

NASCAR MÉXICO SERIES

OVERVIEW



HISTORY



- NASCAR's strong relationship with racing in Mexico resulted in a series of four Xfinity Series (then-Busch Series) races at Autódromo Hermanos Rodríguez in Mexico City from 2005-08. Notable stars Martin Truex Jr., Denny Hamlin, Juan Pablo Montoya and Kyle Busch each earned checkered flags in the country's capital city, racing alongside Mexican legends like Adrián Fernández, Michel Jourdain Jr. and others.
- During this international stint, the creation of NASCAR's first series in Mexico in 2006, the NASCAR Corona Series, set a new standard for stock-car racing in the country moving forward. 2024 is the series' 20th season of operation and 17th season under the NASCAR banner, though the series was inactive in 2016.



2023 SEASON SNAPSHOT

- 7 different winners out of 12 races
- Historic! Closest gap between championship contenders during final laps of NMS & Challenge season final
- Strong attendance levels, +211K for season
- 2023 NASCAR Mexico Series Champion = Salvador de Alba Jr.
- Rookie of the Year = Andrés Pérez de Lara
- Challenge Champion = Alejandro de Alba



NASCAR MÉXICO V. CHALLENGE

- NASCAR México is the top stock-car class in Mexico.
- The NASCAR Challenge class is geared towards younger drivers with aspirations of racing in NASCAR México once they gain more experience.
- Both series use the same cars and are on track at the same time, but they are two separate categories and championships.

COMPETITION



- Vehicle Platform



- Engine - 350 crate engine, 400 hp
- Gearbox - G-Force G101A
- Tire for LA Coliseum – Hoosier bias ply, 3035 LS/3045 RS
- Roll cage – full steel tubular roll cage built by local MX builders
- Five Star Bodies

- NASCAR Mexico Clash Event Format



- 22 NASCAR Mexico entries
- Two practice sessions lasting 40-45 minutes each for group of 11 or 12 cars. The groups will enter and exit from the tunnel
- Qualifying 45-60 minutes, single car three laps, with all cars set up on the infield

RISING STARS



MAX GUTIÉRREZ

- 20 years old
- NASCAR México



ANDRÉS PÉREZ DE LARA

- 18 years old
- NASCAR México



REGINA SIRVENT

- 20 years old
- NASCAR Challenge



ANDRIK DIMAYUGA

- 19 years old
- NASCAR Challenge



ELOY SEBASTIÁN

- 18 years old
- NASCAR Challenge

LA BATALLA – OVERVIEW



- The Journey
 - More than 1100 mi to Los Angeles
 - First race in California!
 - Cabs will be switched out
 - Will arrive and come across border over a couple days, Jan 29-Feb 1; plan to arrive at LAC on Thursday, Feb. 1.
- Race Format, Rules – 150 laps, 60 mins
- Driver Invite Overview – How and who was selected
 - 22 total cars
 - Top 12 at the beginning of the playoffs from NASCAR México Series
 - Top 6 at the beginning of the playoffs from NASCAR Challenge Series
 - 2 Championship Provisionals
 - 1 voted in by fans
 - 1 industry guest



LA BATALLA – KEY NOTES



- Many Firsts

- First exhibition race in the USA! Series raced from 2013-2015 at Phoenix Raceway (points races and season opener). King Taco LA Batalla en el Coliseo- first USA race in 9 years.
- Furthest NMS has traveled to a race from Series HQ in Mexico City, approx. 1,947 miles!
- Regina - first female and Mexican woman to compete in a NASCAR sanctioned race at Los Angeles Memorial Coliseum
- 4 drivers have never raced in USA, only 7 raced at Phoenix Raceway with NASCAR Mexico Series

- Anticipate Exciting Action

- Field is full of talent - 3 of the LA Batalla NMS drivers are also participating in D4D in 2024 (Eloy Sebastián López Falcón, Andrés Pérez de Lara and Regina Sirvent) and 3 (4 w/ Danny) are alumni of D4D program
- 7 NMS drivers have raced at the national series or ARCA level at some point

LA BATALLA – DRIVERS



SALVADOR DE ALBA JR.

- #48
- Sidral Aga Racing Team
- NASCAR México



MAX GUTIÉRREZ

- #23
- TAME Racing
- NASCAR México



RUBÉN GARCÍA JR.

