



Rockingham Speedway 'The Rock'

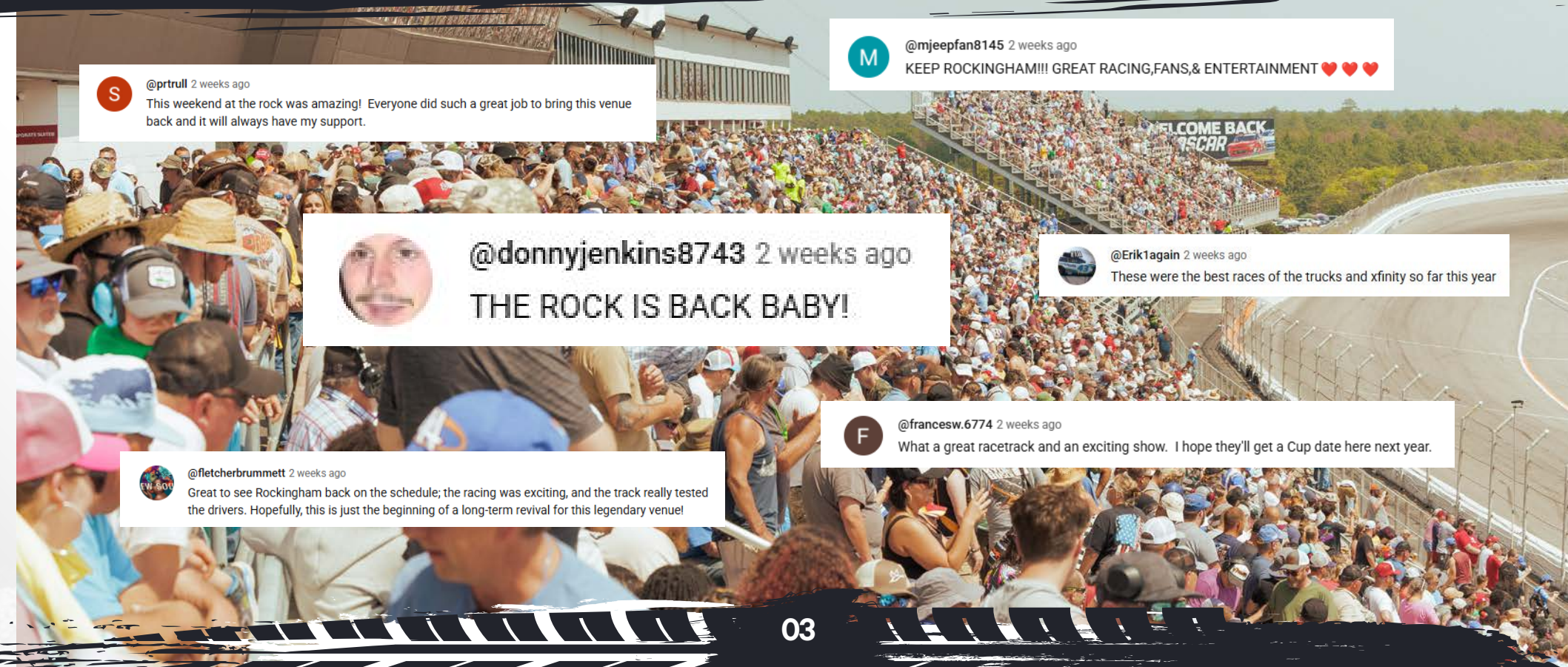




EXECUTIVE SUMMARY 01

FOR SALE AND READY TO ROCK

CBRE is pleased to present Rockingham Speedway, a 250+ acre motorsports and events venue located in Richmond County, North Carolina. The Speedway currently has permanent seating for 25,000 and can support up to 50,000 people per day. It lies at the intersection of US-1 (a four-lane highway) and NC-177 (a two-lane highway) and has six large entry gates. Rockingham Speedway offers four distinct paved motorsports areas: a 1-mile track called Big Rock, a half-mile track called Little Rock, a quarter-mile track called Little Rock and a road course. The property has received over \$12 million in infrastructure upgrades and improvements over the past three years and has full ABC permits site-wide. Rockingham Speedway also now qualifies for the new and extremely rare NC Sports Wagering License.



NASCAR

The Rock hosted Xfinity and Craftsman Truck Series races in April 2025. Schedules for the 2026 and 2027 races are still in development, with the possibility of adding a NASCAR Cup Series race in the future.

All future NASCAR events are at NASCAR's option and subject to their sole discretion.

