

# MOTORTREND

FOR IMMEDIATE RELEASE

February 4, 2020



**MOTORTREND GROUP AND NASCAR**  
**JOIN FORCES FOR THE ALL-NEW SPORTS DOCUSERIES**  
**NASCAR ALL IN: BATTLE FOR DAYTONA**

*--NASCAR ALL IN: BATTLE FOR DAYTONA to World Premiere on MotorTrend's  
Subscription Streaming Service Monday, February 10, 2020--*

(Los Angeles and Charlotte) – [MotorTrend Group](#), a Discovery company, and NASCAR announced today a new partnership to create **NASCAR ALL IN: BATTLE FOR DAYTONA**, a bold new sports documentary series chronicling the commitment, struggles and sacrifices of drivers, their teams and families in the chase for greatness at the biggest race of the 2020 NASCAR Cup Series™ season, the DAYTONA 500®. The all-new, limited series produced by NASCAR Productions will world premiere every Monday beginning **Monday, February 10, 2020**, on the [MotorTrend App](#), the only subscription streaming service dedicated entirely to the motoring world.

Viewers will receive exclusive, inside access to NASCAR Cup Series drivers' preparation for the DAYTONA 500 from the vantage point of the athletes, their race teams and families with one goal in mind – taking the checkered flag at the iconic Daytona International Speedway. Beginning **Monday, February 10, 2020** on the MotorTrend App, **NASCAR ALL IN: BATTLE FOR DAYTONA** will go off the track in near real-time for an emotional, behind-the-scenes look at the highs and lows of real-life NASCAR racing for drivers including: [Austin Dillon](#) and [Tyler Reddick](#) of Richard Childress Racing and [Corey LaJoie](#) of Go Fas Racing.

“MotorTrend is pushing the boundaries of storytelling,” said Alex Wellen, global president and general manager, MotorTrend Group. “Our first sports documentary series is an intimate look at the ‘humans under the helmet’ as they push the limits professionally and sacrifice personally for a victory at this year’s DAYTONA 500. Working with NASCAR, this series will give our fans a never-before-seen look at the Great American Race.”

“Together with MotorTrend, NASCAR is thrilled to showcase the biggest spectacle in racing – the DAYTONA 500 – through the unique lens of the drivers and their race teams,” said Tim Clark, chief digital officer, NASCAR. “The journey leading up to the DAYTONA 500 is one filled with emotion, drama and intensity, all to be captured by NASCAR Productions and delivered straight to race fans on the MotorTrend app.”

The [MotorTrend App](#) offers nearly 8,000 episodes and roughly 4,000 hours of world-leading automotive series and specials including the most complete collection of classic **TOP GEAR** (200+ episodes and specials spanning seasons one thru 25), the upcoming all-new **TOP GEAR AMERICA** and every season of **WHEELER DEALERS**, **ROADKILL**, **FAST N’ LOUD**, **OVERHAULIN’**, **BITCHIN’ RIDES**, the upcoming reality competition spin-off series **BITCHIN’ BOOT CAMP** and many more. The MotorTrend App is available for Prime Video

customers in the U.S. on Prime Video Channels and on Amazon FireTV in addition to other media players and streaming devices including Apple TV, Roku, Google Chromecast and on the web, as well as across iPhone, iPad, and Android mobile devices.

**NASCAR ALL IN: BATTLE FOR DAYTONA** is produced for MotorTrend Group by NASCAR Productions. Tim Clark, Tally Hair and Matt Summers are the executive producers for NASCAR. For MotorTrend Group, David Lee is executive producer and Mike Suggett is head of programming and development. Alex Wellen is global president and general manager for MotorTrend Group.

### **About NASCAR**

The National Association for Stock Car Auto Racing, LLC (NASCAR) is the sanctioning body for the No. 1 form of motorsports in the United States and owner of 16 of the nation's major motorsports entertainment facilities. NASCAR consists of three national series (NASCAR Cup Series™, NASCAR Xfinity Series™, and NASCAR Gander RV & Outdoors Truck Series™), three regional series, one local grassroots series, three international series and the Automobile Racing Club of America (ARCA). The International Motor Sports Association™ (IMSA®) governs the IMSA WeatherTech SportsCar Championship™, the premier U.S. sports car series. NASCAR also owns Motor Racing Network, Racing Electronics, Americrown Service and ONE DAYTONA. Based in Daytona Beach, Florida, with offices in eight cities across North America, NASCAR sanctions more than 1,200 races in more than 30 U.S. states, Canada, Mexico and Europe. For more information visit [www.NASCAR.com](http://www.NASCAR.com) and [www.IMSA.com](http://www.IMSA.com), and follow NASCAR on [Facebook](#), [Twitter](#), [Instagram](#), and Snapchat ('NASCAR').

### **About MotorTrend Group**

MotorTrend Group is the largest automotive media company in the world, bringing together Discovery's fast-growing MotorTrend TV, formerly Velocity, and a vast automotive digital, direct-to-consumer, social, and live event portfolio, including MOTORTREND, HOT ROD, ROADKILL, AUTOMOBILE, and more than 20 other industry-leading brands. With a monthly audience of 26 million across web, TV, and print, and 110 million social followers, culminating in 2 billion monthly content views across all platforms, the company encompasses television's #1 network for automotive superfans, a leading automotive YouTube Channel, and the MotorTrend App, the only auto-dedicated subscription video-on-demand service. MotorTrend serves to embrace, entertain, and empower the motoring world.

### **About Discovery**

Discovery, Inc. (Nasdaq: DISCA, DISCB, DISCK) is a global leader in real life entertainment, serving a passionate audience of superfans around the world with content that inspires, informs and entertains. Discovery delivers over 8,000 hours of original programming each year and has category leadership across deeply loved content genres around the world. Available in 220 countries and territories and nearly 50 languages, Discovery is a platform innovator, reaching viewers on all screens, including TV Everywhere products such as the GO portfolio of apps; direct-to-consumer streaming services such as Eurosport Player, Food Network Kitchen and MotorTrend OnDemand; digital-first and social content from Group Nine Media; a landmark natural history and factual content partnership with the BBC; and a strategic alliance with PGA TOUR to create the international home of golf. Discovery's portfolio of premium brands includes Discovery Channel, HGTV, Food Network, TLC, Investigation Discovery, Travel Channel, MotorTrend, Animal Planet, Science Channel, and the forthcoming multi-platform JV with Chip and Joanna Gaines,

Magnolia, as well as OWN: Oprah Winfrey Network in the U.S., Discovery Kids in Latin America, and Eurosport, the leading provider of locally relevant, premium sports and Home of the Olympic Games across Europe. For more information, please visit [corporate.discovery.com](http://corporate.discovery.com) and follow @DiscoveryIncTV across social platforms.

###