- #88
- Team GP – Canel's
- NASCAR México



XAVI RAZO

- #7
- JV Motorsports
- NASCAR México



ANDRÉS PÉREZ DE LARA

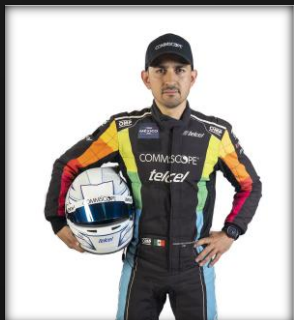
- #1
- Escudería Telmex – Telcel
- NASCAR México



ENRIQUE BACA

- #24
- TAME Racing
- NASCAR México

LA BATALLA – DRIVERS



ABRAHAM CALDERÓN

- #2
- Escudería Telmex
- NASCAR México



JULIO REJÓN

- #55
- JV Motorsports
- NASCAR México



JAKE COSÍO

- #51
- Sidral Aga Racing Team
- NASCAR México



SANTIAGO TOVAR

- #22
- Team GP – Canel's
- NASCAR México



ROGELIO LÓPEZ

- #30
- Alpha Racing
- NASCAR México



VÍCTOR BARRALES JR.

- #39
- ANVI Motorsport
- NASCAR Challenge

LA BATALLA – DRIVERS



ALEX DE ALBA

- #14
- ANVI Motorsport
- NASCAR Challenge



JORGE DE LA PARRA

- #29
- HO Speed Racing
- NASCAR Challenge



RODRIGO REJÓN

- #19
- JV Motorsports
- NASCAR Challenge



MARCO MARÍN

- #63
- Sidral Aga Racing Team
- NASCAR Challenge



ANDRIK DIMAYUGA

- #67
- Dimayuga Racing Team
- NASCAR Challenge



ELOY SEBASTIÁN

- #9
- Alpha Racing
- NASCAR Challenge

LA BATALLA – DRIVERS



RUBÉN ROVELO

- #28
- Alessandros Racing
- NASCAR México
- Championship Provisional



JORGE GOETERS

- #31
- Z Motors Autoforum Monzani Motorsports
- NASCAR México
- Championship Provisional



REGINA SIRVENT

- #01
- HO Speed Racing
- NASCAR Challenge
- Fan Vote Winner



DANIEL SUÁREZ

- #99
- Escudería Telmex
- NASCAR Cup Series
- Guest Driver

NASCAR MEXICO SERIES - 2024 SEASON



2024 REGULAR SEASON SCHEDULE



12 RACES

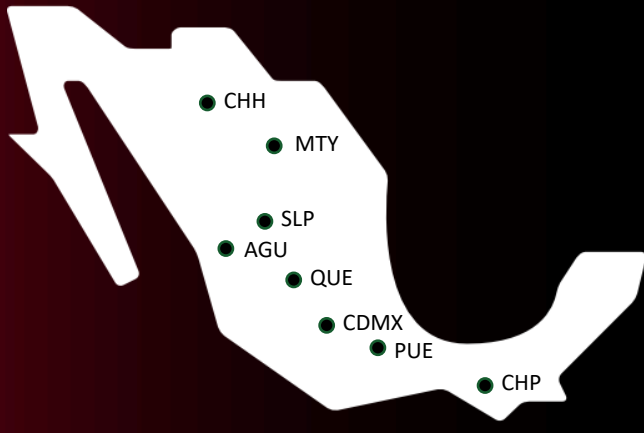


8 RACETRACKS



+40 NMS DRIVERS

MEXICO RACETRACKS & CITIES



BROADCAST - TELEVISION & STREAMING

18M AUDIENCE IN 17 COUNTRIES IN LATAM



LATIN AMERICA



MEXICO



LATIN AMERICA (STREAMING)



GLOBAL (STREAMING) *



AMERICAS (LIVE STREAMING)



MAX GUTIERREZ



REGINA SIRVENT

SOCIAL MEDIA & INFLUENCERS



@NASCARMEX - 73,700 FOLLOWERS
 @PILOTOS (COMBINADO) - 750,702 FOLLOWERS
 @REGINASIRVENT - 278,000 FOLLOWERS
 @MAXGUTIERREZMX - 51,000 FOLLOWERS



