We have heretofore outlined that, on the balance sheet, NASCAR’s salient place within the cultural politics of the (paleo-/neo-)conservative/neoliberal conjuncture produced tremendously lucrative brand equity during the Bush vicissitude. By the of the 2007 season, NASCAR’s publically traded International Speedway Corporation reported revenues of $816.6 million, an increase of 2.3 percent from the previous year (“ISC Annual Report 2008,” 2008). To sustain the rate of growth, NASCAR realized during the first eight years of the 2000s ($440m in revenues in 2000)—a rate that, at the time, would have left investors looking for approximately $2 billion in revenues from stock car-related organizations by 2020—NASCAR executives have in recent years actively sought new ways to enhance existing commodity streams and develop new forms of surplus value. Beyond most predictable twenty-first century techniques for enhancing sport-based accumulation (e.g., raising ticket prices, increasing commercial saturation in the form of new niche advertising and sponsorship, continuing the expansion of venue spaces), NASCAR executives have begun to more radically diversify their commodity wares and experiences. Under the direction of Brian France, the “new look” NASCAR has sought to expand its consumer markets both in the United States and abroad by opening new tracks, creating new events, expanding their international media coverage, and incorporating international celebrity-drivers into the stock car icon universe. In short, the sport that was once ridiculed as a bucolic, “redneck,” “deep-fried” Southern pastime, has “gone mainstream” (if not global).

In the realm of popular media, celebrity-drivers such as Dale Earnhardt, Jr., have featured in music videos, on MTV’s popular show *Cribs*, and in cameo roles on primetime network television programs. The sport has also raised its nationwide brand profile through television series such as *NASCAR in Primetime* and *NASCAR Now*. And it has further increased its multiplatform exposure through a satellite
radio channel dedicated solely to racing content, a plethora of stock
car-related shows featured on the Speed Channel, and an expansive
network of sport-related Internet sources. On the ground, NASCAR
has expanded the geographic reach of its sporting spectacles, advanc-
ing its Busch Series (the lower level of competition the organization
also administers) events into Mexico City and Montreal as recently as
2008 (Perez, 2007; Stubbs, 2006).

The latest “on-the-ground” development strategies employed by
NASCAR, following their counterparts in North America’s “Big
Four” sport leagues, have focused on leveraging the sport’s cultural
import and mythologies of economic development to subsidize the
corporation’s efforts to sustain its growth. In an attempt to pene-
trate the highly sought-after New York metropolitan marketplace, for
example, NASCAR spent nearly five years (unsuccessfully) trying to
obtain approval to build a new, semipublic-funded, 1.25-mile speed-
way oval on New York’s Staten Island. More recently, its officials
have partnered with commercial real estate leviathan The Cordish
Company to develop new commercial sites on existing ISC properties.
Using the “Cordish model” of private property development through
government subsidization, this new partnership enables NASCAR to
redevelop existing brand armatures such as the NASCAR Café and
NASCAR Sports Grille restaurants, enhance the consumer spaces at
existing tracks by building new themed retail spaces, casinos, and
hotels in and around existing ISC tracks, and build new NASCAR-
themed “entertainment” spaces with the help of taxpayer funding.
Using a formula similar to that guiding the business operations of
many of NASCAR’s most prominent sponsors, NASCAR has sought
to minimize both fixed and variable costs (through wage suppression
and taxpayer subsidies) while simultaneously expanding its share of
the North American sport marketplace. And much like its profes-
sional sport-league contemporaries (the NBA in China, the NFL in
London, etc.), it has concurrently initiated a number of new initia-
tives to grow the NASCAR brand globally.

**Goin’ Global**

To achieve these expansionary ends, the racing league first opened up
the narrowly defined and carefully articulated parameters of NASCAR
Nation to broader (trans)national flows of capital and culture. For
instance, when longtime title sponsor (and Southern business bas-
tion) R. J. Reynolds chose to end its over 30-year title sponsorship,
the most logical successor would have been a corporation whose