

WELCOME

The Indianapolis Motor Speedway family extends a warm welcome to the media covering the inaugural Brickyard 400. It is our wish to see the Brickyard 400 develop its own unique traditions, and for all of us at the Speedway to build strong and lasting ties with NASCAR. We sincerely appreciate your interest in stock car racing, and hope you share our excitement in witnessing this historic sporting event.

Tony George
President
Indianapolis Motor Speedway

BRICKYARD 400 MEDIA CONTACTS

IMS Press Room:	317/247-8500	(Bill York)
Press Room Fax:	317/248-0743	
Trackside Reports:	317/243-0577	(Jan Shaffer)
Media Credentials:	317/484-6500	(Roger Deppe)
Director, IMS PR	317/248-6780	(Bob Walters)
PR Office Fax:	317/248-6759	
NASCAR/Winston Cup PR:	Kevin Triplett	317/247-8500
NASCAR Winston West PR:	Owen Kearns	317/247-8500
RJR/Winston PR:	Ty Norris	317/247-8500

**NASCAR WINSTON CUP SERIES
INAUGURAL BRICKYARD 400 - 1994 IMS SCHEDULE OF EVENTS**

Thursday, August 4, 1994 Practice & Top 20 Qualifying for Brickyard 400

Practice 9:30AM-1:30PM Qualifying 3PM (1-20), 1 lap
Public Gates Open 7AM \$10 Admission
IMS Hall of Fame Museum Open 7AM (Admission \$2)
(Credential Gates open 5 a.m.)

Friday, August 5, 1994 Practice & 2nd Round Qualifying for Brickyard 400

Practice 10AM-Noon, 1-2PM Qualifying 3PM (21-40)
Final Practice after qualifying for 1 hour
Public Gates Open 7AM \$10 Admission
IMS Hall of Fame Museum Open 7AM (Admission \$2)
(IMS Credential Gates open 5 a.m.)
(Evening: Kroger 200 NASCAR Busch Grand National Race
at Indianapolis Raceway Park*, west of Indy, 317/291-4090)

Saturday, August 6, 1994 The Inaugural Running of the BRICKYARD 400

12:15PM (400 Miles, 160 Laps on 2.5-mile oval)
Public Gates Open 6AM
Reserved Seating Sold Out No General Admission

Race Day

TV: ABC Live (Noon) RADIO: IMS Radio Network Live
IMS Hall of Fame Museum Open 6AM (Admission \$2)
(Credential Gates open 12 a.m.)

Schedule Subject to Change.

All Times Local. Indianapolis on EST (same as CDT) in August.

* Indianapolis Raceway Park is not affiliated with the Indianapolis Motor Speedway.

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INDIANAPOLIS MOTOR SPEEDWAY

STAFF / CONTACTS -- 317/481-8500

Mari George	Chairman of the Board
Tony George	President
Jeff Belskus	Senior Vice President & Treasurer
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**PRO GOLF -- SENIOR PGA TOUR
BRICKYARD CROSSING CHAMPIONSHIP, PRESENTED BY GTE**

Monday, September 19, 1994 through Sunday, September 25, 1994

Top senior golfers and legends of the game will compete for \$700,000 in prize money.

Brickyard Crossing golf course lies on both sides of the back straightaway.

Tournament Office: 317/843-4265

Tournament Director: Mark Oldham

1994 BRICKYARD 400 FACT BOOK TABLE OF CONTENTS

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- Current Winston Cup Standings
- Current Winston West Points
- Speed Chart, 2.5 Mile Track

Indianapolis Motor Speedway

- History, Other Attractions, Fast Facts, Directory, Track Map, City Map
- Indianapolis 500 Winners, Brickyard Crossing Championship Golf

Brickyard 400 Press Releases

01	4/14/93	NASCAR Schedules 1994 NASCAR Winston Cup Race
02	4/14/93	Why Now? Brickyard 400 Brings New Tradition
03	6/10/93	Top 35 Winston Cup Cars to Test at IMS Aug. 16-17
04	8/17/93	Five Official Sponsors, Broadcast Plans Announced
05	2/4/94	TV, Radio Talent Set for Brickyard 400 Broadcast
06	7/25/94	Live Brickyard 400 Broadcast Schedule
07	7/26/94	Road to the Brickyard 400: Years of Planning
08	7/27/94	81 Drivers entered in Inaugural Brickyard 400
09	7/28/94	Brickyard 400 Prize Postings Exceed \$3.2 Million
10	7/29/94	'Yardwork' Improves Safety, Sightlines
11	7/30/94	Helpful Hints for Spectators at the Inaugural Brickyard 400
12	7/31/94	Foyt Returns; 7 Indy Vets Entered in Brickyard 400
13	8/1/94	Entries Climb to 85, Practice Starts Thursday

IMS NASCAR Releases

- 1992 June Trackside Reports
- 1993 August Trackside Reports

MEDIA ADVISORY & SCHEDULE

INAUGURAL BRICKYARD 400 ADVANCE DAY WEDNESDAY, AUG. 3, 1994 INTERVIEWS, SPECIAL EVENTS, NOTES

- 8AM IMS Press Room Open (Phone 317/247-8500, contact Bill York)
- 8AM Chevrolet-Geo Environmental and Central Indiana
Chevrolet/Geo Dealer's Ceremonial Tree Planting IMS Administrative
Center
Reception & Continental Breakfast to follow at Speedway Motel
Media Contact: Doug Stokes, The Pearlman Group, 310/473-9353
- 9:30 Brickyard 400 Driver Interviews Trackside Conference
Room
to 3PM Currently Scheduled: 9:30AM TBA (Check Press Room)
10AM Geoff Brabham
10:30AM TBA
11AM Dale Earnhardt
11:30AM Ernie Irvan
2PM Jeff Gordon
2:30PM Mark Martin
3PM Darrell Waltrip
- 12 Noon: Winston Welcome Lunch (Invitation Only)
Media, Drivers, Owners, Officials
- 1:30PM THE PPG TROPHY -- Unveiling
Official Trophy for the Brickyard 400 will be unveiled in Victory Lane
- 6PM IMS Press Room Close (except to deadline media)

NOTES:

IMS Press Room will be open beginning Monday, Aug. 1, 9AM
Credential Office Open 9AM-6pm beginning Monday, Aug. 1
Winston Cup garage area open Wednesday 12 Noon until 5 p.m., per NASCAR
Daily Trackside Fax Reports will continue through Sunday, Aug. 7, the day after the race.
For telephone service in press room, contact Ameritech, Ron Wentland, 317/265-1549.
Media Fact Books will be available in Press Room Tuesday.
Graphics available of Brickyard 400 logos, IMS Construction. Call 317/248-6750.

TO PR REPS: To book your driver on "Indy Live", IMS Radio Network

evening show Wednesday or Thursday, call Brian Livingston, 317/687-4041

Brickyard 400 Schedule to follow

**NASCAR WINSTON CUP SERIES
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RJR/Winston PR: Ty Norris 317/247-8500

**INDIANAPOLIS MOTOR SPEEDWAY
TRACK & GROUNDS DIMENSIONS / QUICK FACTS**

Length of Track	2 1/2 miles (13,200')
(Measured 3' above white line/inside edge)	
2 Long Straightaways	5/8 mile each (3300')
2 Short Straightaways	1/8 mile each (660')
4 Corners	1/4 mile each (1320')
Banking in Corners	9 degrees, 12 minutes
Width of Straightaways	50'
Width in Corners	60'
Pit Area	2,175'
Infield Acreage	224 acres
Speedway Acreage	559 acres

Track dimensions & banking basically the same as when constructed in 1909

Original track surface was crushed stone & tar, resurfaced with 3.2 million heavy paving bricks in late 1909. All but mainstraight paved in asphalt during 1930s, mainstraight paved in 1961. Most bricks remain in place under current surface.

"Yard of Bricks" at start/finish line are only remaining visible bricks

Race track most recently repaved in 1988 with asphalt/iron slag compound

First Indianapolis 500 was 1911, won by Ray Harroun

78th Indianapolis 500 was May 29, 1994, won by Al Unser, Jr.

79th Indianapolis 500 is May 28, 1995

Official Track Records (Roberto Guerrero, Indy Car, 1992 Qualifying)

One Lap Average 232.618 mph (38.690 seconds)

Four Lap Average 232.482 mph (2:34.482)

This was pole winning speed for 1992 "500"

Inaugural Brickyard 400 (NASCAR Winston Cup) is Saturday, August 6, 1994

Event was announced April 14, 1993

NASCAR Winston Cup average lap speeds, based on stock car tests at the Speedway,

are expected to be in the 166-173 mph range (52-54 seconds per lap)

There have been NASCAR Winston Cup tests at the Speedway on June 22-23, 1992, and August 16-17, 1993. Several independent test sessions occurred during 1994.

With more than 250,000 permanent seats, IMS is the world's largest seating facility

INDIANAPOLIS MOTOR SPEEDWAY DIRECTORY

IMS & 500 Mailing Address: P.O. Box 24152
Speedway, IN 46224

Brickyard 400 Mailing Address: P.O. Box 24910
Speedway, IN 46224

IMS Street/Shipping Address: 4790 W. 16th Street
Indianapolis, IN 46222

IMS LOCATION: Bordered by 16th St. on the south, Georgetown Rd. on the west, and 30th St. on the north.

