



NASCAR Turns to STATS to Create and Analyze In-Depth Racing Statistics

NASCAR was growing rapidly in 2006. Very rapidly. Its popularity was at an all-time high with fans, ranking as America's second most popular sport on television. NASCAR converted that popularity into a 40% increase in television rights and will earn an average of \$54.2 million annually in television rights through 2014. NASCAR was also enjoying an incredible upswing in corporate partners – working with one in five Fortune 500 companies.

Despite its top-tier standing, NASCAR was looking for more. NASCAR executives undertook a strategic initiative to further capitalize on exploding fan interest. Specifically, they wanted to connect with fans around statistics just as their counterparts with the NFL, MLB and NBA had done through the use of meaningful data and analysis. The goal was to find a way to better connect fans to the intricacies of racing and create new performance metrics. Enter STATS.

During a meeting with the team at STATS, NASCAR

presented a blueprint demonstrating its far-reaching concept and goals. To fulfill this mission, NASCAR needed a partner who could take the project from inception to the finish line, provide a comprehensive back-end solution and broaden the concept in a way that would satisfy a key constituency, the media, to reach its fans.

STATS was perfectly positioned for the task with fully integrated capabilities to bring the story of NASCAR racing to life through numbers and analysis. In 1981 - STATS created the high-tech sports information industry by developing sophisticated data gathering networks to deliver the most in-depth, innovative sports data services in the world. Throughout its history, STATS has applied sports information and technology to explain and enhance sports contests in a deeper, more meaningful way.

NASCAR employed STATS to create and analyze statistics in an entertaining fashion that would

educate media members and fans around the world. Each week STATS leverages NASCAR's "Loop Data" to help provide a more

STATS created the Driver Rating to provide a more complete measurement of driver performance and skill utilizing various Loop Data points; the system is akin to the passer rating in football.

STATISTICS
Season Leaders: Driver Rating
November 22, 2009

RANK	CAR	DRIVER	PTS.	STANDING POS.	HIGH RATING	DRIVER RATING
1	48	Jimmie Johnson	1	150.0	112.2	
2	11	Denny Hamlin	5	150.0	102.4	
3	24	Jeff Gordon	3	134.0	101.8	
4	2	Kurt Busch	4	150.0	101.2	
5	5	Mark Martin	2	145.6	100.3	
6	14	Tony Stewart	6	141.5	99.4	
7	18	Kyle Busch	13	149.2	97.8	
8	42	Juan Pablo Montoya	8	134.6	92.9	
9	16	Greg Biffle	7	128.5	88.3	
10	9	Kasey Kahne	10	133.4	87.5	





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Ramsey Poston, NASCAR Managing Director of Corporate Communications

complete picture of the exciting action that occurs during every lap. With multiple loops placed at various locations throughout each track, NASCAR has deep, rich information available for analysis. Included is the first-ever “NASCAR Box Score” created by STATS. This box score provides an expanded look at each race in the four prominent categories of Performance, Position, Passes and Laps.

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Among the numerous new statistics, STATS’ reports analyze driver speeds and the number of cars passed in the straight-aways and corners. Other categories of interest include “quality passes” – the number of cars in the top 15 a driver passes - and “closers” - the number of positions a driver picks up at the end of the race. Each week STATS offers a pre-race report that provides a glimpse into past performance at the upcoming track, a post-race report that analyzes each race soon after its conclusion, and a season-to-date report showing which drivers have excelled in each statistical category.

NASCAR fans now find themselves at the center of the universe with a new suite of racing information, enabling them to understand “the race within the race.” As modern technologies increase interactive capabilities, eliminate barriers, and provide a seemingly endless sea of dynamic entertainment options, content such as NASCAR’s Loop Data has become the ultra-critical component in capturing audiences.

STATISTICS
Season-to-Date Box Score

Select Season Leaders Statistic
November 22, 2009

DRIVER	CAR	MAKE	AVG. ST.	AVG. FIN.	AVG. POS.	LAPS	LED	RATING	PTS.
Jimmie Johnson	48	Chevrolet	8.3	11.1	8.7	10298 2238	112.2	6652	
Mark Martin	5	Chevrolet	9.8	13.7	11.4	9979 805	100.3	6511	
Jeff Gordon	24	Chevrolet	10.9	10.2	10.6	10398 827	101.8	6473	
Kurt Busch	2	Dodge	13.4	12.8	10.5	10334 738	101.2	6446	
Denny Hamlin	11	Toyota	14.4	13.2	11.5	10031 1380	102.4	6335	
Tony Stewart	14	Chevrolet	12.3	10.4	11.7	10468 414	99.4	6309	
Greg Biffle	16	Ford	13.9	14.0	14.7	10241 551	88.3	6292	
Juan Pablo Montoya	42	Chevrolet	12.8	14.3	13.9	10336 388	92.9	6252	
Ryan Newman	39	Chevrolet	14.3	14.7	16.5	10468 214	82.1	6175	
Kasey Kahne	9	Dodge	11.8	15.3	15.0	10180 248	87.5	6128	
Carl Edwards	99	Ford	19.7	15.1	15.5	10218 164	87.3	6118	
Brian Vickers	83	Toyota	14.8	17.3	16.8	10135 101	82.3	5929	
Kyle Busch	18	Toyota	12.3	15.4	12.4	10272 1157	97.8	4457	
Matt Kenseth	17	Ford	21.4	15.4	16.4	10070 245	83.2	4389	
Clint Bowyer	33	Chevrolet	16.6	14.9	16.2	10157 41	83.5	4359	
David Reutimann	00	Toyota	15.9	16.4	15.7	10408 101	81.6	4221	
Jeff Burton	31	Chevrolet	24.8	18.0	18.2	10382 96	76.8	4022	
Marcos Ambrose	47	Toyota	19.3	19.6	20.8	10130 19	70.9	3830	
Kevin Harvick	29	Chevrolet	20.9	19.9	18.9	10237 159	75.7	3796	



