



# REINVENTING THE FAN EXPERIENCE AT THE DAYTONA INTERNATIONAL SPEEDWAY®

## DAYTONA INTERNATIONAL SPEEDWAY®

### PROJECT PROFILE

DAYTONA® Rising is the reimagining of an American icon—Daytona International Speedway®. The 500-acre motorsports complex boasts the most diverse schedule of racing on the globe, thus earning it the title of “World Center of Racing.” In addition to eight major weekends of racing activity, the Speedway hosts a variety of events including concerts, civic and social gatherings, car shows, photo shoots, production vehicle testing and police motorcycle training.

The Speedway underwent a \$400 million transformation of both its interior and exterior spaces. Now, Daytona International Speedway® has 101,500 permanent, wider and more comfortable seats, twice as many restrooms and three times as many concession stands. In addition, the Speedway features more than 60 luxury suites with trackside views and a brand new hospitality experience for corporate guests.

In all, 17 USG products were used in the renovation, including:

- Exterior wallboard
- Interior wallboard
- Joint compound
- Roof board
- Ceiling products

Throughout the project, USG sales, business and plant teams worked tirelessly to ensure that all products were available and delivered on time and that technical- and product-related questions were immediately addressed.

The transformation of the Speedway into the world's first true entertainment complex officially broke ground in early July 2013 and was completed in time for the 2016 DAYTONA 500®.

**The \$400-million DAYTONA® Rising project transformed the Daytona International Speedway® into the world's first true entertainment complex, complete with premium amenities and attractions. Throughout its historic redevelopment, USG played an integral role by providing the highest performing building materials available, ensuring that the Speedway is a fan destination for years to come.**

Joie Chitwood, President  
Daytona International Speedway®



# GREATEST CHALLENGE

Timely product availability and delivery were critical for this project. Throughout the two-years of construction, the Speedway continued to host scheduled events, which required the temporary removal of construction materials and halt of construction activity. These events and the renovation deadline created an uncompromising schedule for the product delivery and construction teams.

# SUSTAINABILITY

Each year, the Daytona International Speedway® plays host to many NASCAR events. As such, they participate in the NASCAR Green Clean Air program where 10 trees are planted for each Green Flag that drops during races, capturing 100 percent of the carbon produced by the on track racing.

The Speedway also features one of the largest solar installations among U.S. professional sports venues, preventing the emission of an estimated 2,200 metric tons of carbon dioxide each year. Additionally, the solar energy created and stored at Daytona International Speedway® helps power approximately 400 Florida homes per year.

Many of the USG products included in the build achieved GREENGUARD Gold Certification and qualify as low VOC emitting materials, supporting NASCAR's mission to create environmentally friendly spaces.

WB2906-USA-ENG/3-17  
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GREENGUARD Certified products are certified to GREENGUARD standards for low chemical emissions into indoor air during product usage. For more information, visit [ul.com/gg](http://ul.com/gg).



**17 USG PRODUCTS  
IN THE BUILD,  
INCLUDING OVER  
30 ACRES OF DRYWALL**

**101,500 NEW STADIUM SEATS**



**60 NEW TRACKSIDE SUITES**



**STADIUM LENGTH = 1 MILE**

(DESIGNERS HAD TO COMPENSATE FOR THE CURVATURE OF THE EARTH)

**40 ESCALATORS  
IN THE NEW  
GRANDSTANDS**

TOPS THE NATION  
IN THE NUMBER  
OF STADIUM  
ESCALATORS

**5 EXPANDED &  
REDESIGNED  
ENTRANCES CALLED  
INJECTORS**



**3 NEW CONCOURSE LEVELS**

**ALONG THE FRONT STRETCH**

**EACH THE SIZE OF A  
FOOTBALL FIELD**

# KEY PRODUCTS

**USG Securock® Brand Glass-Mat Sheathing** are noncombustible, moisture- and mold-resistant sheathing panels that feature a coated fiberglass facer mat and are ideal for exterior areas that require extended moisture exposure.

**USG Sheetrock® Brand Mold Tough® Panels** feature a noncombustible, fire-, moisture- and mold-resistant gypsum core encased in moisture- and mold-resistant, 100% recycled green face and brown back paper.

**USG Mars™ Acoustical Ceiling Panels** are fine-textured, mold-resistant tiles that offer superior sag resistance, high light reflectance values and excellent noise reduction.

**USG Eclipse™ Acoustical Ceiling Panels** have ClimaPlus™ 30 year limited system warranty against visible sag, mold and mildew, and feature balanced acoustics with high NRC and CAC.

**USG Sheetrock® Brand All Purpose Joint Compound** is a versatile all purpose compound that provides professional-grade performance. This compound combines single-package convenience with good taping and finishing performance.



“Without help from USG's sales, business and plant teams, the success of this project would not have been possible. There was an extraordinary amount of effort from USG every step of the way, ensuring the project was on track and all materials were delivered as needed.”

Jason McFadden,  
General Contractor  
and Design Builder  
Barton Malow