DIRECTIONS TO TRACK, PARKING, CAMPING, ETC.:

The Indianapolis Motor Speedway is located at the northeast corner of 16th Street and Georgetown Road in the Town of Speedway, approximately seven miles west-northwest of downtown Indianapolis. To the north, Speedway property is bordered by 30th Street. Access to the grounds is available from all Interstates entering Indianapolis, especially I-465 (Exit 16A) on the city's west side. Race Day routes to the track are clearly marked and various state and local agencies assist with traffic flow. Free infield car parking is allowed every day with paid gate admission (no campers or trucks larger than a 1/2-ton pick-up allowed in infield). The Coca-Cola Bottling plant property (Lot #1 or "Coke Lot") on the northwest corner of 25th and Georgetown, outside Turn 4, is the Speedway's largest parking area. The "Coke Lot", and other locations to the west outside the track, offer camping space on a first-come, first-served basis. No camping is allowed in the Speedway infield. For IMS parking and camping information, call 317/248-6700. Indianapolis Metro Bus (317/635-3344) also provides special event schedules and routes for race fans.

CREDENTIAL & IMS OFFICE LOCATIONS:

IMS Credentials, Ticket Operations and Safety offices are located in the new IMS Executive Office Building on the northeast corner of 16th & Georgetown outside Turn 1. Other IMS Offices are located in the Hall of Fame Museum until moving to the new building in October 1994. "248-" phone prefixes will change to "484-".

IMS PHONE DIRECTORY

General Offices: 317/481-8500
Ticket Office: 317/484-6700
Marketing/PR: 317/248-6750
Museum Office: 317/248-6747
IMS Fax: 317/248-6759
(4639)
Credentials: 317/484-6500
Press Room: 317/247-8500

Brickyard Crossing 317/244-4694
(Pro / Rollie Schroeder)
Speedway Motel: 317/241-2500
(Manager / Kelly Bailey)
IMS Gift Shop: 800/955-INDY
or 317/248-6760

TENTATIVE ENTRY LIST AS OF 8-1-94 (85 ENTRIES)
INAUGURAL BRICKYARD 400 / INDIANAPOLIS MOTOR SPEEDWAY
NASCAR WINSTON CUP SERIES

No.	Driver	Owner/Team	Car
0	Delma Cowart	H.L. Waters	93 Masters Inn Economy Ford
00w	Scott Gaylord	Geoff Burney	94 Oliver Gravity Separators Ford
1	Rick Mast	Richard Jackson	94 Big Foot - Skoal Racing Ford
2	Rusty Wallace	Penske South Racing	94 Miller Genuine Draft Ford
02	Derrick Cope	T.W. Taylor	94 Children's Miracle Network Ford
3	Dale Earnhardt	Richard Childress	94 GM Goodwrench Chevrolet
4	Sterling Marlin	Morgan McClure Racing	94 Kodak Film/Delco Chevrolet
04w	Hershel McGriff	Breezly Motorsports	94 Ford
5	Terry Labonte	Hendrick Motorsports Inc.	94 Kellogg's/Valvoline/GMAC Chevrolet
6	Mark Martin	Jack Roush	94 Valvoline/Reese's Ford
7	Geoff Bodine	Geoff Bodine Racing	94 Exide Batteries Ford
07	Geoff Brabham	Kranefuss-Haas Racing	94 Kmart Ford
8	Jeff Burton	William H. Stavola	94 Raybestos Douglas Ford
9	Rich Bickle	Harry Melling	94 Melling Engine Parts Ford
09	Stan Fox	Roulo Bros./Hemelgarn	94 Delta Faucets Chevy
10	Ricky Rudd	Rudd Performance Mtrspts	94 Tide Ford
11	Bill Elliott	Junior Johnson & Assoc.	94 Budweiser/Amoco Ford
12	Tim Steele	Bobby Allison Motorsports	94 Relife Ford
13	Kerry Teague	Jim Rosenblum	94 Linro Chevrolet
14	John Andretti	Billy J. Hagan	94 Bryant Heating & Cooling/Byrd's Cafeteria Chevrolet
15	Lake Speed	Bud Moore Engineering	94 Quality Care Ford
16	Ted Musgrave	Jack Roush	94 Family Channel Ford
17	Darrell Waltrip	DarWal, Inc.	94 Western Auto/ACDelco/Havoline Chevrolet
18	Dale Jarrett	Joe Gibbs	94 Interstate Battery Systems of America Chevrolet
19	Loy Allen, Jr.	George Bradshaw	94 Hooters Ford
20	Randy LaJoie	Richard D. Moroso	94 Fina Oil & Chemical Co. Ford
21	Morgan Shepherd	Glen Wood	94 Citgo Petroleum Ford
22	Bobby Labonte	Bill Davis	94 Maxwell House Coffee Pontiac
23	Hut Stricklin	Travis Carter	94 Camel Cigarettes Ford
24	Jeff Gordon	Hendrick Motorsports Inc.	94 DuPont Automotive Finishes Valvoline/Snickers Chevy
25	Ken Schrader	Joe Hendrick Motorsports	94

Kodiak/Valvoline/GMAC Chevy

(Entry List, Page 1 of 3)

TENTATIVE ENTRY LIST AS OF 8-1-94 (85 ENTRIES) PAGE 2
INAUGURAL BRICKYARD 400 / INDIANAPOLIS MOTOR SPEEDWAY
NASCAR WINSTON CUP SERIES

No.	Driver	Owner/Team	Car
26	Brett Bodine	Kenny Bernstein	94 Quaker State Ford
27	Jimmy Spencer	Junior Johnson & Assoc.	94 McDonald's/Mr. Pibb/Texas Pete/Snap-On Tools Ford
28	Ernie Ivan	Robert Yates	94 Texaco/Havoline Ford
29	Steve Grissom	Diamond Ridge Mtrspts	94 Chevrolet
30	Michael Waltrip	C.G. Rider	94 Pennzoil Pontiac
31	Ward Burton	A.G. Dillard Motorsports	94 Hardee's Chevrolet
32	Dick Trickle	Dean Myers	94 Skybox International Chevrolet
33	Harry Gant	Leo E. Jackson	94 Gas America/Skoal Bandit Chevy
34	Bob Brevak	Shelly Brevak	94 Scaffidi Motors/Mid States Hydraulics Ford
36	H.B. Bailey	Michelle Bailey	94 Alameda Auto Parts Pontiac
36w	Richard Woodland	Laurie Gilliland	94 Woodland Duck Farms of So. California Chevrolet
39	Joe Ruttman	Roulo Bros. Racing	94 Pedigree for Dogs/Marsh Chevy
40	Bobby Hamilton	Sabco Racing	94 Kendall Motor Oil Zippo Action Lane Pontiac
41	Joe Nemechek	Larry Hedrick	94 Meineke Discount Muffler Shops, Inc., Chevrolet
41w	Steve Sellers	Susan Welch	94 Sacramento Coca-Cola Ford
42	Kyle Petty	Sabco Racing	94 Mello Yello Kendall Uniden Pontiac
43	Wally Dallenbach Jr.	Richard Petty Enterprises	94 STP Pontiac
44	Bobby Hillin	Hardy Boys Motor Sports	94 Ford
47	Billy Standridge	Berendt Johnson	94 Standridge Auto Parts Ford
48	James Hylton	James Hylton	94 Rumble Furniture Co. Pontiac
48w	Jack Sellers	Jack Sellers	94 Bear Autmtve Coca-Cola Chevy
50	A.J. Foyt	A.J. Foyt Enterprises	94 Copenhagen Ford
50w	Mike Chase	BMR Motorsports	94 Chevrolet
51	Jeff Purvis	James Finch	94 Country Time Chevy
52	Brad Teague	Jimmy Means	94 Means Racing Ford

54	Robert Pressley	Leo E. Jackson Jr.	94 Manheim Auctions Chevy
55	Jimmy Hensley	Diane M. DeWitt	94 Ford
56	Jerry Hill	William Tierney	94 Bell Motor Company Chevrolet
57	Bob Schacht	Steve Balogh	94 Ford
58w	Wayne Jacks	Jeri Jacks	94 Imperial Palace/ Dupont Paint Pontiac

(Entry List, Page 2 of 3)

TENTATIVE ENTRY LIST AS OF 8-1-94 (85 ENTRIES) PAGE 3
INAUGURAL BRICKYARD 400 / INDIANAPOLIS MOTOR SPEEDWAY
NASCAR WINSTON CUP SERIES