NC Sports Wagering Licensee

As of April 2025, Rockingham Speedway qualifies as a sports facility and can now partner with a sports wagering operator to hold the ninth sports wagering license in the State of North Carolina.

A Full Weekly 2025 Schedule with 1.6M+ in Revenue

In 2025, dozens of weekly events have been scheduled at The Rock, bringing thousands of fans and over 1.6M in revenue to the track. With the addition of the sports wagering licence, track improvements and sitewide infrastructure upgrades, revenue is expected to increase significantly year over year.

Over \$12M in Completed Improvements

Recent improvements include: the repaving of Big Rock, the repaving and widening of the infield road course, revitalization of all suites (including new elevators), as well as new electrical, plumbing and HVAC upgrades throughout the property.

INVESTMENT HIGHLIGHTS

NC Grants and Appropriations

Between 2022-2025, The Rock was the recipient of over 10M in grants and appropriations from the State of North Carolina. These grants were used to improve the track and the surrounding infrastructure. In 2025, Rockingham Speedway has requested an additional 12M in appropriations from the NC General Assembly for additional track and infrastructure improvements to get Rockingham Speedway 'cup ready' for a potential NASCAR Cup Race in 2026 or 2027.

New County Sewer

Richmond County is in the process of connecting the speedway to county sewer. The sewer upgrades include the construction of a sewer pump on the speedway property and the addition of over 1,000 linear feet of sewer force main installed along NC Highway 177. Once completed, the sewer upgrades will open up an additional 500,000 gpd of sewer capacity for the area.

Upgraded Highway Access & Amtrak

In 2019, US Highway 1 was expanded into a four-lane median divided highway at the race track. Additional plans are underway to turn US Highway 1 into a four-lane expressway throughout Richmond County, bypassing all of the existing stoplights, making access to the racetrack convenient for race fans. In 2025, Amtrak offered race fans the opportunity to take the passenger train from Raleigh to The Rock for the NASCAR races, for a fare of \$25 each way. Future Amtrak expansion plans are underway which could shuttle race fans from Washington D.C. down to Savannah, GA, and in between to The Rock for future races.

Noise Ordinance Exemption

Under Richmond County's Code of Ordinances, the Rockingham Speedway is exempted from any noise ordinance, allowing events and activities to occur at the track 24 hours per day, seven days a week.

ABC Permits

As of 2023, the racetrack has held retail ABC permits issued by the State of North Carolina to allow the selling of malt beverages, fortified and unfortified wine, and mixed beverages on its premises.



PROPERTY & LOCATION OVERVIEW

02

PROPERTY FEATURES

The Rock is a 250+ acre modern motorsports and event facility

- Opened in 1965 and initially named The North Carolina Motor Speedway
- Hosted two NASCAR weekends annually until 2004
- One of 17 spots on North Carolina's Moonshine and Motorsports Trail, celebrating the state's history of distilling and racing
- 10 miles north of North Carolina-South Carolina state border
- 217 average days of sunshine per year
- 12 million population within a two-hour drive
- Adjacent to Amtrak line with a special service organized to transport fans
- Two-hour drive from the Universal Technical Institute, the exclusive educational provider for NASCAR and the only campus in the country to offer NASCAR-endorsed training
- One hour and 42 minutes from Charlotte Douglas International Airport with 25 carriers and service to 189 non-stop destinations
- One hour and 30 minutes from Raleigh-Durham International Airport with 19 carriers and service to over 60 non-stop destinations

SITE SNAPSHOT



Concrete paved race tracks

- 1.017-mile D-shaped oval with high banking turns
- 0.77-mile road course under concrete paved tracks
- 0.526-mile small oval
- .25-mile small oval



Topography

- Slightly sloping



Zoning

- Highway Commercial (H-C) (Richmond County ETJ), which permits motor sports facilities, retail, office, industrial, etc.



