

A DESTINATION IMMERSED IN MOTION



Facility Overview and Capabilities





WHERE IDEAS MOVE FORWARD

- Vehicle Launches
- Dealer Training
- Vehicle Testing
- Product Showcases
- Lot Storage
- Commercial Shoots
- Employee Events
- Car Shows
- Drifting
- Autocross
- Corporate Meetings
- Karting
- Open Track Time
- Time Trials
- Conferences
- Drag Racing
- Proving Grounds
- Off-road
- Music Festivals
- Charity Runs & Walks
- Private Celebrations
- Media & PR Hosting



EXCELLENCE TAKES CENTER STAGE



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NASHVILLE MUSIC CITY USA

Nashville is the premier city in the country for hosting events, blending state-of-the-art venues with an energy that only “Music City” can deliver. The Music City Center and a skyline full of brand-new hotels provide endless options for gatherings of any size, while award-winning restaurants and legendary live music ensure guests have a memorable experience beyond the agenda. Conveniently located at the crossroads of three major interstates and served by a record-setting international airport with nearly 100 nonstop destinations, Nashville is as easy to get to as it is exciting to explore. From world-class meeting hotels to vibrant neighborhoods full of culture, food and entertainment, Nashville offers everything planners need to create unforgettable events.

6

**US TRAVEL
DESTINATION
IN 2025**

4

**TOP CITIES
FOR MEETINGS
AND EVENTS**

50%

**OF POPULATION
LIVES IN A 650
MILE RADIUS**



THE HISTORY OF NASHVILLE SUPERSPEEDWAY



Nashville Superspeedway represents over 20 years of racing tradition in Music City, serving as the stage where both NASCAR and INDYCAR stars showcase their skill. Since its inaugural event in 2001, the Superspeedway's 1.33-mile concrete oval has challenged the world's best with its high speeds, sweeping banks and side-by-side intensity, securing its place as one of the sport's most unique and exciting venues.

In 2021, Speedway Motorsports acquired the facility and has invested millions to modernize and reenergize the Superspeedway, transforming it into Middle Tennessee's home for world-class motorsports and major live events.