No.	Driver	Owner/Team	Car
59	Andy Belmont	Jennifer Belmont	94 Metal Arrester Ford
59	Jim Sauter	Mueller Bros/Dick Simon	94 Detail C-P Herbicide Ford
60	Gary Bettenhausen	Phil & Linda Barkdoll	94 Pinnacle Motorsports Chevrolet
61w	Rick Carelli	Marshall R. Chesrown	94 Total Petroleum/Pepsi/Chesrown Auto Group Chevrolet
65	Jerry O'Neil	Heidi O'Neil	94 Chevrolet
67	Ken Bouchard	Clayton Cunningham	94 Cunningham Racing Ford
71	Dave Marcis	Marcis Auto Racing	94 Terramite Const. Equip. Chevy
75	Todd Bodine	Butch Mock Motorsports	94 Factory Stores of America Ford
76w	Ron Hornaday	Wayne Spears	94 Spears Manufacturing Chevrolet
77	Greg Sacks	Jasper Motorsports	94 USAir/Jasper Engines Ford
79	Doug French	Ted Walters	94 Chevrolet
81w	Jeff Davis	Thom Bell	94 Van-K Wheels/SBI Specialty Blanks/SRS Spclty Rim Sply Ford
82	Charlie Glotzbach	Carl Miskotten	94 Adesa Auto Auction Ford
84	Norm Benning	Norm Benning	93 Oldsmobile
86w	Butch Gilliland	Cold Duck Racing., Ltd.	94 Woodland Duck Farms of So. California Chevrolet
88	Davy Jones	U*S Motorsports	94 Ford
90	Mike Wallace	W.C. Donleavy, Jr.	94 Heilig-Meyers Ford
90w	Joe Heath	Joe Heath	93 Coors-Globe Marble&Tile Ford
91w	Robert Sprague	Bruce Latta	93 Bay Cities Motorsports Ford
92w	John Krebs	Gary Bechtel	94 Channellock Chevrolet
95	Ben Hess	Earl & Check Sadler	94 Shoney's Inn Ford
95w	Lance Wade	Dan Wade	94 J.R. Edgett Excavating Ford

98	Jeremy Mayfield	Cale Yarborough Mtrspts	94 Fingerhut Companies, Inc., Ford
99	Danny Sullivan	Chris Virtue	94 Corporate Car of Indianapolis Chevrolet

CARS ENTERED WITHOUT DRIVERS (Not included in 85 count):

41	TBA	Mike Clark	94 Ford
62	TBA	Henley Gray	94 Ford
89	TBA	Thomas Mueller	94 Ford

ENTRY CANCELLED (Not included in 85 count):

38	P.J. Jones	Bill Stroppe Motorsports	94 Amer.Racng/Eibach Sprngs Ford
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(Entry List, Page 3 of 3 -- End)

For Immediate Release

TOP 35 WINSTON CUP CARS TO TEST AT IMS AUG. 16-17

INDIANAPOLIS, June 10, 1993 -- Preparations for 1994's Inaugural Brickyard 400 stock car race begin this summer when the top 35 NASCAR Winston Cup competitors visit the Indianapolis Motor Speedway for a Monday-Tuesday public testing session, Aug. 16-17.

The Brickyard 400, scheduled August 4-5-6, 1994, was announced by Speedway President Tony George and NASCAR President Bill France, Jr., on April 14 of this year. Ticket orders for the 1994 Brickyard 400 will be accepted by mail only through the Speedway ticket office postmarked no earlier than Wednesday, Aug. 18, 1993.

Brickyard 400 ticket order forms are available by sending a postcard with your complete mailing address to: 1994 Brickyard 400, P.O. Box 24910, Speedway, IN, 46224. Indianapolis 500 ticket holders will automatically be sent a Brickyard 400 order form.

This summer's test session will be open to the public and an admission price of \$5 per person will be charged each day. No advance ticket sale for the testing session is planned.

Testing on Monday, Aug. 16, is scheduled from 11 a.m. to 5 p.m. On Tuesday, Aug. 17, the testing will run from 9 a.m. to 12 noon, and from 1 p.m. to 2:30 p.m. The Speedway will open to the public at 9 a.m. on Monday, Aug. 16, and at 7 a.m. on Tuesday, Aug. 17. Through Gate 2 (Main Gate) on 16th Street, and Gate 10 on 30th Street. Infield facilities will be open.

For the test, the Speedway will implement a new safety policy prohibiting glass containers or any cooler larger than 14 inches on Speedway grounds.

Testing participants, as determined by NASCAR based in Daytona Beach, Fla., will be those cars in the top 35 of NASCAR's car owner points standings as of the Champion Spark Plug 400 Winston Cup event at Michigan International Speedway Sunday, Aug. 15.

This will be the second NASCAR test session at the Speedway. The first was last summer, June 22-23, 1992, when nine competitors visited the famed two-and-a-half-mile oval.

... BY400-3 ...

For Immediate Release

**FIVE OFFICIAL SPONSORS, BROADCAST PLANS
ANNOUNCED FOR INAUGURAL BRICKYARD 400**

INDIANAPOLIS (August 17, 1993) -- Budweiser, Chevrolet, Delco Electronics, GM Service Parts Operations and Pennzoil are the official sponsors for the Inaugural Brickyard 400 NASCAR Winston Cup Series stock car race at the Indianapolis Motor Speedway.

ABC Sports, longtime telecaster of the Indianapolis 500, will provide live coverage of the Brickyard 400, scheduled Aug. 6, 1994.

Also announced was that the IMS Radio Network will provide the live radio broadcast of the Brickyard 400.

IMS President Tony George today joined top executives from the five corporations plus ABC Sports in making the announcement Tuesday on the second of two special practice days at IMS which brought 32 Winston Cup teams and thousands of spectators to the world's most historic auto racing facility.

Representing the five Brickyard 400 sponsors and ABC were:
Budweiser -- Tony Ponturo, VP/Corporate Media and Sports Marketing;
Chevrolet -- Jim Perkins, General Manager & General Motors VP;
Delco Electronics -- Dave Bastin, Director of Marketing;
GM Goodwrench/AC-Delco -- Brent Snelson, Director of Advertising and Sales Promotion;
Pennzoil -- Bill Welcher, Group VP/Marketing;
ABC Sports -- David Downs, VP/Programming.

Each of the corporate representatives were introduced to the practice day crowd from the Speedway's victory stand in pit lane.

"The Speedway welcomes each of these Official Sponsors on board as a marketing partner in the running of the first Brickyard 400," commented George. "We are delighted and honored to announce their participation in this new chapter of auto racing history when NASCAR's Winston Cup Series comes to the Brickyard."

The Indianapolis Motor Speedway has carried the "Brickyard" nickname since 1909, when 3.2 million Culver paving bricks made up the racing surface of the 2.5-mile oval.

Official Sponsor status for the Inaugural Brickyard 400 involves several advertising and marketing opportunities, including the live television and radio broadcasts, in-market promotions and on-site presence. Others specifics were not released.

- continued -

BRICKYARD 400 SPONSORS, TV Page 2

Chevrolet also announced that its 1995 Monte Carlo will be the Official Pace Car for the Brickyard 400. Chevrolet has provided the pace car for a record nine Indianapolis 500s. Perkins was the driver of the 1993 Camaro Z28 which paced this year's race.

ABC has provided television coverage of the Indianapolis 500 since 1965 and has done a live national telecast of the Memorial Day Classic since 1986. The 1994 Brickyard 400 live broadcast will begin at 12 noon, local time (1 p.m. Eastern).

The Indianapolis ABC affiliate, WRTV-6, will carry the ABC Brickyard 400 telecast on a same-day tape delay basis as it has the past two years with the Indianapolis 500.

Budweiser brand of Anheuser-Busch, St. Louis, Mo., the world's largest brewer, is among the most active sponsors in American motorsports.

Delco Electronics, subsidiary of GM Hughes and based in Kokomo, Ind., is one of the world's leading manufacturers of automotive electronic equipment.

GM Service Parts Operations includes AC/Delco and GM Goodwrench and has been heavily involved as a sponsor with the various NASCAR racing divisions for several years.

Pennzoil Products Company of Houston, Texas, is the nation's top seller of motor oil and has a rich tradition of racing sponsorship spanning more than 60 years.

... BY400-4 ...

For Immediate Release

TV, RADIO TALENT SET FOR BRICKYARD 400 BROADCAST

INDIANAPOLIS, February 4, 1994 -- Five of auto racing's most talented and best-known broadcasters will anchor the live television and radio coverage of the Inaugural Brickyard 400 NASCAR Winston Cup race at the historic 2.5-mile Indianapolis Motor Speedway on Saturday, August 6, 1994.

IMS President Tony George, in concert with ABC Sports and the IMS Radio Network, made the announcement.

Paul Page, host, Bob Jenkins, play-by-play, and Benny Parsons, analyst, comprise the ABC Sports television announce team. Jenkins and Parsons are best known for their many years of partnership presenting NASCAR Winston Cup racing on TV.

For the IMS Radio Network, Mike Joy will provide play-by-play for the live worldwide radio broadcast of the Brickyard 400 alongside veteran NASCAR analyst Ned Jarrett.

The complete roster of TV and radio talent for the "400" and complete programming list will be announced at a later date.

"We wanted a broadcast team that would be the best of the best," George commented. "We feel sure both the Brickyard 400 and the fans will be well-served by their knowledge and talent."

