



The Daytona 500 Experience is the Official Attraction of NASCAR and is an interactive motorsports experience, located at Daytona International Speedway. The 60,000 sq ft (5,600 m²) building boasts several exhibit areas, simulators and interactive displays.



The Coca-Cola IMAX Theater, home to *NASCAR 3D: The IMAX Experience*, a full-length 3D feature film released in 2004

Acceleration Alley, a full-motion racing simulator where guests sit in 80%-scale models of NASCAR stockcars and race against other guests and AI computer competitors



Chevy 16-Second Pit Stop Challenge, where guests are able to test their skills as a pit crew member and compete with the Daytona 500 Experience's own Pit Crew, who practice daily.

Goodyear Heritage Museum, which focuses on the people who have raced at Daytona Beach from the land speed record holders to stockcars racing at the Daytona Beach Road Course to stockcars racing at Daytona International Speedway



Take a behind-the-scenes, 30-minute tour of Daytona International Speedway that includes views of the garage area, pit road, 31-degree high banks of the Speedway and Victory Lane



DAYTONA INTERNATIONAL SPEEDWAY



Daytona International Speedway since opening in 1959 has been the home to the biggest race in all NASCAR, "The Great American Race", the Daytona 500. Today the facility has a seating capacity of almost 168,000 spectators. It hosts races of many kinds, including go-karts, motorcycles (on and off road), sports cars, specifically the Rolex 24 Hours of Daytona, modified pickup trucks, and stock cars

The track features multiple layouts including a 2.5 miles (4.0 km) high speed tri-oval, a 3.56 miles (5.73 km) sports car course, and a 2.95 miles (4.75 km) motorcycle course, and a .25 miles (0.40 km) karting and flat-track motorcycle racing circuit. The track's 180-acre (73 ha) infield includes the 29-acre (12 ha) Lake Lloyd, which has hosted powerboat racing. The facility is also used for an annual spring car show and swap meet, and a Thanksgiving street rod meet, some of the largest of their kind, and various 5,000 metres (3.1 mi) races around the track, as there have been three different layouts.





History of the "North Turn"



Racing's North Turn Pub sits on the exact location where racing history began in Daytona Beach. The Races took place right here on the beach starting in 1936 until World War II and then continued with the first Grand National Race in 1949. These great car races ran each year until 1958, when they were relocated to the brand new Super Speedway where today you can witness the thrill of the Rolex 24 Hours of Daytona and the Daytona 500.



Track Layout



The course started at the North Turn on the pavement of the highway known as Atlantic Avenue (4511 South Atlantic Avenue to be exact). It went south two miles on A1A (parallel to the ocean) to the end of the road, where the drivers accessed the beach at the Beach Street approach (the South Turn), went two miles north on the sandy beach surface, and turned away from the beach at the North Turn. The lap length in early events was 3.2 miles, and it was lengthened to 4.2 miles in the late 1940's.



Welcome to the Streamline Hotel, "Birthplace of NASCAR" - located directly across from the "World's Most Famous Beach", in beautiful Daytona Beach, FL.



The National Association for Stock Car Auto Racing (NASCAR) was founded at the Streamline Hotel. It was the first formal organization for stock-car racing.

From 1953, the major automakers invested heavily in racing teams, producing faster cars than ever before: good results on the stock-car circuit delivered better sales from the showroom. In 1957, rising costs and tightened NASCAR rules forced many of the factories out of the sport, and the modern era of the NASCAR superspeedway began.



Stock car racing in the United States has its origins in bootlegging during Prohibition. Bootleggers ran bootleg whiskey from the Appalachian region of the United States. They typically used small, fast vehicles to better evade the police. Many would modify their cars for speed and handling, as well as increased cargo capacity. Some came to love the fast-paced driving down twisty mountain roads.

Mechanic William (Bill) France, Sr., moved to Daytona Beach from Washington, DC, in 1935 to escape the Great Depression. He had witnessed land speed record attempts in the area. France entered the 1936 Daytona beach event, finishing fifth, and took over running the course in 1938, promoting a few races before World War II.



France thought people would enjoy watching "stock cars" race. Drivers were regular victims of unscrupulous promoters, leaving them unpaid. In 1947, he decided 'stock car' racing needed to grow with a formal sanctioning organization, who could standardize rules, create a regular calendar and an organized championship.

From December 14, 1947 France held talks with other influential racers and promoters at the Ebony Bar at the Streamline Hotel at Daytona Beach, Florida, which ended when NASCAR was formed on February 21, 1948 at the same hotel.