

2026

ZMAX[®]

CARS  TOUR

PRESENTED BY



SOUNDGEAR

ABOUT US



In 2015, the CARS Tour was formed from the Hooters Pro Cup Series, long considered the premiere short-track development series in the 2000s.

The CARS Tour is now the premiere short-track racing series hosting two types of popular pavement divisions: Pro Late Models and Late Model Stock Cars. Both tour the southeast region, primarily in the Carolinas, Tennessee, and Virginia.

Attracting teams and drivers from across the country, the CARS Tour is known for its driver development and advancement into NASCAR's upper-level divisions.



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OWNERSHIP GROUP



DALE EARNHARDT JR.



KEVIN HARVICK



JEFF BURTON



JUSTIN MARKS



2026 SCHEDULE



FEBRUARY 21

COASTAL PLAINS RACEWAY
JACKSONVILLE, NC

MAY 9

ACE SPEEDWAY
ALTAMAHAW, NC

AUGUST 22

ANDERSON MOTOR PEEDWAY
ANDERSON, SC

FEBRUARY 28

SOUTHERN NATIONAL MOTORSPORTS PARK
LUCAMA, NC

MAY 30

LANGLEY SPEEDWAY
HAMPTON, VA

SEPTEMBER 4

FLORENCE MOTOR SPEEDWAY
FLORENCE, SC

MARCH 28

WAKE COUNTY SPEEDWAY
RALEIGH, NC

JUNE 13

DOMINION RACEWAY
WOODFORD, VA

SEPTEMBER 12

TRI-COUNTY SPEEDWAY
GRANITE FALLS, NC

APRIL 11

NASHVILLE FAIRGROUNDS SPEEDWAY
NASHVILLE, TN

JULY 17

NORTH WILKESBORO SPEEDWAY
NORTH WILKESBORO, NC

OCTOBER 3

NEWPORT SPEEDWAY
NEWPORT, TN

APRIL 25

CARAWAY SPEEDWAY
SOPHIA, NC

AUGUST 8

HICKORY MOTOR SPEEDWAY
HICKORY, NC

OCTOBER 17

SOUTH BOSTON SPEEDWAY
SOUTH BOSTON, VA

BROADCAST FLO RACING

17k
AVG. VIEWERS
IN 2025

All races are broadcasted live on FloRacing, the official broadcast partner of the CARS Tour.



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VISIBILITY



WWW.CARSRACINGTOUR.COM

2024 19.971M Impressions - 1.025M Engagements
1.405M Video Views (across all platforms)



2025 (YTD)



833K

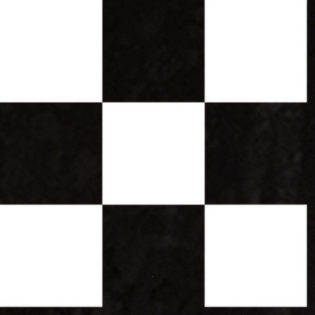
ENGAGEMENTS

34.2M

VIEWS

UPDATED DEC. 2025

External features from Forbes, NASCAR.com, FloRacing.com, Short Track Scene, and more



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THANK YOU



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