Paul Page's racing roots are in Indy, where he anchored the "500" live radio coverage from 1977 through 1987. Since 1988 he has been lead commentator for ABC's award-winning Indianapolis 500 telecast. Page also is the TV anchor for the PPG Indy Car World Series and the International Race of Champions.

Bob Jenkins has anchored motorsports coverage at ESPN since that network came on line in 1979. He is host of the popular ESPN weekly racing report "SpeedWeek" and has been the radio voice of the Indianapolis 500 since 1990.

Benny Parsons is a popular former NASCAR Winston Cup champion (1973) who won a 1989 CableACE Award as the best sports analyst on cable television in his first year on the job. Parsons has been a fixture in stock car racing broadcast coverage since retiring from a 25-year racing career after 1988.

Mike Joy, a respected and versatile motorsports journalist, has been the pit road expert for CBS-TV since 1983 and has anchored the Nashville Network's live coverage of NASCAR racing since it began in 1991.

Ned Jarrett is a two-time Winston Cup champion (1961 and 1965). He is a racing analyst for CBS-TV and ESPN, hosts TNN's "Inside Winston Cup" show and has a daily syndicated radio program, "World of Racing", which airs on 260 stations.

...BY400-5...

For Immediate Release

**LIVE BRICKYARD 400 BROADCAST SCHEDULE
INCLUDES RACE, QUALIFYING, HIGHLIGHTS**

INDIANAPOLIS, July 25, 1994 -- An unprecedented lineup of live network event coverage, including both days of qualifying and a QVC merchandising program, will be broadcast during the inaugural Brickyard 400 NASCAR Winston Cup stock car race at the Indianapolis Motor Speedway. The race is Saturday, Aug. 6.

ABC Sports and ESPN have scheduled eight hours of live TV coverage over the three-day event which begins Thursday, August 4. QVC, the interactive shop-at-home cable network, will air a three-hour Brickyard 400 merchandising show Friday evening.

The Indianapolis Motor Speedway Radio Network, with more than 400 stations in America plus Armed Forces Radio and LeSea Broadcasting worldwide, will present 11 hours of qualifying, call-in talk shows, pre-race and race coverage.

Five of auto racing's most talented broadcasters will anchor the live television and radio coverage of the historic event.

Paul Page will serve as host of the ABC Sports telecast, with Bob Jenkins handling the TV play-by-play and 1973 Winston Cup champion Benny Parson's as analyst.

For the IMS Radio Network, veteran anchor Mike Joy will handle the play-by-play. Two-time Winston Cup titlist Ned Jarrett will serve as analyst.

Times listed are local Indianapolis time, which remains Eastern Standard Time year round. Check local listings for times and stations.

... BY400 94-06 ...

For Immediate Release

**THE ROAD TO THE BRICKYARD 400;
YEARS OF DISCUSSIONS, TESTING, PLANNING**

INDIANAPOLIS, July 26, 1994 -- When the field rolls away for the start of the inaugural Brickyard 400 on Saturday, Aug. 6, it will be the culmination of years of discussions and planning by the Indianapolis Motor Speedway and NASCAR.

"There's been a lot of talk and speculation going back as far as the late '70s," recalled Speedway President Tony George. "Over time, NASCAR has become more popular and they wanted to expand out of the southeast. The timing and opportunity were there to pursue it."

Perhaps the actual "first step" was nearly 50 years ago, when Tony Hulman bought the Indianapolis Motor Speedway and rekindled the "500". As Bill France founded and developed NASCAR, there were even in the earliest days rumblings about a stock car race at Indy. In the 1940s and 50s, it was an idea whose time had not come. But through the growth decades of the 1960s and 70s, and especially the 80s, the idea became more realistic.

The defining step toward making the Brickyard 400 a reality came in late December, 1991, when the IMS Board of Directors decided to actively pursue hosting a Winston Cup event. Next came June 22-23, 1992, when nine NASCAR drivers undertook a "Goodyear Tire Test" at the fabled Brickyard 2 1/2-mile oval. It was an historic moment for the nine -- Bill Elliott, Kyle Petty, Ricky Rudd, Dale Earnhardt, Darrell Waltrip, Ernie Irvan, Mark Martin, Rusty Wallace and the late Davey Allison.

The NASCAR veterans were eager to absorb the history and tradition of the Speedway, as Petty used a home video camera to record the proceedings and Wallace raced to become first on the track and autographed a brick at the start-finish line.

After the test, discussions started in earnest and, on Wednesday, April 14, 1993, in the Speedway's Hall of Fame Museum, the Brickyard 400 was formally announced by Speedway president Tony George and NASCAR president Bill France, Jr. NASCAR champions Dale Earnhardt, Bill Elliott and Darrell Waltrip were also on hand that day, and a second test was scheduled Aug. 16-17, 1993, in which 32 drivers participated.

Retired seven-time Winston Cup champion Richard Petty took some ceremonial trips around the oval prior to donating his #43 STP Pontiac to the Speedway's Hall of Fame Museum. "Ceremonial" meant 151 miles an hour, to the cheers of the crowd.

Brickyard 400 ticket sales opened to the public on Aug. 18. There was a crush of

demand and the race was a sellout almost a year in advance. "It was overwhelming," George said. "I knew the response would be great, but didn't know it would be that great."

... BY94-07 ...

**For Immediate Release
adds)**

(Entry list follows, 3

81 DRIVERS ENTERED IN INAUGURAL BRICKYARD 400

INDIANAPOLIS, July 27, 1994 -- Five NASCAR Winston Cup champion drivers are listed on a tentative entry list of 81 drivers and 84 cars -- among the largest in series history -- for the inaugural Brickyard 400 on Saturday, Aug. 6 at the Indianapolis Motor Speedway.

Six-time and defending Winston Cup titlist Dale Earnhardt (1980, 1986, 1987, 1990, 1991 and 1993), Rusty Wallace (1989), Bill Elliott (1988), Darrell Waltrip (1981, 1982, 1985) and Terry Labonte (1984) are entered and have won NASCAR's highest honor. Ernie Irvan, current leader of the Winston Cup Series points (2,739 to 2,723 over Earnhardt) also joins a full cast of NASCAR Winston Cup and Winston West drivers.

They will all be competing for 40 starting spots, plus four provisional berths, which could make the field as large as 44. Those additional four spots, assigned after time trials determine the top 40, go to (2) "top 35" cars in 1994 points, (1) "top 5" Winston West car and (1) past Winston Cup champion. The biggest starting field in Speedway history is 42 in the 1933 Indianapolis 500.

The tentative entry list shows:

-- Hershel McGriff at 66 (12/14/27) and Jeff Gordon, who turns 23 on Busch Pole Day Aug. 4, are the oldest and youngest drivers. McGriff was among the historic group who raced in the first Southern 500 in 1950 at Darlington. Gordon returns "home" to nearby Pittsboro, Ind., where he got his start in the United States Auto Club ranks.

-- Four-time Indianapolis 500 winner A.J. Foyt Jr. and 1985 winner Danny Sullivan, plus "500" vets John Andretti, Geoff Brabham, Gary Bettenhausen, Stan Fox and Davy Jones.

-- Daytona 500 winners Sterling Marlin (1994), Dale Jarrett (1993), Ernie Irvan (1991), Derrike Cope (1990), Darrell Waltrip (1989), Elliott (1985, '87), Geoff Bodine (1986) and Foyt (1972).

-- Champions from other NASCAR series: Ron Hornaday Jr. (Southwest Tour, 1992, '93), Mike Chase (Southwest Tour, 1987), Carelli (Southwest Tour, 1991; Winston West, 1993), Michael Waltrip (Goody's Dash, 1983), Jimmy Spencer (Modified Tour, 1987), McGriff (Winston West, 1986), Steve Grissom (Busch Grand National, 1993), Bobby Labonte (Busch Grand National, 1991), Joe Nemechek (Busch Grand National, 1992).

-- Champions from other racing series: Foyt (USAC championship cars, 1960, '61, '63, '64, '67, '75, '79; USAC Silver Crown, 1972), Sullivan (PPG Indy Car, 1988), Bettenhausen (USAC Silver Crown, 1980, '83; USAC Sprint cars, 1969, '71), Ken Schrader (USAC Silver Crown, 1982; USAC sprint cars, 1983), Jeff Gordon (USAC Silver Crown, 1991; USAC midgets, 1990), Bob Brevak (ARCA Supercar, 1990), Brabham (IMSA Camel GT, 1988, '89, '90, '91; SCCA Super Vee, 1979), Wally Dallenbach Jr. (SCCA Trans Am, 1985, '86).

-- Fourteen drivers from the Winston West tour.

The inaugural Brickyard 400 is scheduled for 12:15 p.m., Eastern Standard (Indianapolis) Time. ABC Sports and the Indianapolis Motor Speedway Radio Network will broadcast the race live. ESPN will air qualifying live Thursday and Friday afternoons.

... BY94-08 ...

For Immediate Release

BRICKYARD 400 PRIZE POSTINGS EXCEED \$3.2 MILLION,

WINNER'S SHARE WILL BE APPROXIMATELY \$500,000

INDIANAPOLIS, July 28, 1994 -- Additional prize postings announced by the Indianapolis Motor Speedway have pushed the total posted awards for the inaugural Brickyard 400 past \$3.2 million, and guarantee the champion nearly a half million dollars.