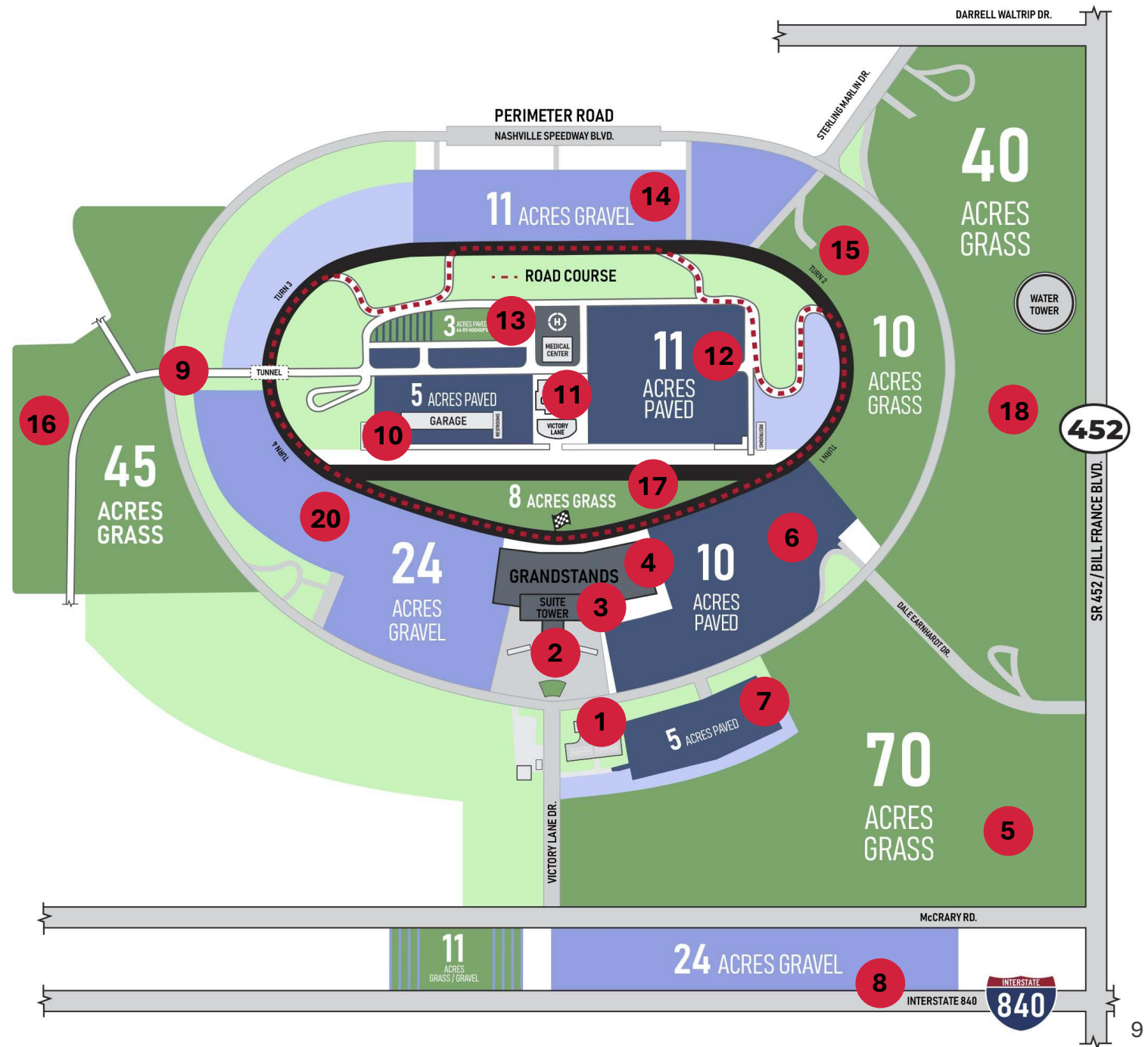


OUR FACILITIES

Nashville Superspeedway is a multi-use sports and entertainment facility located 35 minutes from downtown Nashville. Major events hosted to date include: 5 NASCAR Cup Series races, 25 NASCAR Xfinity Series races, 17 NASCAR Craftsman Truck Series races and 8 IndyCar Series races. Nashville Superspeedway hosts over 200 public and private event days every year.

Facility Map Key

1. Admin Building
2. Ticket Box Office
3. Tower Suites
4. Grandstand
5. Front Gate Parking
6. Exterior Paddock
7. Stripped ADA Lot
8. Offroad Terrain
9. Entry Tunnel
10. Garages
11. Media Center
12. Infield Paddock
13. D/O Lot
14. Backstretch Lot
15. Trackside Lot
16. North Lot
17. Ball Field
18. Bluff Lot





OVAL TRACK

The 1.3 mile tri-oval is home to three NASCAR Series races each year and is the largest concrete oval track on the NASCAR circuit. There are 25,000 permanent seats that can be expanded up to 100,000. It has been used for NASCAR races, IndyCar races, commercials, music videos, corporate hospitality, product launches, vehicle demonstrations, ride and drives, car shows and much more.





Nashville Superspeedway's oval is a high-speed, banked concrete track that pushes drivers to their limits with relentless pace and precision. It's the same stage where the world's best NASCAR and INDYCAR competitors battle, showcasing skill, endurance and side-by-side intensity.

14°
BANKING

1.3
MILES

ROAD COURSE

The 1.4-mile road course is situated inside of the speedway and utilizes sections of the concrete oval including the tri-oval front stretch, and portions of the backstretch. There are 12 turns and various inclines throughout the course. The road course is within proximity to the garages, media center and infield care center. It is primarily used for car club events, automotive tests, manufacture events and motorcycle schools.





