



## National Speedway Directory and SPEED SPORT Form Strategic Partnership

MOORESVILLE, N.C. (Feb. 17, 2017) - National Speedway Directory, an information source for the motorsports industry, announced an exclusive strategic partnership with SPEED SPORT, America's trusted motorsports news authority.

National Speedway Directory, which has been the official source for track schedules, locations, and data for more than 35 years, will now become part of the SPEED SPORT family, with content and product collaboration development beginning immediately.

With origins dating back to 1934, SPEED SPORT includes a broad portfolio of media products and services, including its authoritative monthly magazine SPEED SPORT Magazine, its motorsports news website SPEEDSPORT.com, and its award-winning weekly racing program "Suzuki Presents SPEED SPORT," which airs on the MAVTV network Thursday's in primetime.

SPEED SPORT's multi-platform approach and expertise in creating and delivering content will enable National Speedway Directory to refine and expand its market and product strategy. The collaboration will leverage both iconic brands to drive presence and value for key industry stakeholders.

National Speedway Directory Publisher Timothy W. Frost said, "SPEED SPORT's reputation is legendary. We share core values and unrivaled commitment to motorsports. We look forward to creating unique opportunities with them."

"As America's Trusted Motorsports Authority Since 1934, we place a high priority on our relationship with the teams, the racers, the sponsors, the tracks and most importantly, the fans who populate the bleachers every weekend," said SPEED SPORT CEO Joe Tripp. "Partnering with National Speedway Directory, likewise a trusted information authority in the space, will improve our ability to better serve the fans and industry stakeholders."

Key elements of the alliance will include content sharing and co-branding on the

respective websites and publications and collaboration and cross-marketing of other products, special events and media opportunities.

### **About National Speedway Directory:**

National Speedway Directory ([speedwayonline.com](http://speedwayonline.com)) is an information source for the motorsports industry. It prints listings of oval tracks, dragstrips, road courses, sanctions, publications, museums and race schedules. National Speedway Directory has been published annually since 1975. They are the developer of the Track Guide mobile app and host of the annual Race Track Business Conference.

### **About SPEED SPORT:**

SPEED SPORT ([SPEEDSPORT.com](http://SPEEDSPORT.com)) is America's Trusted Motorsports Authority. Since 1934, SPEED SPORT has been the destination for all things motorsports news and information...from NASCAR to Formula 1, Sprint Cars to Top Fuel dragsters, Supercross to Superbikes.

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