The initial Brickyard 400 prize posting by NASCAR and the Speedway, announced on the event entry form earlier this month, was \$2,687,249, with \$245,500 going to the winner. IMS has announced additional event awards of approximately \$519,000, led by a \$200,000 PPG Trophy winner's award, the \$50,000 Busch Pole Award, and \$64,000 in lap prize money, assures a total posting of more than \$3.2 million for the Winston Cup Series event.

Other special race day awards include the \$25,000 "Leadership" award to the lowest qualifier to lead the race from ADESA Corp.; the \$25,000 EDS "Courage to Lead" award to the leader of the most race laps; the \$20,000 DowElanco "Milestone" award split among the leader at miles 100, 200, 300 and 400; a \$10,000 Premier Performance Award (\$5,000 each) for the best team and individual mechanical skills; and several other awards.

The Brickyard 400 winner will receive the \$245,500 prize on the original entry form, plus \$200,000 from PPG, \$10,000 and a champion's ring from Herff Jones, an Official Brickyard 400 Monte Carlo Pace Car from Chevrolet, a \$10,000 "Photo Finish" award from Kodak and potentially several other cash prizes of \$5,000 each. With lap prize money and other awards available, the winner could surpass \$500,000.

Pole Day awards are highlighted by the \$50,000 bonus from Busch beer to the pole sitter; \$10,000 and a Starcraft luxury van to the car owner of the polesitter; \$10,000 to the front row (\$5,000 each) from GTE; and other qualifying cash prizes bringing the total to \$100,000. Among the most unique awards are \$5,000 to the "Oldest Starting Driver", courtesy of Construction Service, Inc. (Hershel McGriff is the oldest driver entered at 66); and \$5,000 to the Youngest Starting Driver (Jeff Gordon is the youngest driver entered at 22).

Lap prizes of \$400 per lap for 160 laps total \$64,000 are offered by the Citizen's Speedway Committee of the Indianapolis Chamber of Commerce and funded by several corporations and individuals.

NASCAR will supply a complete listing of Brickyard 400 prizes to all entered race teams. A full list of race and qualifying prizes, plus all lap prize donors, will be listed in

the Official Brickyard 400 Program (\$8 each) available at the event, or by phone at 1-800-955-INDY (4639) or 317/484-1994.

... BY94-09 ...

For Immediate Release

Advisory, Schedules to Follow

'YARDWORK' IMPROVES SAFETY, SIGHTLINES

INDIANAPOLIS, Summer, 1994 -- Since the announcement of the inaugural Brickyard 400 in April, 1993, NASCAR teams have been spending time getting acquainted with the Indianapolis Motor Speedway. What they have found at the world's premier automobile racing track is an updated facility ready for one of the sport's most historic events.

Change is almost as constant as tradition at the 85-year-old Brickyard, which christened the first Indianapolis 500 in 1911. In preparation for the arrival of Winston Cup stock cars this summer, and as part of routine physical updates for the annual "500", many significant changes will greet NASCAR's best.

Even by Indy standards, work at the 'Yard has been extensive.

In 1993 a new, higher steel-reinforced high-grade concrete outer retaining wall -- a foot thick and 42 inches high -- was completed around the entire two-and-a-half-mile oval. Atop the wall is all new, state-of-the-art, high-strength fencing soaring nearly 20 feet high.

Driver safety was enhanced by new warm-up lanes, 12 feet inside the race surface, in all four corners to separate the fast traffic from slower cars warming up, exiting or entering pit lane. A new fence along the inside of Turn 1 provides added safety for the fans.

A 30-inch wide strip of asphalt, textured with saw-cut rumble strips, has replaced the old warm-up lanes next to the track which made for wider and more dangerous corners. The strip enforces the "white line" rule, keeping the drivers in-bounds on the race surface and reducing the risk of head-on collisions with the outer wall.

To improve the sightlines of the fans, a quarter-mile length of 40-row grandstands from Turn 3 to Turn 4 added thousands of prime viewing seats for action in the north end.

Completed in the spring of 1994 is an all-new pit area, renovated to provide more workspace for crews behind the pit wall. Pit lane was also completely repaved in asphalt and concrete with new steel-reinforced concrete wall structures on both sides. Also this year, the historic 33-place scoring pylon on the main straightaway is brand new for 1994, and a redesigned hydraulic Victory Circle is ready for the inaugural Brickyard 400 champion.

"It has been a major undertaking," says Speedway president Tony George of the

program, "but it was all work we felt had to be done for both the Indianapolis 500 and the Brickyard 400. It is our philosophy to reinvest heavily in the race track to make this as nice a racing facility for the fans and competitors as you'll find anywhere in the world. The philosophy works, and we plan to continue that practice in the future."

... BY94-10 ...

For Immediate Release

HELPFUL TIPS FOR SPECTATORS AT THE INAUGURAL BRICKYARD 400

INDIANAPOLIS, July 30, 1994 -- It's a new race at an old facility, and a new venue for an established racing series. Spectators coming to the Indianapolis Motor Speedway for the inaugural Brickyard 400 NASCAR Winston Cup stock car race will be witness to a very new event, and most assuredly a departure from the routine.

For the veteran Indianapolis 500 fan, it'll be a three-day event instead of a 23-day event. It will be run by NASCAR, not USAC. The cars will line up two abreast instead of three abreast. Qualifying is one lap, not four; and happens over two days, not two weekends. Forty cars will qualify for starting spots, not 33. NASCAR has up to four provisional spots available, the "500" has none. It will be 160 laps, not 200. It will be very, very loud.

For the veteran NASCAR Winston Cup traveler, it'll be a new event at an unexplored facility older than NASCAR itself. The Speedway was built in 1909. NASCAR was founded in 1947. No camping is allowed in the Speedway infield, although camping space (call 317/484-6700) abounds around the perimeter of the track. No vehicles larger than a 1/2-ton truck are allowed in the infield (except for race team and official support vehicles). Unlike virtually all other ovals, sightlines are restricted by 100-year-old trees in the infield -- you cannot see all the way around the track.

For the Indy veteran, the Thursday and Friday operation of the track resembles traditional qualifying days: all stands are open, admission is \$10 per person per day, and sizable crowds are expected. Practice starts mid-morning; qualifying is at 3 p.m.

A first-timer at Indy needs to know that a race day ticket is not good for admission on practice days. A \$10 admission charge is separate and payable at the gate, or advance gate passes for Thursday and Friday are on sale at the IMS Ticket office located in the new building, the IMS Administrative Center, at 16th St. and Georgetown Rd. outside Turn 1.

Fans are welcome to carry in their own food and beverage, but are advised that coolers are limited to 14 inches, and no bottles or glass containers of any type are allowed. Fans who prefer not to "pack a lunch" are advised that IMS concessions has a diverse menu and is one of the world's largest single-site operations of its kind.

A key difference in the infield from the month of May is the absence of bleacher stands in Turns 2, 3 and 4. Bleachers remain only in Turn 1. Infield parking is available all three days, but extra spacing has been added between the race track and the public areas and the backstraight mounds will be closed. Admission race day requires a reserved seat ticket, all of which sold out as soon as they went on sale a year ago.

Perhaps the best advice on parking, because most of the seating areas are located outside the track, is to park in an outside lot following the directions of state and local police. Only Tower Terrace, Tower Suites, and First Turn Terrace seats are in the infield.

And a final note for the Indy newcomer: Indianapolis remains on Eastern Standard time year round, which means that local time in the summer is the same as

Central Daylight, or Chicago time. The Brickyard 400 will start at 12:15 local time, Saturday, Aug. 6. It will be broadcast live on ABC television and on more than 450 IMS Radio Network stations.

... BY94-11 ...

For Immediate Release

Press Room Opens Monday: 317/247-8500

**FOYT RETURNS TO WHEEL, HEADS LIST OF 7
INDY 500 VETS ENTERED IN BRICKYARD 400**

INDIANAPOLIS, July 31, 1994 -- A.J. Foyt, Jr., the Indianapolis 500's first four-time winner, heads a list of seven "500" veteran drivers entered in next Saturday's historic Brickyard 400 NASCAR Winston Cup stock car race at the Indianapolis Motor Speedway.

The veterans include 1985 Indy winner Danny Sullivan, current NASCAR regular John Andretti, Geoff Brabham, Gary Bettenhausen, Stan Fox and Davy Jones.

Foyt returns to the scene of his greatest victories for another turn at the wheel after retiring in an emotion-charged, impromptu ceremony the morning of "500" pole qualifying on May 15, 1993.

"I retired from Indy car racing," said the popular Foyt recently, presumably with his broad Texas grin. "I never said anything about quitting stock car racing."

Foyt, 59, started 35 consecutive Indianapolis 500s from 1958 through 1992, winning in 1961, 1964, 1967 and 1977. Only Al Unser and Rick Mears have matched his four wins.

In addition, Foyt is one of only two drivers to win both an Indianapolis 500 and a Daytona 500. He won the Daytona 500 in 1972 and also took the Firecracker 400 at Daytona in both 1964 and 1965. Mario Andretti also won both of the nation's premier events, winning at Daytona in 1967 and Indy in 1969.

