

Historic Hickory Motor Speedway Names

Coca-Cola New Refreshment Beverage Partner

Press Release 2-5-13

Hickory Motor Speedway General Manager Kevin Piercy announced today that Coca-Cola Bottling Co. Consolidated (CCBCC) will be the new official soft drink partner of Hickory Motor Speedway.

Piercy said that the Coca-Cola bottler and Hickory Motor Speedway have entered into a five year contract to provide Coca-Cola products, Sundrop, Mr. Pibb, Powerade and other refreshment beverages for race fans at the historic facility.

“Our goals are to continue to make decisions that we believe will be beneficial to Hickory Motor Speedway and our marketing partners. We are excited about the opportunities that lie ahead by partnering with Coca-Cola that will give us the security to look ahead,” he said.

North Carolina based Coca-Cola Consolidated is the nation's largest independent Coca-Cola bottler with franchise territories throughout North Carolina and the Southeast. In addition, Coca-Cola is the Official Soft Drink of NASCAR and the favorite beverage choice of racing fans everywhere.

The latest change comes on the heels of several other changes at Hickory Motor Speedway, including a switch to Hoosier Racing Tire as the official tire of Hickory Motor Speedway and other changes in key officiating positions. “I am committed to continue to make this historic racetrack “America's Most Famous Short Track,” and making the necessary changes to lead Hickory Motor Speedway into the future,” Piercy said.