



**Kick-off the season with the Daytona 500 • February 24, 2013 • 1pm on FOX**

**The First Daytona 500**

On February 22, 1959, Daytona International Speedway hosted the first Daytona 500. The posted awards for the "500-Mile International Sweepstakes" totaled \$67,760. A field of 59 cars took the green flag for the start of the 200-lap race. A crowd of 41,000 was on hand to witness the beginning of another chapter in the history of racing in Daytona.

The finish of the race also went into the history books. The finish was too close to call, but Johnny Beauchamp went to Victory Lane and savored the celebration although the results were posted as "unofficial." Sixty-one hours later, Lee Petty was the winner in what appeared to be a dead heat between Petty and Beauchamp - with the lapped car of Joe Weatherly making it a three-wide finish at the checkered flag. A clip of newsreel footage proved that Petty was the winner by a few feet.

**The Daytona 500 - 50 Years +**

Fifty years later, the Daytona 500 is NASCAR's biggest, richest and most prestigious race. "The Great American Race," which traditionally hosts a sell out crowd, has the biggest total payout in prize money for any motorsports event in the United States, surpassing the Indianapolis 500 and the Brickyard 400. The 2007 Daytona 500 posted awards exceed more than \$18 million with race winner Kevin Harvick pocketing more than \$1.5 million.

The perks of winning the Daytona 500 are more than just collecting the largest payout in the NASCAR Sprint Cup Series or hoisting the prestigious Harley J. Earl trophy. Winning stock car racing's greatest prize also brings fame and fortune.

"It's the ultimate race," said three-time Daytona 500 winner Jeff Gordon following his 2005 Daytona 500 victory. "There's just no better place to win at than Daytona. You know the sport's getting more competitive. It's getting bigger and it's just one of those races if you pick one, this is the one you want to win."

Traditionally, following a victory in the Daytona 500, the winner goes on a whirlwind media tour that includes visits to New York City and Los Angeles with appearances on such a high-profile shows like "Late Show with David Letterman" and "Live with Regis and Kelly."

In addition, the Daytona 500 winning car rests inside Daytona 500 Experience, "The Official Attraction of NASCAR," for a year for race fans to view and the winning driver has his hand prints, right foot and autograph immortalized in cement at the Daytona 500 Champion's Walk Of Fame.

Besides the financial aspect of winning the Daytona 500, the vic-

**DAYTONA 500 Winners**

Year	Driver	Speed	Money	Car	Year	Driver	Speed	Money	Car
1959	Lee Petty	135.5	\$19,050	Oldsmobile	1985	Bill Elliott	172.2	\$185,500	Ford
1960	Junior Johnson	124.7	\$19,600	Chevrolet	1986	Geoffrey Bodine	148.1	\$192,715	Chevrolet
1961	Marvin Panch	149.6	\$21,050	Pontiac	1987	Bill Elliott	176.2	\$204,150	Ford
1962	Fireball Roberts	152.5	\$24,190	Pontiac	1988	Bobby Allison	137.5	\$202,940	Buick
1963	Tiny Lund	151.5	\$24,550	Ford	1989	Darrell Waltrip	148.4	\$184,900	Chevrolet
1964	Richard Petty	154.3	\$33,300	Plymouth	1990	Derricke Cope	165.7	\$188,150	Chevrolet
1965	Fred Lorenzen	141.5	\$27,100	Ford	1991	Ernie Irvan	148.1	\$233,000	Chevrolet
1966	Richard Petty	160.6	\$28,150	Plymouth	1992	Davey Allison	160.2	\$244,050	Ford
1967	Mario Andretti	146.9	\$48,900	Ford	1993	Dale Jarrett	154.9	\$238,200	Chevrolet
1968	Cale Yarborough	143.2	\$47,250	Mercury	1994	Sterling Marlin	156.9	\$258,275	Chevrolet
1969	LeeRoy Yarbrough	157.9	\$38,950	Ford	1995	Sterling Marlin	141.7	\$300,460	Chevrolet
1970	Pete Hamilton	149.6	\$44,850	Plymouth	1996	Dale Jarrett	154.3	\$360,775	Ford
1971	Richard Petty	144.4	\$45,450	Plymouth	1997	Jeff Gordon	148.2	\$377,410	Chevrolet
1972	AJ Foyt	161.5	\$44,600	Mercury	1998	Dale Earnhardt	172.7	\$1,059,105	Chevrolet
1973	Richard Petty	157.2	\$33,500	Dodge	1999	Jeff Gordon	161.5	\$1,172,246	Chevrolet
1974	Richard Petty	140.8	\$34,100	Dodge	2000	Dale Jarrett	155.6	\$1,277,975	Ford
1975	Benny Parsons	153.6	\$40,900	Chevrolet	2001	Michael Waltrip	161.7	\$1,331,185	Chevrolet
1976	David Pearson	152.1	\$46,800	Mercury	2002	Ward Burton	142.9	\$1,409,017	Dodge
1977	Cale Yarborough	153.2	\$47,200	Chevrolet	2003	Michael Waltrip	133.8	\$1,400,406	Chevrolet
1978	Bobby Allison	159.7	\$44,300	Ford	2004	Dale Earnhardt Jr.	156.3	\$1,495,070	Chevrolet
1979	Richard Petty	143.9	\$73,900	Oldsmobile	2005	Jeff Gordon	135.1	\$1,497,154	Chevrolet
1980	Buddy Baker	177.6	\$102,175	Oldsmobile	2006	Jimmie Johnson	142.6	\$1,505,124	Chevrolet
1981	Richard Petty	169.6	\$90,575	Buick	2007	Kevin Harvick	149.3	\$1,510,469	Chevrolet
1982	Bobby Allison	153.9	\$120,630	Buick	2008	Ryan Newman	152.6	\$1,506,040	Dodge
1983	Cale Yarborough	155.9	\$119,600	Pontiac	2009	Matt Kenseth	132.8	\$1,530,388	Ford
1984	Cale Yarborough	150.9	\$160,300	Chevrolet	2010	Jamie McMurray	137.284	\$1,514,649	Chevrolet
					2011	Trevor Bayne	130.326	\$1,462,563	Ford
					2012	Matt Kenseth	140.256	\$1,589,387	Ford

tory can also elevate a driver's status in the sport.

