

5,569

DRIVER OPPORTUNITIES
COMPLETED

3,250

NASCAR/TRACK
REQUESTS

2,319

DRIVER GENERATED
SUBMISSIONS

6.3K HRS

OF TIME PUT TOWARD THE
PROGRAM FROM DRIVERS

802,514

DRIVER SOCIAL FOLLOWERS GAINED
SINCE JANUARY, +4.5%

TERM 1 FINISHERS:

1. **JOEY LOGANO**
2. KYLE LARSON
3. RYAN BLANEY
4. ROSS CHASTAIN
5. DANIEL SUÁREZ

TERM 2 FINISHERS:

1. **ROSS CHASTAIN**
2. JOEY LOGANO
3. DANIEL SUÁREZ
4. CHRISTOPHER BELL
5. KYLE BUSCH

3,926,036

EARNED MEDIA MENTIONS
(FROM JAN. 1 – NOV. 9)

+17% YoY

FOR DRIVERS PARTICIPATING IN THE DAP

IMPACTFUL MEDIA HITS AND EVENTS:



**BUBBA WALLACE
ON SESAME STREET**



**CHASE ELLIOTT AT
THE ACM AWARDS**



**JOEY LOGANO ON
JIMMY KIMMEL**



**KYLE LARSON ON
THE TONIGHT SHOW**



**KYLE BUSCH ON
PAT MCAFEE**



**KYLE LARSON ON
GAMES WITH NAMES**



**KYLE LARSON ON
PAT MCAFEE**



**JOEY LOGANO AT
THE ESPYS**

"The program has been an immensely positive addition to the industry this year and has made a big impact for the drivers and fans alike. The drivers are the most fan-facing figures of the sport, and the product of this program has seen us go directly to the fans in both new and existing markets for NASCAR. It puts our industry in a position to go on offense in seeking new opportunities throughout the year which is beneficial for us as a whole."

- JOEY LOGANO