-Cola winner, Timothy Peters (-27) and Johnny Sauter (-28). Daniel Hemric (-43) and John Hunter Nemechek (-43) sit below the cut-off line.

Peters has an opportunity to pull off a feat that has never been accomplished in the first 10 years the NCWTS has been at Talladega. He will seek to become the only driver to win three consecutive NCWTS races in the fred's 250 Powered by Coca-Cola.

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# Three talented acts to perform at infield concert

Well-known country music singer-songwriter Tim Dugger, along with the popular DJ Michaelis, are set to open Talladega Superspeedway's traditional Saturday Night Infield Concert, Oct. 22, as part of the highly anticipated NASCAR Chase double elimination weekend featuring the Alabama 500 for the NASCAR Sprint Cup Series and the Fred's 250 Powered by Coca-Cola for the NASCAR Camping World Truck Series, Oct. 21-23. They will be opening for country singer Jerrod Niemann.

Niemann is set to take the stage at NASCAR's "Party Capital" just hours after the conclusion of the Fred's 250 Powered by Coca-Cola NASCAR Camping World Truck Series race.

Niemann is currently on tour, and working on his new album. The recently released first single, titled "A Little More Love," is a duet with friend and label mate Lee Brice. His most recent album, High Noon, featured the Platinum-certified hit "Drink to That All Night," a two-week No. 1 smash. High Noon was a follow-up to his Free the Music album, which included the emotional "Only God

Could Love You More" and "Shinin' on Me."

Dugger, a popular mainstay in NASCAR, and Michaelis, who recently jumped into the NASCAR scene bringing his own flare of music, will join headliner and Nashville country star Jerrod Niemann to give fans a triple dose of riveting music at NASCAR's Party Capital. The traditional concert, which takes place at the intersection of Eastaboga and Talladega Boulevards, will get rocking just hours after the conclusion of the Fred's 250 Powered by Coca-Cola, the final race in the Round of 8 in the NASCAR Camping World Truck Series Chase (NCWTS) in which the field of title contenders will be reduced from eight to six at the race's conclusion.

A past performer at Talladega, Dugger is no stranger to the infamous Infield Concert. The Alabama native has a loyal following of NASCAR enthusiasts, drivers, crews and fans alike. After an epic day of racing, Dugger will kick off the show and treat fans with country songs like "Whiskey Kisses," "Beer on a Boat," "Hurts Don't It" and many more. He is sure to bring the energy and excitement



to rock the rowdy infield crowd of the biggest and baddest race track on the planet.

The party will continue between sets as Michaelis, who will also be performing at the legendary "The Big One on the BLVD" Friday night event and during pre-race ceremonies for the Alabama 500 on Sunday, will be sure to bring the beats to keep the crowd going until Niemann takes the stage. Michaelis has recently joined NASCAR in a collaborative project, producing original music and performing at tracks on the NASCAR circuit. He has performed with popular artists

such as Snoop Dogg, Wiz Khalifa, Skrillex, Ludacris, The Weekend and many more.

No other venue besides Talladega gives fans the best party experience, especially where the concert is free to our infield guests, as well as anyone who has purchased a Sunday race ticket to the Alabama 500, a pivotal event which will see only eight of 12 drivers eligible for the Chase for the NASCAR Sprint Cup advance at the checkered flag. The concert is scheduled to start at 7:15 p.m. (CDT).

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## A Look Back 30 Years to Bobby Hillin Jr.'s Win at Talladega

With just one race before the NASCAR Sprint Cup Series heads to the biggest and baddest track on the planet – Talladega Superspeedway for the Alabama 500 on Sunday, Oct. 23 - a host of young drivers are searching for their first NASCAR Sprint Cup Series (NSCS) triumph. Some of the names include Chase Elliott, Ryan Blaney, Austin Dillon and Ricky Stenhouse Jr.

Talladega has proven to be a springboard to success for drivers who captured their first career triumph at the 2.66-mile venue. Examples are Davey Allison (26 years old in 1987) and Brad Keselowski (25 years old in 2009) who went on to enjoy great accomplishments in the sport. In the case of Keselowski, he continues to ride a wave of accomplishments, including four trips to Gatorade Victory Lane at Talladega's 2.66-mile venue.