"Winning a race during Speedweeks, it makes you quite a bit more valuable, I think, in the sport as a driver," said Dale Earnhardt Jr., the 2004 Daytona 500 winner.

"Winning any race at Daytona, it's like going into Yankee Stadium and winning a game. It further solidifies you as a driver."

NASCAR Sprint Cup Series driver Elliott Sadler has yet to win a Daytona 500 but knows the impact would be huge for his career.

"If you win the Daytona 500, it will stay with you throughout your racing career," Sadler said. "It's really helped a lot of people catapult their careers up to the next level. There are a few races that if a driver wins, owners and sponsors really pay attention too."

Said 1990 Daytona 500 champion Derricke Cope: "When you say you have a Daytona 500 win, that's like a Super Bowl ring."

**The Great Finishes**

One quality that the Daytona 500 always delivers race fans is a memorable finish.

The 2007 Daytona 500 could have produced the most thrilling Daytona 500 finish in the history of race. Kevin Harvick, who started seventh on the final green-white-checked restart, nipped Mark Martin at the start/finish line to capture the 49th annual Daytona 500. The margin of victory -- .020 seconds - was the closest Daytona 500 finish since the advent of computer scoring in 1993 and the eighth closest in NASCAR Sprint Cup Series overall. While Harvick beat Martin to the checkers, a multi-car accident broke out with Clint Bowyer's No. 07 Chevrolet flipping upside down and catching fire as he crossed the start/finish line.

Information gathered from www.nascar.com

**2013 Sprint Cup Schedule**

Date	Location	Channel	2013 Winner	Date	Location	Channel	2013 Winner
February 16	Daytona	FOX	_____	June 29	Kentucky	TNT	_____
2012 Winner - Kyle Busch				2012 Winner - Brad Keselowski			
February 17	Daytona - Qualify	FOX	_____	July 6	Daytona 400	TNT	_____
				2012 Winner - Tony Stewart			
February 21	Daytona - Duels	SPEED	_____	July 14	New Hampshire	TNT	_____
2012 Winners - Tony Stewart, Matt Kenseth				2012 Winner - Kasey Kahne			
February 24	Daytona 500	FOX	_____	July 28	Indianapolis	ESPN	_____
2012 Winner - Matt Kenseth				2012 Winner - Jimmie Johnson			
March 3	Phoenix	FOX	_____	August 4	Pocono	ESPN	_____
2012 Winner - Denny Hamlin				2012 Winner - Jeff Gordon			
March 10	Las Vegas	FOX	_____	August 11	Watkins Glen	ESPN	_____
2012 Winner - Tony Stewart				2012 Winner - Marcos Ambrose			
March 17	Bristol	FOX	_____	August 18	Michigan	ESPN	_____
2012 Winner - Brad Keselowski				2012 Winner - Greg Biffle			
March 24	LA-Auto Club	FOX	_____	August 24	Bristol	ABC	_____
2012 Winner - Tony Stewart				2012 Winner - Denny Hamlin			
April 7	Martinsville	FOX	_____	September 1	Atlanta	ESPN	_____
2012 Winner - Ryan Newman				2012 Winner - Denny Hamlin			
April 13	Texas	FOX	_____	September 7	Richmond	ABC	_____
2012 Winner - Greg Biffle				2012 Winner - Clint Bowyer			
April 21	Kansas	FOX	_____	September 15	Chicago	ESPN	_____
2012 Winner - Denny Hamlin				2012 Winner - Brad Keselowski			
April 27	Richmond	FOX	_____	September 22	New Hampshire	ESPN	_____
2012 Winner - Kyle Busch				2012 Winner - Denny Hamlin			
May 5	Talladega	_____	_____	September 29	Dover	_____	_____
2012 Winner - Brad Keselowski				2012 Winner - Brad Keselowski			
May 11	Darlington	FOX	_____	October 6	Kansas	ESPN	_____
2012 Winner - Jimmie Johnson				2012 Winner - Matt Kenseth			
May 18	Charlotte (All-Star Race)	Speed	_____	October 12	Charlotte	ABC	_____
2012 Winner - Jimmy Johnson				2012 Winner - Clint Bowyer			
May 26	Charlotte	FOX	_____	October 20	Talladega	ESPN	_____
2012 Winner - Kasey Kahn				2012 Winner - Matt Kenseth			
June 2	Dover	FOX	_____	October 27	Martinsville	ESPN	_____
2012 Winner - Jimmie Johnson				2012 Winner - Jimmie Johnson			
June 9	Pocono	TNT	_____	November 3	Texas	ESPN	_____
2012 Winner - Joey Logano				2012 Winner - Jimmie Johnson			
June 16	Michigan	TNT	_____	November 10	Phoenix	ESPN	_____
2012 Winner - Dale Earnhardt Jr.				2012 Winner - Kevin Haverick			
June 23	Sonoma	TNT	_____	November 17	Homestead-Miami	ESPN	_____
2012 Winner - Clint Bowyer				2012 Winner - Jeff Gordon			

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