

JEFF'S LAST RIDE

A 24-DAY SALUTE



- Sam Bass 2015 Bank of America 500 souvenir program cover honoring “Jeff’s Last Ride” at Charlotte Motor Speedway;
- Personal stories, memories and well-wishes from sports personalities, community leaders and other celebrities through daily videos posted to JeffsLastRide.com; Fans sharing unforgettable moments and remembrances via social media to congratulate the four-time NASCAR Sprint Cup champion;
- A collection of iconic No. 24 race cars and Gordon’s personal cars showcased during the Charlotte AutoFair, Sept. 24-27;
- Partnerships with businesses across the Charlotte region to “Paint Charlotte 24” in the final 24 days before the only Saturday night race in the Chase for the Sprint Cup championship;
- A 24-day social media campaign that reflects on Gordon’s top moments over the course of his career at Charlotte Motor Speedway;
- “Jeff’s Last Ride” ticket and career celebration merchandise package offers fans good/better/best-value opportunities to witness Gordon’s final race at Charlotte Motor Speedway. The package includes a special race ticket, commemorative souvenir merchandise (T-shirt, hat, lanyard and poster) and a collectable souvenir program honoring Gordon’s remarkable career at Charlotte Motor Speedway.



Limited Edition
Commemorative
T-Shirt

Commemorative
Bank of America 500
Race Ticket

Limited Edition
Commemorative
Hat

For more information about Charlotte Motor Speedway or “Jeff’s Last Ride: A 24-Day Salute” visit www.JeffsLastRide.com or join the conversation on social media using [#JeffsLastRide](https://twitter.com/JeffsLastRide)