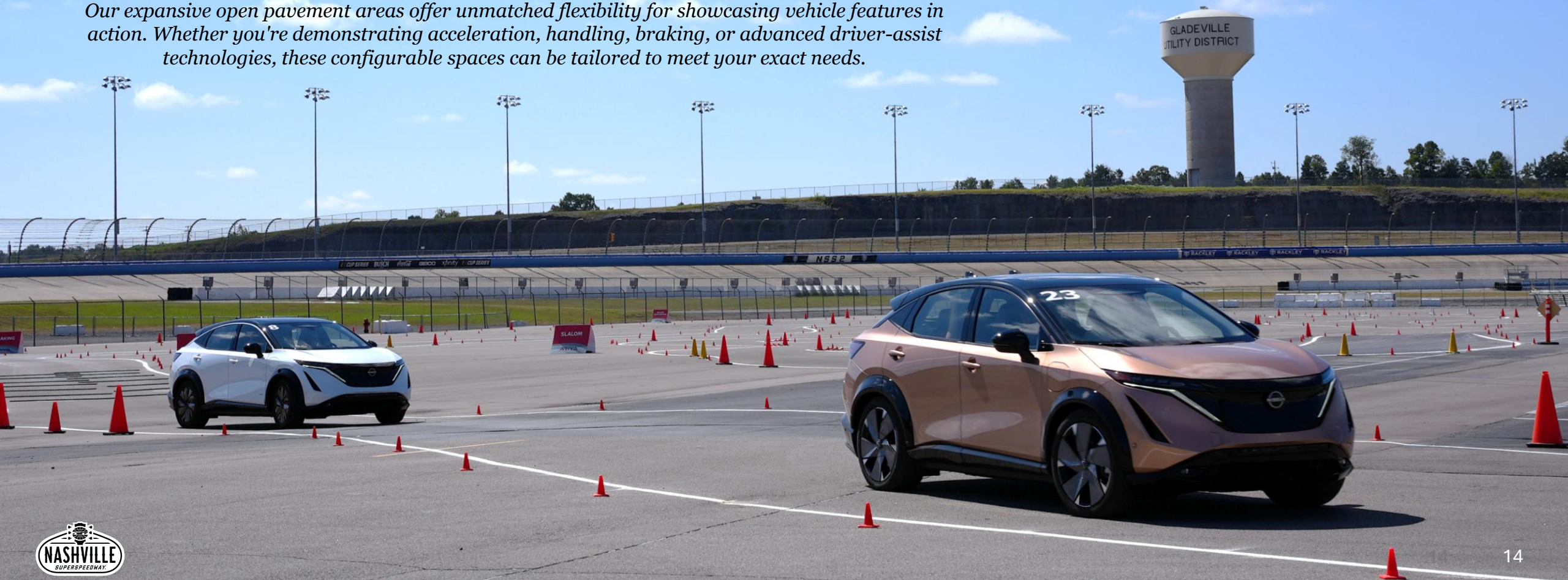
The Nashville Superspeedway road course blends high-banked oval straights with technical infield corners and chicanes, creating a unique mix of NASCAR-style speed and road-course complexity. Drivers face heavy braking zones, incline and decline, long acceleration stretches, and rhythm-based sections that demand both precision and throttle control, offering prime overtaking opportunities throughout.

12
TURNS

1.4
MILES

OPEN PAVEMENT

Our expansive open pavement areas offer unmatched flexibility for showcasing vehicle features in action. Whether you're demonstrating acceleration, handling, braking, or advanced driver-assist technologies, these configurable spaces can be tailored to meet your exact needs.



Exterior Pavement
Two Lots
Approx. 14 Acres

Exterior Paddock: **10 Acres**
Stripped Lot: **5 Acres**



Interior Pavement
Two Lots
Approx. 15 Acres

Interior Paddock: **12 Acres**
Garage Paddock: **5 Acres**



OFF ROAD

Nashville Superspeedway has numerous areas around the facility that are designed for off road vehicles. Off road areas are in close proximity to pavement areas or can be secluded giving the full outdoor feel. Courses can be laid out in any fashion to suit your event needs.



*Customize
Course
Layouts*



*Diverse
Terrain*



*Scenic
Locations*



EVENT SPACES

Our event spaces at Nashville Superspeedway are a true blank canvas, ready to be transformed to match your vision.