Thirty years ago, a 22-year-old youngster from Midland, TX, named Bobby Hillin Jr., stunned the racing world with a win in the 1986 Talladega 500. It, however, would be his only triumph, joining the likes of fellow one-time winners who notched their lone NSCS win at Talladega – Richard Brickhouse, Dick Brooks, Lennie Pond, Ron Bouchard and Phil Parsons. For that one day, Hillin Jr. was on top of the mountain.

Teamed at Stavola Brothers Racing with the leader of the Alabama Gang – Bobby Allison, a four-time winner at Talladega's mammoth track – Hillin Jr. proved to be a quick learner, particularly on the "Super" Superspeedways, posting top-10 finishes at Daytona and Talladega in 1985. He carried that momentum into 1986, when he finished fourth in the Daytona 500 and fourth again



behind Allison in the spring Talladega race.

So, his confidence was beaming when he and NASCAR's best returned to Talladega later that year. Starting 13th, the day played out to perfection for Hillin Jr. With temperatures that reached into triple digits, the attrition rate was high and affected hi-profile drivers. Terry Labonte, Rusty Wallace and Dale Earnhardt went to the garage early with engine woes, while Richard Petty, Darrell Waltrip, Cale Yarborough and Geoff Bodine were sidelined as a result of crashes.

The race came down to a three-car shootout between Hillin Jr., Alabama favorite Davey Allison, and Tim Richmond - who had won at Daytona just weeks before. Hillin Jr. kept reminding himself to stay calm.

"Really, it's just lap by lap, keep yourself in a good position, don't do something stupid and yet, it's winding down so you've got to be aggressive," said Hillin Jr., whose NSCS career spanned from 1982-2000 (334 races). "Think about what all the other guys are going to be doing. It's no different than it is today from that perspective. As a matter of fact, the last lap of that race, the

average speed was 202 mph. We were just trying to stay in front."

With nine laps to go, Hillin Jr. slipped past Richmond and held the top spot the rest of the way, winning by three car lengths. And, in the process, he became the youngest winner in NASCAR's premier series history at the time. "I can't believe it," exclaimed Hillin Jr. from Gatorade Victory Lane.

While he celebrated that day, he never again would go to the winner's circle. He came back to Talladega in the spring of 1987 and ended with a fifth-place finish. It would be his final top-five at NASCAR's Most Competitive track.

For one moment in time, however – 30 years ago – Hillin Jr. ruled the sport of NASCAR. Will a youngster have a breakthrough day at Talladega and get into Gatorade Victory Lane in the Alabama 500? Or, will it be a seasoned veteran? There's a lot on the line, especially for 12 drivers where the Alabama 500 will serve as the elimination race in the Round of 12 in the Chase for the NASCAR Sprint Cup. Only eight drivers will advance out of 12 contenders, two of which consists of young guns' Elliott and Dillon.

# RACE WEEKEND SCHEDULE

## FRIDAY, OCTOBER 21

-Grandstands Open at 11:30 AM / Day Parking Lots Open at 8:00 AM

NCWTS Practice	12:00 PM - 12:55 PM
NSCS Practice	1:00 PM - 1:55 PM
NCWTS Final Practice	2:00 PM - 2:55 PM
NSCS Final Practice	3:30 PM - 4:25 PM

*\*Times subject to change.\**

## SATURDAY, OCTOBER 22

-Grandstands Open at 8:00 AM / Day Parking Lots Open at 5:00 AM

Foodland/Food Giant NCWTS Qualifying	9:30 AM
NCWTS Driver Introductions	11:30 AM
NCWTS fred's 250 (94 Laps, 250.04 Miles)	12:00 PM
Foodland/Food Giant NSCS Qualifying	3:00 PM

*\*Times subject to change.\**

## SUNDAY, OCTOBER 23

-Grandstands Open at 8:00 AM / Day Parking Lots Open at 5:00 AM

NSCS Driver Intros	12:25 PM
NSCS Alabama 500 (188 Laps, 500.08 Miles)	1:00 PM

*\*Times subject to change.\**



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