Sullivan is an 11-time Indy vet who, after winning in 1985, started in the middle of the front row for the 1986 and 1988 editions of the "500." In May, he served as a color analyst for ABC Sports' telecast of the race.

Andretti, a seven-time Indy starter, made history in May by becoming the first driver to start both the "500" and the Coca Cola 600 at Charlotte, N.C., for Winston Cup cars on the same day. He is the only "500" veteran competing fulltime in the 1994 Winston Cup series.

Brabham is a four-time IMSA Camel GTP champion and a 10-start Indy veteran. His best finish at Indy is fourth (1983). His "400" ride is fielded by former Ford motorsports director Michael Kranefuss and Indy car owner Carl Haas for the Brickyard 400. Veteran NASCAR crew chief Tim Brewer lends his talents to the effort.

Bettenhausen has 21 "500" starts and led the race for 138 laps in 1972 before being sidelined by an ignition problem. He is also a stock-car veteran, starting his United States Auto Club career in the USAC stock-car series in 1963.

Fox, a seven-time Indy vet, is a versatile driver who has competed in United States Auto Club short-track ranks and Auto Racing Club of America (ARCA), NASCAR Southwest Tour and Winston Cup stock car events. His best Indy finish was seventh in 1987.

Jones is a three-time "500" starter whose best finish was seventh in 1989.

Practice and qualifying for the first 20 spots in the Brickyard 400 field are scheduled Thursday, Aug. 4, with practice and the final 20 spots and provisionals to be

determined Friday, Aug. 5. The Brickyard 400, to be aired by ABC TV and the IMS Radio Network, is scheduled to begin at 12:15 p.m., Eastern Standard (Indianapolis) Time this Saturday, Aug. 6.

... BY94-12 ...

For Immediate Release

IMS Press Room Open, 317/247-8500

ENTRIES CLIMB TO 85; PRACTICE STARTS THURSDAY

INDIANAPOLIS, Aug. 1, 1994 -- Eighty-five drivers are now entered in the inaugural Brickyard 400 as the NASCAR Winston Cup Series makes final preparations to arrive at the Indianapolis Motor Speedway and begin practice and one-lap qualifying Thursday.

A civic welcome and rally is planned Tuesday noon at the circle downtown with several NASCAR Winston Cup semi-trucks slated to arrive. NASCAR practice does not start until Thursday at 9:30 a.m. on the famed two-and-a-half-mile oval, but teams will begin moving into garages and undergoing technical inspections at mid-day Wednesday.

No race cars will be on the track until Thursday.

The Speedway Hall of Fame Museum will be open Wednesday (admission \$2 per person, 16 & under free), and bus tours of the race track are available (\$2 per person), but all other infield facilities are closed to the public until Thursday when gates open at 7 a.m. Admission price to the grounds is \$10 per person beginning Thursday. The Hall of Fame Museum, located in the Speedway infield and open year round, will remain open throughout race weekend. Public gates open at 7 a.m. Thursday and Friday, and 6 a.m. race day.

Last Wednesday 80 drivers and 83 entries were announced. That list is now 85 drivers, plus three cars with no driver listed and one cancellation. A total of 89 entries have been received at NASCAR offices in Daytona Beach, Fla.

Additional entries since Wednesday include ("w" denotes Winston West entry):
Lance Wade, Car 95w, Dan Wade, owner; 94 J.R. Edgett Excavating Ford.
Jerry Hill, Car 56, William Tierney, owner; 94 Bell Motor Company Chevrolet.
Ken Bouchard, Car 67, Clayton Cunningham, owner; 94 Cunningham Racing Ford.
Jack Sellers, Car 48w, Jack Sellers, owner; 94 Bear Automotive Coca-Cola Chevrolet.
Delma Cowart, Car 0, H.L. Waters, owner; 94 Master's Inn Economy Ford.
Driver TBA, Car 41, Mike Clark, owner; 94 Ford.

Also, Joe Ruttman has been named driver of the No. 39 Roulo Bros., Chevy; Ben Hess has been named driver of the No. 95 Earl & Check Sadler Ford; and the Bill Stroppe Ford entry for P.J. Jones has been cancelled.

Qualifying for the pole position and top 20 starting spots begins at 3 p.m. Thursday. Friday practice begins at 10 a.m. with qualifying for the final 20 spots again at 3 p.m. Race day tickets are sold out, and no race day general admission will be sold.

The Brickyard 400, broadcast live by ABC-TV and the IMS Radio Network, begins at 12:15 p.m. EST (local time, 1:15 p.m. EDT).
... BY94-13 ...

IMS MEDIA CREDENTIAL NOTES

Things you should know about IMS / Brickyard 400 credentials:

1. Your IMS / Brickyard 400 credential is NOT race day gate admission on Saturday, Aug. 6 (or on race rain date, if necessary). A Brickyard 400 media race day ticket will be provided to qualified media by IMS Credentials. This ticket must be presented for entrance to the grounds on race day.
2. All media credentials will provide IMS gate access on Thursday, Aug. 4, and Friday, Aug. 5. None provide race day gate admission.
3. Media should be aware that Wednesday, Aug. 3, will be a Brickyard 400 media advance day at IMS, with several functions and interviews planned.
4. Complimentary seat tickets are not available.
5. Not all media credentials provide access race day. Many are Thursday/Friday only.
6. **Hot Pit Access is severely restricted** on race day. Media credentials allow access in the pit area on Thursday and Friday, and until approximately 45 minutes prior to the start of the race. A No. 11 (writer/broadcaster) or No. 10 (photographer) pass is not a hot pit pass.
7. If you have further questions, please contact Roger Deppe at 484-6500.

ONE-ON-ONE MEDIA RADIO

ONE ON ONE Sports is using the Brickyard 400 as a test for special low-frequency, low-power audio broadcast of the race, similar to the systems used at golf tournaments. With the help of Chevrolet, ONE ON ONE is providing 300 sets of acoustic headphones with a five channel radio receiver. This will carry the TV, IMS Radio, IMS Public Address, Press Box Public Address and Media Room/Press Conference Room Public Address (including post-race interviews) audio signals. Interested media may "sign-out" a radio/headphone on race day either in the press room or in the press box, and return it after the race.

IMS MEDIA FACILITIES/SERVICES

Press Room

Located behind the South Tower Terrace outside the west fence of the garage area. Access is by No. 11 credential, an "MR" sticker on another credential, and a very limited number of No. 10 photo passes. The Press Room does not have facilities for photographers.

Contact Bill York, 317/247-8500 direct, or track extension 550. Splitter audio board in south room behind beverage service area.

Daily Trackside Report

IMS publishes the Daily Trackside Report, which is available in the Press Room. We also provide a daily fax service worldwide to accredited media outlets. If you are interested in the fax service, please call the press room at 317/247-8500.

Press Box

Operates only on race day, and is located in the Paddock Penthouse on the outside of the track overlooking the main straightaway. It is a single deck structure underneath the upperdeck of the paddock. Access is through Tunnel 6 under the start/finish line, south (left) to Stairway No. 2. You must have a Press Box Access card. OK to visit Thursday and Friday, but it will not be staffed.

Trackside Conference Room

Located on the north side of the Gasoline Alley "chute", ground level, in Tower Terrace. This is generally reserved for print media interviews, although radio and TV crews are welcome for pre-race. As a general rule, this is not a convenient location for photographers. All press conference are broadcast in the press room on closed circuit TV and audio. Post Race winner's interview access is highly restricted. Expect to get your champion's interview over the press room PA, or over the One-On-One media courtesy radio.

TV/Radio Interviews -- Post Qualifying and Post Race

IMS will set up electronic media bullpens, much like it does for the "500", in order to provide TV and radio stand-ups. Current plans call for these qualifying interviews in pit lane, and the post race interviews to be done in front of the Goodyear tire center in the garage area. Since this is our first time through, stay tuned for last-minute changes. IMS Media Staff will try to keep everyone advised.

Photographers

AP, Indianapolis Star, Indianapolis News and UPI have locations under the Tower Terrace suites, near the television edito studios, in Tower Terrace near the ABC coumpound just north of the Flag Lot (The Flag Lot is behind the Control Tower). Also, IMS Photography Dept. (Ext. 772), directed by Ron McQueeney, is willing to help professional photographers get acclimated to first-time IMS experiences.

INDIANAPOLIS MOTOR SPEEDWAY HISTORY

The 2.5-mile Indianapolis Motor Speedway was opened in 1909 as an automotive testing and competition facility at a time when the burgeoning car industry was thriving in Indiana. The Speedway's first series of races in late 1909, which included motorcycles and many types of cars, caused the track's original crushed stone and tar surface to break up badly. The Speedway was immediately repaved with 3.2 million bricks and has been known as the "Brickyard" ever since (most of those bricks remain in place today under the Speedway's modern asphalt surface). Three race dates on the bricks in 1910 gave way to just one spectacular race in 1911, when the Indianapolis 500 was born as the supreme test of speed and durability for both car and driver.