Whether you're planning a laid-back gathering or an upscale, high-end affair, we can tailor the setting to perfectly suit your style and your guests' expectations. From casual cookouts to elegant receptions, our flexible venues adapt to bring your event to life exactly as you imagine it.



WHITEWALL SPACES
Layout to Your Exact Needs



MEDIA CENTER
Vehicle Access

TOWER SUITES
Overlooking Track



HOSPITALITY STRUCTURES
Custom Builds

EVENT SPACE MEDIA CENTER

Our media center transforms seamlessly from a working hub on race weekends into a versatile event venue. Designed to accommodate groups of all sizes, it offers modern technology, flexible seating arrangements and a professional atmosphere ideal for meetings, trainings, and corporate gatherings. With built-in A/V capabilities, high-speed connectivity and convenient access within the facility. The media center provides everything you need to host guests comfortably and effectively. Whether you're planning a board meeting, seminar, or private reception, this space delivers both function and the unique energy of being at the track.

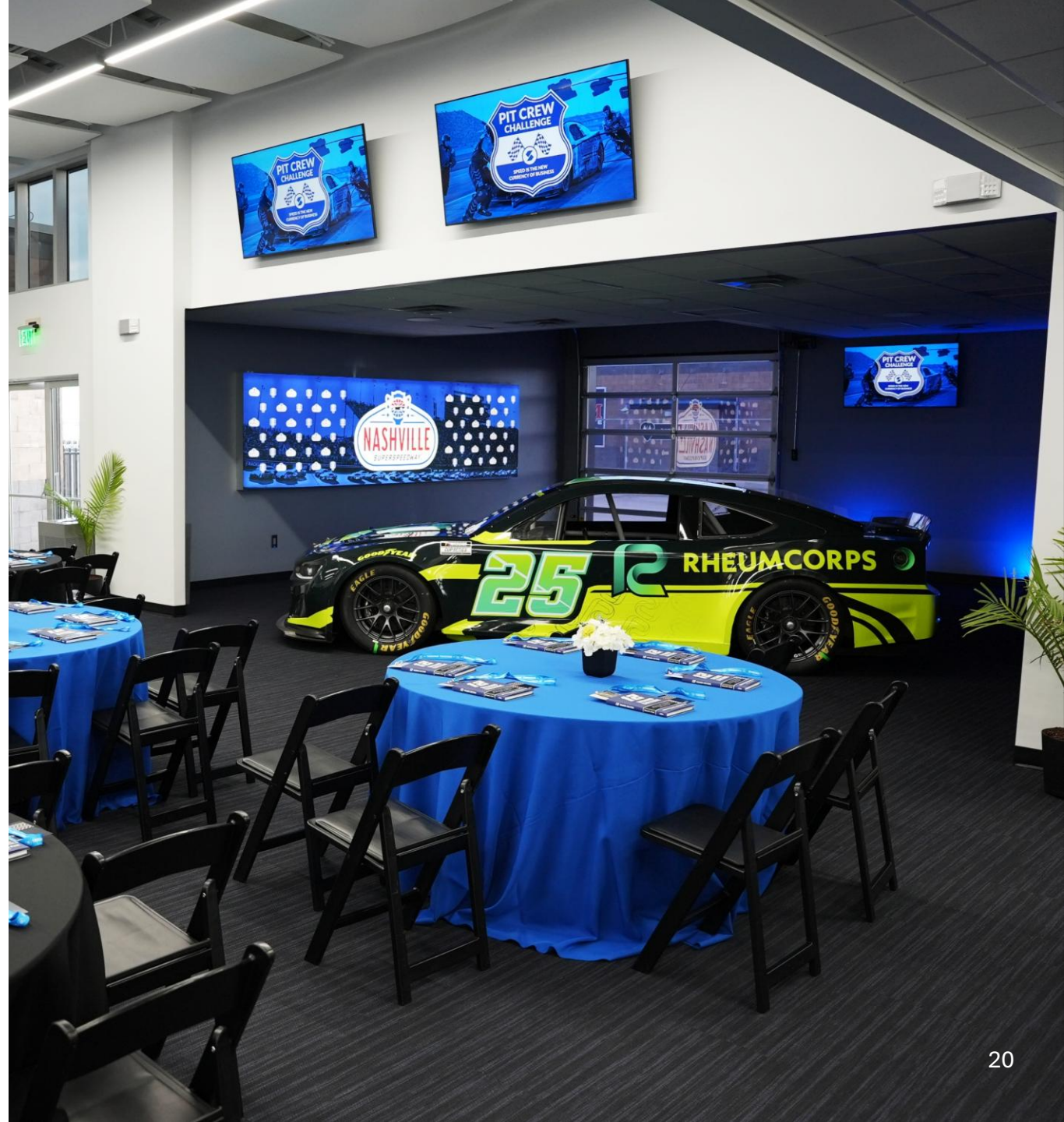
Size: Approx. 7,500 sq/ft

Vehicle Access: Yes

Banquet Seating: 130 people

Classroom Seating: 200 people

Standing Room: 300 people







EVENT SPACES

GARAGES

Our spacious, flexible garage area offers a one-of-a-kind setting for events that want to capture the authentic energy of the track. With wide-open bays, high ceilings and direct access to the infield, the garages can be customized for everything from trade shows and product launches to receptions and team-building activities. The industrial backdrop adds a distinctive atmosphere, while the open layout provides ample room for staging, displays, or interactive experiences. Guests will enjoy an unforgettable event surrounded by the same space where race teams prepare for competition.

Size: Approx. 32,000 sq/ft
Garage Bays: 60





EVENT SPACE

VICTORY LANE