@NASCARMEX - 1,175,300 FOLLOWERS
 @REGINASIRVENT - 102,000 FOLLOWERS
 @MAXGUTIERREZRACING - 57,000 FOLLOWERS



@NASCARMEX - 120,400 FOLLOWERS
 @PILOTOS (COMBINADO) - 60,300 FOLLOWERS
 @RUBENROVELO - 10,200 FOLLOWERS



NASCAR CUP SERIES - DANIEL SUAREZ

@DANIEL_SUAREZG - 152,000 FOLLOWERS
 @DANIELSUAREZGARZA - 160,000 FOLLOWERS
 @DANIEL_SUAREZG - 103,200 FOLLOWERS

LATIN AMERICA REACH

IN ADDITION TO MEXICO, REACH EXTEND TO:



ARGENTINA



BOLIVIA



CHILE



COLOMBIA



COSTA RICA



DOMINICAN REPUBLIC



ECUADOR



EL SALVADOR



GUATEMALA



HONDURAS



NICARAGUA



PANAMA



PARAGUAY



URUGUAY



PERU



VENEZUELA

* TV BROADCAST FOR U.S. HISPANIC TO BE CONFIRMED

NASCAR MEXICO SERIES - 2024 RACETRACKS



12 RACES IN MEXICO FOR 2024



CHIAPAS



MONTERREY



SAN LUIS POTOSI



GUADALAJARA



CHIHUAHUA



QUERETARO



QUERETARO



CHIHUAHUA



AGUASCALIENTES



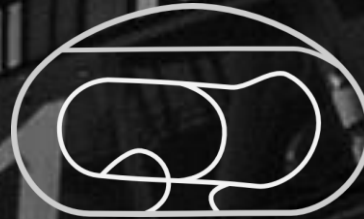
PUEBLA



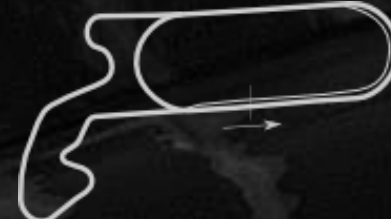
PUEBLA



CIUDAD DE MEXICO



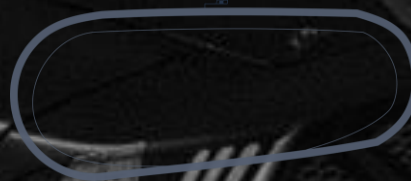
APRIL 13-14
SUPER OVALO CHIAPAS
TUXTLA GUTIERREZ, CHIAPAS



AUGUST 10 - 11
ECOCENTRO EXPOSITOR QUERETARO
EL MARQUES, QUERETARO



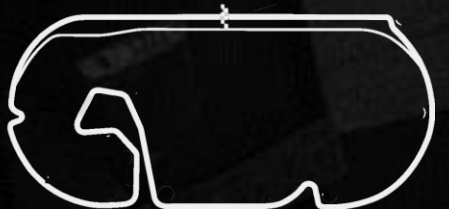
JUNE 15 - 16
AUTODROMO MONTERREY
APODACA, MONTERREY



MARCH 23 - 24 / JULY 20-21
SUPER OVALO POTOSINO
SAN LUIS POTOSI



MAY 25 - 26 / AUGUST 31 / SEPTEMBER 31
OVALO AGUASCALIENTES
AGUASCALIENTES



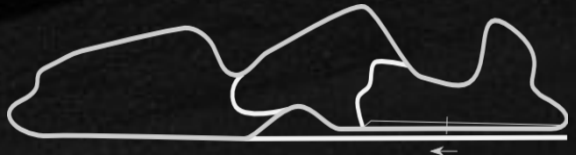
NOVEMBER 9 - 10
AUTODROMO HNOS RODRIGUEZ
MEXICO CITY, MEXICO



MAY 3 - 4
EL DORADO SPEEDWAY
JUAN ALDAMA, CHIHUAHUA



JULY 6 - 7 / OCTOBER 12 - 13
AUTODROMO MIGUEL E. ABED
AMOZOC, PUEBLA



SEPTEMBER 20 - 21 (TBD)
AUTODROMO GUADALAJARA
GUADALAJARA, MEXICO