Over the past several years, the way sports content and information have been deployed has changed dramatically. Technological advancements have put sports consumers in position to receive NASCAR content in a variety of new ways. The diversity of STATS' business allows it to support every platform, including wireless and internet, the print media and televised sports broadcast production.

"We're very proud to be recognized as a partner that can disseminate its statistical information to a world wide fan base," said STATS CEO Gary Walrath. "Modern technologies are making the sports world small, and STATS is ideally positioned to deliver sports information from continent to continent on a common technology platform."

Mr. Poston and NASCAR take a long-term view of their product and believe in-depth racing statistics will grow to become a bigger part of the sport in time. "We have a 30-year view of statistics. The first two-and-a-half years with STATS and the loop data have been a great success, but it's just the tip of the iceberg as far as using objective metrics to plan and evaluate performance," says Poston.

Standings as of: Homestead

Driver	Points	Driver Rating	Avg. Running Pos.
Jimmie Johnson	6652	112.2	8.660
Mark Martin	6511	102.4	10.520
Jeff Gordon	6473	101.8	10.634
Kurt Busch	6446	101.2	11.364
Denny Hamlin	6335	100.3	11.484

Results from: Homestead

FIN	ST	CAR	DRIVER	MAKE	PTS/BONUS	LAPS	WINNINGS
1	38	11	Denny Hamlin	Toyota	195/10	267	347,975
2	26	31	Jeff Burton	Chevrolet	175/5	267	273,631
3	6	29	Kevin Harvick	Chevrolet	170/5	267	228,128
4	12	2	Kurt Busch	Dodge	165/5	267	157,275
5	1	48	Jimmie Johnson	Chevrolet	160/5	267	189,401

Best 25 Over Past Six Races as of: Homestead

NASCAR Fantasy Game Revs Toyota's Engines

Toyota became a marquee NASCAR sponsor in 2007, assembling a pool of top drivers including 18-year-old sensation Joey Logano. As a company new to the racing scene, Toyota needed to establish an identity both within the sport's consumer base and internally with employees at all levels of the company.

Toyota recognized that to fully maximize this high profile investment it was critical to foster a positive connection with NASCAR fans inside its dealerships. To do this, Toyota needed a way to provide employees a stronger and deeper association with racing while increasing awareness of the national NASCAR sponsorship. This was particularly important to those employees on the sales floor, who had direct contact with customers.

STATS offered the perfect solution by creating a NASCAR fantasy game exclusively for Toyota employees. The internal fantasy game provides a fun way for employees to immerse themselves into NASCAR and learn the sport. Today, over 2,000 Toyota employees play the game. The vested interest created by selecting a team of drivers each week generated a sense of community, passion and energy around the sponsorship, which ultimately leads to the increased possibility of a sale.

The mass popularity of fantasy sports has helped grow businesses, connecting them to a sport and its fans. This blossoming fan connection comes at a time when demand for consumer loyalty is at an all-time high. Toyota's decision to leverage the fantasy model

Next Race Information

Race: Week #22 - Centurion Boats at The Glen (August 10, 2008)
 Track: Watkins Glen International
 Status: Roster locks at 1:20 PM ET on August 10.

Week: 1st Half 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 [Scoreboard System](#)

My Drivers for Centurion Boats at The Glen

Driver Name	Car Type	Used	Avg Qual	Avg Fin	Wins	Top 5	Top 10	Avg Fantasy
Robby Gordon	Dodge	0 / 4	30.6	27.9	0	0	2	27.6
Carl Edwards	Ford	0 / 4	12.8	11.0	4	9	15	111.1
Denny Hamlin	Toyota	0 / 4	13.9	16.3	1	6	10	72.0
Tony Stewart	Toyota	0 / 4	16.6	15.7	0	7	10	75.5

Week 22 Total: 0
Overall Total: 6814

Note: The four lowest weekly team scores for all teams have been removed from the overall scores in accordance with the game rules.

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