Victory Lane is an iconic stage that goes beyond racing—it's the place where NASCAR and IndyCar champions are crowned, making it synonymous with triumph and prestige. Utilizing this space for event product showcases, happy-hours, instantly ties a brand to that championship aura. By placing products in the same spotlight where legends celebrate their victories, companies can create powerful, memorable connections that blend innovation with the excitement of motorsports' most celebrated moments.

Branding Opportunities
Victory Lane Backdrop
Scoring Pylon
Flags

EVENT SPACE TOWER SUITES

Our Tower Suites, overlooking the track with sweeping views of the action, provide an unparalleled setting for intimate corporate gatherings. These private spaces are designed to impress, offering a professional yet comfortable environment ideal for networking happy-hours, executive dinners, or client receptions. The vantage point delivers both energy and exclusivity—guests enjoy the thrill of the track as a dynamic backdrop while conversations and connections remain the centerpiece. With premium amenities, flexible layouts and dedicated service, the Tower Suites ensure every event is both seamless and unforgettable.

30 Person: 14 Suites

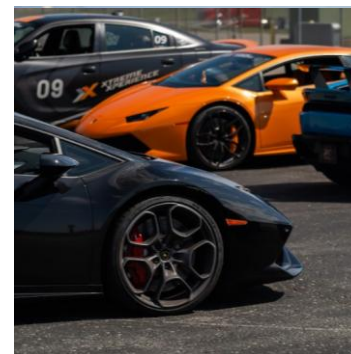
60 Person: 3 Suites

90 Person: 1 Suite



FEEL THE SPEED

Treat your clients, employees, or special guests to an unforgettable experience with our exclusive driving experiences. Take thrilling laps around our world-class track and create lasting memories in a high-octane environment. Whether you're entertaining VIPs or rewarding your team, our driving packages offer the perfect blend of excitement and hospitality.



XTREME XPERIENCE

Push your limits with our Extreme Driving Experience, where raw speed meets heart-pounding excitement. Feel the adrenaline surge as you take control of the world's most powerful race cars on a professional-grade track.

NASCAR RACING EXPERIENCE

Step into the shoes of a NASCAR driver and experience the thrill of racing on the same track as the pros. With real stock cars and authentic race-day vibes, this is your chance to live the NASCAR dream.



