

Hickory Motor Speedway is Back in Action

For Immediate Release (March 18, 2010)

(*Newton, NC*) After what seemed like a much too long off-season, Hickory Motor Speedway is ready to get back to what it does best, provide fast paced racing action. Termed the 'Birthplace of the NASCAR Stars', Hickory Motor Speedway embarks on its 59 th consecutive year of auto racing beginning this Saturday, March 20 th . Operating under the sanctioning body of the NASCAR Whelen All-American Series, HMS will feature six divisions of racing this season. In 2010, HMS crowds will hear the engines of the Bojangles Late Models, the Advance Auto Parts Limiteds, the Everything Attachments Super Trucks, the Hickory 4-Cylinders, the Hickory Street Stocks and the Red Baron Race Parts Hobby Stocks roar to life on Saturday nights. Fans should be prepared for some of the best racing action in the area, as car counts are higher than previous seasons.

Each Saturday night the Bojangles Late Models and the Advance Auto Parts Limiteds will run laps on the historic 3/8 mile track. The remaining four divisions will rotate throughout the 20 event NASCAR Whelen All-American Series schedule. The Ford Focus Midgets and Tar Heel Vintage Cars are also slated to make appearances during the season. Hickory Motor Speedway will continue with the tradition of hosting the Dwight Huffman Memorial, the Bobby Isaac Memorial and the Pepsi Fall Brawl. New to the schedule this season is the RIDERSWHOLESALE.COM Limited 150, a special 150 lap featuring limited cars from around the southeast.

Fans that attend the Hickory Motor Speedway season opener will witness the Advance Auto Parts Limiteds, the Everything Attachments Super Trucks, the Hickory 4-Cylinders and the Hickory Street Stocks take to the track, with the Bojangles Late Models competing in a special 100 lap feature event. Grandstands open at 5PM, with qualifying immediately following. An On Track Autograph Session, featuring all divisions, will take place at 6PM, and feature racing action will take place at 7PM. Tickets are \$10 for adults, \$8 for teens and seniors, \$5 for kids ages 7 through 12, with kids 6 and under free. Hickory Motor Speedway looks forward to seeing all of the loyal fans return for another season of fun and excitement. And remember, if you're not here, you're missing out!

About Hickory Motor Speedway:

Known as the Birthplace of the NASCAR Stars, Hickory Motor Speedway celebrates its 59 th season of stock car racing in 2010. Opening the gates in 1951, Hickory Motor Speedway is the oldest professional sporting venue in Catawba County, and has been credited as the longest continually operating motor speedway in the country. Producing drivers like Ned and Dale Jarrett, Bobby Isaac, Harry Gant, Ralph Earnhardt and Dennis Setzer, it's easy to see why Hickory Motor Speedway is filled with such rich stock car racing history and has earned the title of, Birthplace of the NASCAR Stars.

About the NASCAR Whelen All-American Series:

For more than 25 years, racing at short tracks throughout the country has provided the foundation for NASCAR. The NASCAR Whelen-All American Series is NASCAR's national championship program for short-track racing. More than 10,000 drivers compete at NASCAR-sanctioned short tracks throughout the U.S. and Canada each season. The local racing series was founded in 1982. Since its inception, the series has been a successful starting point for the careers of many top drivers. NASCAR stars Greg Biffle, Clint Bowyer, Jeff Burton, Kurt and Kyle Busch, Dale Earnhardt Jr., Carl Edwards, Denny Hamlin, Kevin Harvick, Travis Kvapil, Bobby Labonte, Jamie McMurray, Scott Riggs, Elliott Sadler and Brian Vickers all began their careers in this series. For more information about the NASCAR Whelen-All American Series visit <http://hometracks.nascar.com/series/3>.

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