The Indianapolis 500 marks its 79th running on May 28, 1995. Since 1911 it has been scheduled for the Memorial Day holiday each year except during the two World Wars (1917-18, 1942-45). Until 1994, the "500" was the only annual race at the Speedway. A new tradition begins with the Inaugural Brickyard 400 for NASCAR Winston Cup stock cars on Saturday, August 6.

There have been only three owners of the Speedway. Carl G. Fisher was its founder, and he sold it to WWI flying ace Capt. Eddie Rickenbacker in 1927. Rickenbacker then sold it to Tony Hulman of Terre Haute, Ind., in late 1945. It was early in Hulman's tenure that the Indianapolis 500 came to be known as "The Greatest Spectacle in Racing". Hulman died in 1977. His daughter, Mari Hulman George, today is IMS Chairman and her son, Tony Hulman George, is IMS President. Under the Hulman George family's leadership, the Speedway's facilities are constantly replaced and modernized to ensure its historic stature as "The Greatest Race Course in the World" and "The Capital of Auto Racing".

INDIANAPOLIS MOTOR SPEEDWAY / OTHER ATTRACTIONS

Hall of Fame Museum: Located in the Speedway infield and home to the world's most diversified automobile collection, the Hall of Fame Museum is first and foremost the showplace of Indianapolis 500 and Indianapolis Motor Speedway history. Opened in late 1976, the museum is open 9-5 every day of the year except Christmas. Admission is \$2 (under 16 free). Narrated track tours are available for \$2. (317/248-6747).

Official Trackside Gift Shops: Located at the the IMS Hall of Fame Museum and throughout the grounds during events, they are the official source for Indianapolis Motor Speedway, Indianapolis 500 and Brickyard 400 merchandise. Mail order catalogues are available by dialing 1-800-955-INDY (4639).

Brickyard Crossing: Golf has been included in the Speedway landscape since 1929. Brickyard Crossing is a championship caliber, 18-hole redesign by noted golf course architect Pete Dye of the Speedway's previous 27-hole layout. The course, open to the public, lies on either side of the Speedway's back straightaway (holes 7, 8, 9 and 10 are in the infield). The Golf Shop and driving range are located outside Turn 2 at the Speedway Motel. Brickyard Crossing is the home course of PGA Tour pro Jim Gallagher, Jr. (317/244-4694)

Brickyard Crossing Championship, Presented by GTE: Scheduled Sept. 19-25, 1994, this Senior PGA Tour event marks the first professional tournament at Brickyard Crossing, and the first tour event at the Speedway since 1967. (317/843-4265)

The Speedway Motel: Year-round dining, lodging and conference facilities are

housed on 16th Street just east of the Speedway's main entrance. (317/241-2500).

INDIANAPOLIS MOTOR SPEEDWAY TRACK & GROUNDS DIMENSIONS / QUICK FACTS

Length of Track	2 1/2 miles (13,200')
(Measured 3' above white line/inside edge)	
2 Long Straightaways	5/8 mile each (3300')
2 Short Straightaways	1/8 mile each (660')
4 Corners	1/4 mile each (1320')
Banking in Corners	9 degrees, 12 minutes
Width of Straightaways	50'
Width in Corners	60'
Pit Area	2,175'
Infield Acreage	224 acres
Speedway Acreage	559 acres

Track dimensions & banking basically the same as when constructed in 1909

Original track surface was crushed stone & tar, resurfaced with 3.2 million heavy paving bricks in late 1909. All but mainstraight paved in asphalt during 1930s, mainstraight paved in 1961. Most bricks remain in place under current surface.

"Yard of Bricks" at start/finish line are only remaining visible bricks

Race track most recently repaved in 1988 with asphalt/iron slag compound

First Indianapolis 500 was 1911, won by Ray Harroun

78th Indianapolis 500 was May 29, 1994, won by Al Unser, Jr.

79th Indianapolis 500 is May 28, 1995

Official Track Records (Roberto Guerrero, Indy Car, 1992 Qualifying)

One Lap Average 232.618 mph (38.690 seconds)

Four Lap Average 232.482 mph (2:34.482)

This was pole winning speed for 1992 "500"

Inaugural Brickyard 400 (NASCAR Winston Cup) is Saturday, August 6, 1994

Event was announced April 14, 1993

NASCAR Winston Cup average lap speeds, based on stock car tests at the Speedway,

are expected to be in the 165-170 mph range (53-55 seconds per lap)

There have been NASCAR Winston Cup tests at the Speedway on June 22-23, 1992, and August 16-17, 1993. Several independent test sessions occurred during 1994.

With more than 250,000 permanent seats, IMS is the world's largest seating facility

INDIANAPOLIS MOTOR SPEEDWAY DIRECTORY

IMS & 500 Mailing Address: P.O. Box 24152
Speedway, IN 46224

Brickyard 400 Mailing Address: P.O. Box 24910
Speedway, IN 46224

IMS Street/Shipping Address: 4790 W. 16th Street
Indianapolis, IN 46222

IMS LOCATION: Bordered by 16th St. on the south, Georgetown Rd. on the west, and 30th St. on the north.

DIRECTIONS TO TRACK, PARKING, CAMPING, ETC.:

The Indianapolis Motor Speedway is located at the northeast corner of 16th Street and Georgetown Road in the Town of Speedway, approximately seven miles west-northwest of downtown Indianapolis. To the north, Speedway property is bordered by 30th Street. Access to the grounds is available from all Interstates entering Indianapolis, especially I-465 (Exit 16A) on the city's west side. Race Day routes to the track are clearly marked and various state and local agencies assist with traffic flow. Free infield car parking is allowed every day with paid gate admission (no campers or trucks larger than a 1/2-ton pick-up allowed in infield). The Coca-Cola Bottling plant property (Lot #1 or "Coke Lot") on the northwest corner of 25th and Georgetown, outside Turn 4, is the Speedway's largest parking area. The "Coke Lot", and other locations to the west outside the track, offer camping space on a first-come, first-served basis. No camping is allowed in the Speedway infield. For IMS parking and camping information, call 317/248-6700. Indianapolis Metro Bus (317/635-3344) also provides special event schedules and routes for race fans.

IMS OFFICE LOCATIONS:

IMS Ticket Operations, Credentials and Safety Patrol are located in the new IMS Executive Office Building on the northeast corner of 16th & Georgetown outside Turn 1. Other IMS Offices are located in the Hall of Fame Museum until moving to the new building in late August 1994. "248-" phone prefixes will change to "484-".

IMS PHONE DIRECTORY

General Offices: 317/481-8500
Ticket Office: 317/484-6700
Marketing/PR: 317/248-6750
Museum Office: 317/248-6747
IMS Fax: 317/248-6759
(4639)
Credentials: 317/484-6500

Brickyard Crossing 317/244-4694
(Pro / Rollie Schroeder)
Speedway Motel: 317/241-2500
(Manager / Kelly Bailey)
IMS Gift Shop: 800/955-INDY
or 317/248-6760

BRICKYARD 400 MEDIA CREDENTIAL MEMO

Please observe the following application guidelines for Brickyard 400 media credentials:

1. Apply as soon as possible to:
Media Credentials
Attn: Roger Deppe
Indianapolis Motor Speedway
P.O. Box 24906
Speedway, Indiana 46224
317/484-6500
2. Request on letterhead original must be received by mail (not faxed).
3. a. Print media requests must be signed by assigning editor of a recognized publication
b. Broadcast requests must be signed by station general manager
4. Requests should specify media personnel (with social security number) and their coverage function (writer, photographer, air talent, etc) for best possible assignment of credentials. The more you can tell us about what you want to do, the more efficient our credentialing process.
5. Personal identification at credential pick-up is accomplished with photo ID and social security number. **INCLUDE SOCIAL SECURITY NUMBERS.**
6. Only one press box seat per publication will be assigned, EIRI.
7. Parking is provided only upon request, and will be assigned to individuals. On the credential request, please note to whom car passes need to be assigned.
8. Our media facilities are extensive, but so are demands for media work space at this event. IMS reserves all rights for assignment of media work areas.

Things you should know about IMS / Brickyard 400 credentials:

1. Your IMS / Brickyard 400 credential is NOT race day gate admission on Saturday, Aug. 6 (or on race rain date, if necessary). A Brickyard 400 media race day ticket will be provided to qualified media by IMS Credentials. This ticket must be presented for entrance to the grounds on race day.
2. All media credentials will provide IMS gate access on Thursday, Aug. 4, and Friday, Aug. 5.
3. Media should be aware that Wednesday, Aug. 3, will be a Brickyard 400 media advance day at IMS, with several functions and interviews planned.
4. Complimentary seat tickets are not available.
5. Not all media credentials provide race day attendance.
6. **Hot Pit Access is severely restricted** on race day. Media credentials allow access in the pit area on Thursday and Friday, and until approximately 45 minutes prior to the start of the race. A No. 11 (writer/broadcaster) or No. 10 (photographer) pass is not a hot pit pass.
6. The IMS Radio Network has an extensive programming schedule available nationwide over the duration of the event. This programming includes the race, qualifying, daily wrap-up shows, evening talk shows and hourly actualities. For this reason, credential access for radio stations and outside radio networks is very restricted. For information about joining the IMS Radio Network, contact Dawn Bair at IMS, 317/248-6750.