WORLD CLASS DINING

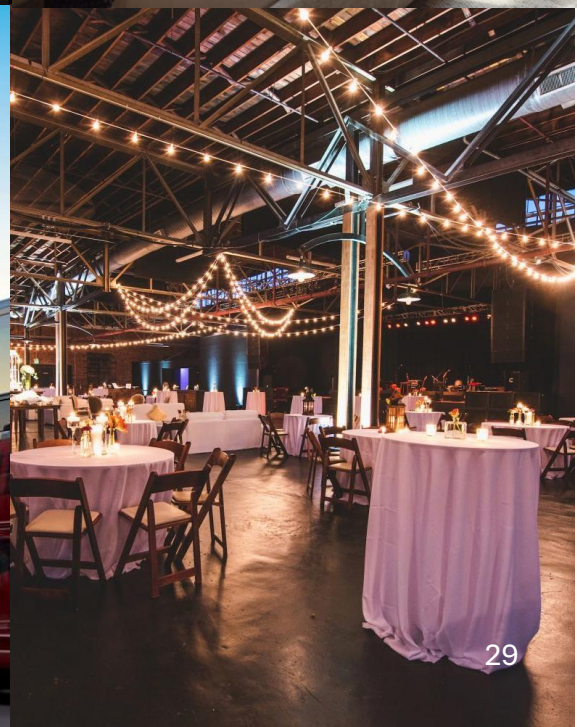
Elevate your trackside event with food and beverage options as bold as the setting. From gourmet plated dinners and chef-crafted buffets to casual track-day favorites, our culinary team can design a menu to match your vision.



TRUSTED **PARTNERS**

At Nashville Superspeedway, we've built strong relationships with a network of trusted vendor partners to support every aspect of event planning. From rentals, staging and décor to hotel accommodations and transportation logistics, our partners bring proven expertise that ensures each detail is executed seamlessly. By connecting our clients with reliable resources, we make it easy to deliver smooth, stress-free events that elevate the guest experience and create lasting impressions.

Hotels
Transportation
Event Venues
Talent Booking
Furniture Rentals
A/V Equipment





MANUFACTURE EVENTS

We take pride in partnering with leading OEMs and parts manufacturers to create dynamic event experiences that bring products to life. From immersive test drives to hands-on demonstrations, our events are designed to give customers and employees the opportunity to experience performance firsthand, build confidence in new innovations and strengthen the business behind every product.

***Vehicle Launch
Product Testing
Proving Grounds
Dealer Training
Media Showcases***





CAR CULTURE EVENTS

Nashville Superspeedway is a premier destination for motorsports fans and car enthusiasts, offering the unique opportunity to drive on a professional-grade track. Beyond NASCAR race weekend, the facility hosts a variety of track rental events that allow individuals and groups to experience the thrill of motorsports firsthand. We're proud to provide a home where passion for racing can grow and thrive year-round.

***Car Shows
Drifting
Autocross
High Performance Drives***

MUSIC FESTIVALS

Music is synonymous with Nashville, and our venue is perfectly positioned to host world-class music festivals. With easy access to the property, ample space and essential infrastructure already in place, we offer an ideal setting for unforgettable live music experiences that celebrate the spirit of Music City.



PHOTO & VIDEO SHOOTS

Nashville Superspeedway is an ideal location for photo and video shoots, offering a versatile and visually striking backdrop for commercials, music videos, and still photography. Its expansive layout and unique motorsports setting provide dynamic visuals that elevate any production.

As a private venue, it ensures a controlled environment away from the general public—perfect for uninterrupted filming and creative freedom. Whether you're capturing high-speed action or cinematic stills, the Superspeedway delivers both space and style.





STORAGE **LOTS**

Nashville Superspeedway has over 247 acres of multipurpose lot space for whatever your storage needs require. Our lots sit far off main roads in highly secure locations and are perfect for vehicle and trailer storage.

Lots are paved, gravel or grass and can be leased for short-term or long-term rentals.

Pavement: Five Lots, 28 Acres

Gravel: Four Lots, 52 Acres

Grass: Five Lots, 167 Acres



for more information contact:

Jonathan Thomas
JTHOMAS@NASHVILLESUPERSPEEDWAY.COM

Austin Hahn
AHAHN@NASHVILLESUPERSPEEDWAY.COM