Miscellaneous Notes for the Media

ONE ON ONE Sports is using the Brickyard 400 as a test for special low-frequency, low-power audio broadcast of the race, similar to the systems used at golf tournaments. With the help of Chevrolet, ONE ON ONE is providing 300 sets of acoustic headphones with a five channel radio receiver. This will carry the TV, IMS Radio, IMS Public Address, Press Box Public Address and Media Room/Press Conference Room Public Address (including post-race interviews) audio signals. Interested media may "sign-out" a radio/headphone on race day either in the press room or in the press box, and return it after the race.

IMS Media Facilities

Press Room

Located behind the South Tower Terrace outside the west fence of the garage

area. Access is by No. 11 credential, an "MR" sticker on another credential, and a very limited number of No. 10 photo passes. The Press Room does not have facilities for photographers.

Contact Bill York, 317/247-8500 direct, or track extension 550.

Daily Trackside Report

IMS publishes the Daily Trackside Report, which is available in the Press Room. We also provide a daily fax service worldwide to accredited media outlets. If you are interested in the fax service, please call the press room at 317/247-8500.

Press Box

Operates only on race day, and is located in the Paddock Penthouse on the outside of the track overlooking the main straightaway. It is a single deck structure underneath the upperdeck of the paddock. Access is through Tunnel 6 under the start/finish line, south (left) to Stairway No. 2

What IMS needs to do:

Plan media advance day:

- Lunch (George, France, Mayor, Governor, etc.) location
- Pace Car rides
- Satellite uplink
- interviews (George, France, Irvan/points leader, + Earnhardt)

Media credentials:

- Pro-active on parking passes, race day tickets

Tickets: Determine ticket allotments (to buy) to local media

Press Kit / NASCAR Fact book / Event Brochure

Press Room set-up:

- Phones re-installed
- Equipment delivery Monday, August 1
- Open for business Tuesday, August 2 through Sunday, August 7
- Same computers (? Lee ?)
- Same fax machines
- Same xerox machines
- Same typewriters
- More TVs (Big screen in middle room?)
- Hospitality room (pace car?)
- Deadline room?
- York, Shaffer, Staff (note 1099-W2 IRS forms)

Press Box:

- TVs, monitors, phones, xerox, fax
- One-on-one RF equipment
- Air fans mounted ?
- Race day catering
- Carpet
- General cleaning?
- Same computers

Photo trailer

Kodak Room?

Nikon Room?

Media Room Staff and uniforms

Media giveaways (Shirt, bag, plaque)

PR Meeting with Pennzoil, Budweiser, Chevrolet, SPO, Delco (Advance day, giveaways)

Public Address staff and uniforms

Credential Decisions regarding:

Capitol Sports Network

Credential limitations

Stickers for annuals (media room, special locations)

Questions regarding operations:

NASCAR testing schedule (Our policies regarding public admission?)

NASCAR qualifying protocol

NASCAR check-in, practice, tech schedule, etc, for Aug. 3-4-5-6

IMS personnel attending Michigan NASCAR race???

Driggers, Walters, Shaffer

August 1, 1994

Mr. Donald J. Giegerich
P.O. Box 1332
Halifax, Virginia 24558

Dear Mr. Giegerich:

Thank you for your letter of July 26. I appreciate your feelings about MRN, and they do a wonderful job for the NASCAR Winston Cup and Busch series.

The IMS Radio Network is more than 30 years old, and also has a rich tradition of servicing motorsports. Currently more than 450 stations are on the network for the Brickyard 400 (roughly 600 stations are on the "500" network), plus the broadcast will go worldwide on Armed Forces Radio.

We have Mike Joy and Ned Jarrett as the lead talents on the IMS Radio broadcast, and hope you will enjoy their broadcast of this historic racing event. Also, Bob Jenkins and Benny Parsons will anchor the ABC television coverage of the race, and ESPN is televising qualifying live both days. In your area, WAKG-FM, 103.3, in Danville, Va., is on the IMS Radio Network. Please check your local radio and TV listings for their full programming schedules.

Sincerely,

Bob Walters

Aug. 1

TO: IMS ACCOUNTING

**INAUGURAL BRICKYARD 400
PRACTICE AND QUALIFYING SESSIONS**

Thursday, August 4, 1994

Gates Open 7 a.m. \$10 per person

Practice 9:30 a.m. to 1:30 p.m.

9:30-10:30 Group I (Top 40 Winston Cup Cars, plus Top five Winston West Cars)

10:30-11:30 Group II (All others)

11:30-1:30 Open

Qualifying 3 p.m., First Round

Determine Spots 1-20 (Spots locked in and can't be bumped).

One-lap (Leave pits, around track to Green, around track to Checker, next car goes).

Qualifying order determined by NASCAR drawing in garage area at 9 a.m.

All entered cars that pass technical inspection get qualifying attempt.

Session goes until completion.

NASCAR garage area closes at 6 p.m. or after session, whichever is later.

Friday, August 5, 1994

Gates Open 7 a.m. \$10 per person

Practice 10 a.m. - Noon

Practice 1-2 p.m.

Qualifying 3 p.m., Second Round

Determine Positions 21-40.

One-lap qualifying.

Qualifying order is reverse of Thursday.

Qualified cars 1-20 do not make second day runs.

Teams have option of standing on Thursday time or re-qualifying.

If team declares second-round qualifying attempt, first round attempt is forfeited.

Up to four provisional starting positions (41-44) can be assigned by NASCAR.

Starting Grid, plus provisional starters, announced following qualifying.

Final Practice after qualifying

One-hour practice as time permits following qualifying.

NASCAR will make schedule determinations as needed.

NASCAR garage area closes at 6 p.m. or end of activities, whichever is later

JEFF GORDON WINS INAUGURAL BRICKYARD 400

INDIANAPOLIS, August 6, 1994 -- Jeff Gordon, the youngest driver in the race and a NASCAR transplant from nearby Pittsboro, Ind., won the inaugural Brickyard 400 stock car race at the Indianapolis Motor Speedway.

In a three-day weekend of "firsts" for the initial NASCAR Winston Cup Series event at the world famous 85-year-old 2 1/2-mile oval, Gordon held off Brett Bodine by .53 of a second to claim a winner's payoff of \$613,000 out of a posted awards total of \$3,213,849, both NASCAR Winston Cup records.

Thirteen drivers exchanged the lead 21 times during the 160-lap event. Gordon passed Irvan on the inside in Turn 1 to take the final lead five laps from the finish. Their spirited, fender clanging duel ended moments later when Irvan fell off the pace on the back straight and went to the pits to change a tire.

Irvan led a total of 11 late-race laps while dicing with Gordon before the pit stop bumped him back to 17th.

For Gordon, who turned just 23 years old on Pole Day for the race (Aug. 4), the victory was the final of many "firsts." His No. 24 DuPont Chevrolet was first through NASCAR technical inspection on race morning and first to be pushed to pit road.

Gordon also had the fastest lap of the race of 170.674 miles per hour on the 68th circuit, led a race-high 93 laps and was the only driver of the 43-member starting field who did not participate in the final practice on Friday (Aug. 5).

Included in his winning prize total was \$200,000 from PPG Industries as part of the new PPG Trophy Award and a 1994 Chevrolet Monte Carlo pace car replica.

The race had only six caution periods for 25 laps. Geoff Bodine, who led twice for 24 laps, had just regained the lead from his brother Brett near the end of Lap 101 when the two cars bumped. Geoff was knocked backwards into the wall and out of contention. Brett Bodine led 10 laps and finished second.

Winston Cup champions Bill Elliott, Rusty Wallace, Dale Earnhardt and Darrell Waltrip finished third through sixth.

A.J. Foyt, Jr., who came out of a year-long retirement to run the inaugural Brickyard event at a track where he made 35 consecutive Indianapolis 500 starts with four victories, finished 30th, four laps down.

Attrition was minimal. At the race's halfway point, 42 of the 43 starters were still running and 21 cars were on the lead lap just past the halfway point. Thirty-six cars were running at the finish, one short of tying an alltime Winston Cup record.

Gordon's name goes into the history books alongside that of the late Ray Harroun, who won the first Indianapolis 500 in 1911.

"Without tears coming up, this is the greatest thing in the world," Gordon said in Victory Lane. "As bad as my memory is, I remember Ray Harroun's name. Everyone wanted to win this race."

Eighty-five cars were initially entered for this historic auto racing event. In addition to Foyt, three other Indianapolis 500 veterans -- Danny Sullivan, John Andretti and Geoff Brabham -- made the field. Andretti was the only driver to make the 1994 starting lineups for both the Indianapolis 500 and Brickyard 400.

28, 24 nose to tail, 28 led lap 153 in turn 1, start of L154
gordon passed inside in turn 1 28 fall back slight in 2. Enter
backstraight Irvan pulls to mid track slowing down Irvan going
backwards, rf tire blows midway down back straightaway

climbed into race car at age of 5, karts,