Potential Sewer Upgrades

- Funds for a sewer expansion have been appropriated and are nearing completion of the design and engineering phase
- Richmond County is seeking an additional appropriation for \$5 million from the state legislature for the construction of a new pump station to replace an existing pump station downstream from the racetrack
- Bidding process for the project is anticipated to begin next year



18 Permanent Buildings

- Pit Garage: 27,625 SF
- Pit Buildings - Miscellaneous: 15,600 SF
- Enclosed Suites & Center Core: 91,055 SF
- Office Building: 5,830 SF
- Outdoor Bleacher Seating: 83,505 SF



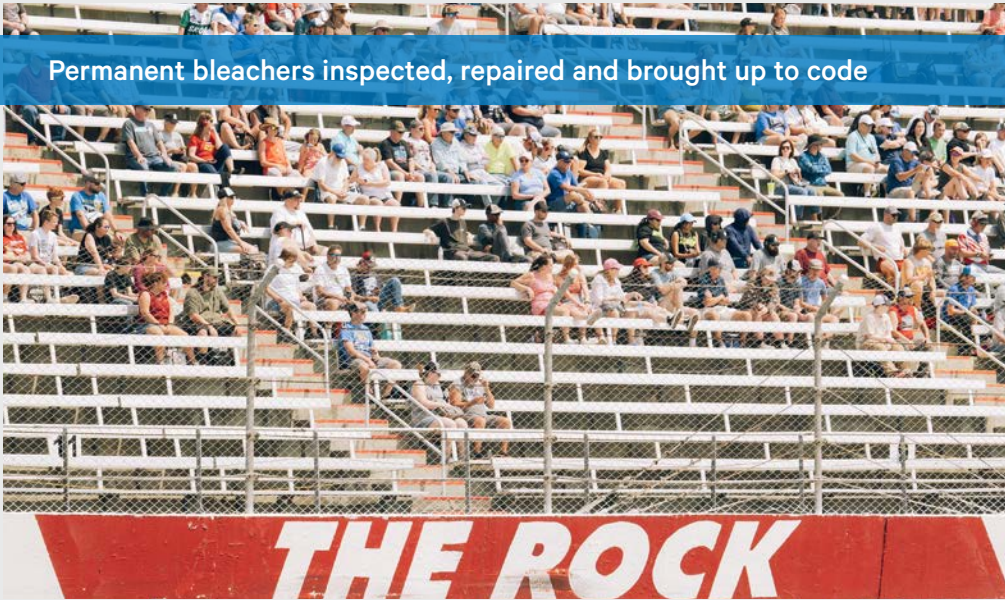
Recent \$12M Renovations

- Repaved track and road course
- Removed bleachers on turn 1-2
- Center core remodel (new plumbing, flooring, lighting, ceiling tiles, signage, etc.)
- Installed new water supply lines
- Updated network across the whole property to handle up to 25G bidirectional
- Installed power for concert stage inside track
- Inspected and repaired permanent bleachers and infield care center
- Modernized media center



\$12M SPENT ON SPEEDWAY IMPROVEMENTS (COMPLETED APRIL 2025)

- Removed bleachers on turn one and two
 - Re-shored to a 3-1 grade
- Repaved 1-mile racing surface
 - Brought back to 25-degree turns
 - Installed new timing loops
 - Added safe barrier to back stretch, extended turn one back 150'; added 550' drivers left turn one
 - Replaced all foam
 - Removed gate, replaced with removable panel
 - Brought to current safety standards
 - Installed new caution lights
- Repaved road course
 - Added additions paving for
 - Wider turns
 - Drifting layouts
 - Self-contained infield course
 - Added catch fence for pit are road course
- Center core remodel
 - New plumbing to include water heaters and toilets
 - New flooring
 - New LED lights
 - New ceiling tiles
 - New “The Rock” sign
 - Modernized elevators
 - Installed new PA in suites and grandstands
 - Installed new video broadcast system
 - Installed 50” and 55” TVs
 - Fabricated new camera stands
 - Replaced all AC units and air handlers
 - Installed state-of-the-art private mama and baby station
 - Repaired or replaced all door hardware



LOOKING WEST: 1.5-HOUR DRIVE FROM CHARLOTTE, NC



LOOKING EAST: 1.5-HOUR DRIVE FROM RALEIGH, NC



NESTLED IN THE HEART OF THE SANDHILLS

The North Carolina Sandhills Region is known for its sandy soil, tall longleaf pines and mild weather. Most sports enthusiasts know the region as a golf haven, with nearby Pinehurst nicknamed “The Cradle of American Golf.” However, race car enthusiasts know it as a prime racing location to kick up dust and catch a breeze under the warm clear skies – hence, the construction of The Rock. Between NASCAR races at The Rock, national equestrian events in Southern Pines and the U.S. Open at Pinehurst No. 2, the Sandhills region receives hundreds of thousands of fans and spectators from all across the U.S. each year. The region has quickly become one of the top places to live in North Carolina, gaining recognition for its first-in-class medical care, reasonable cost of living and overall quality of life.

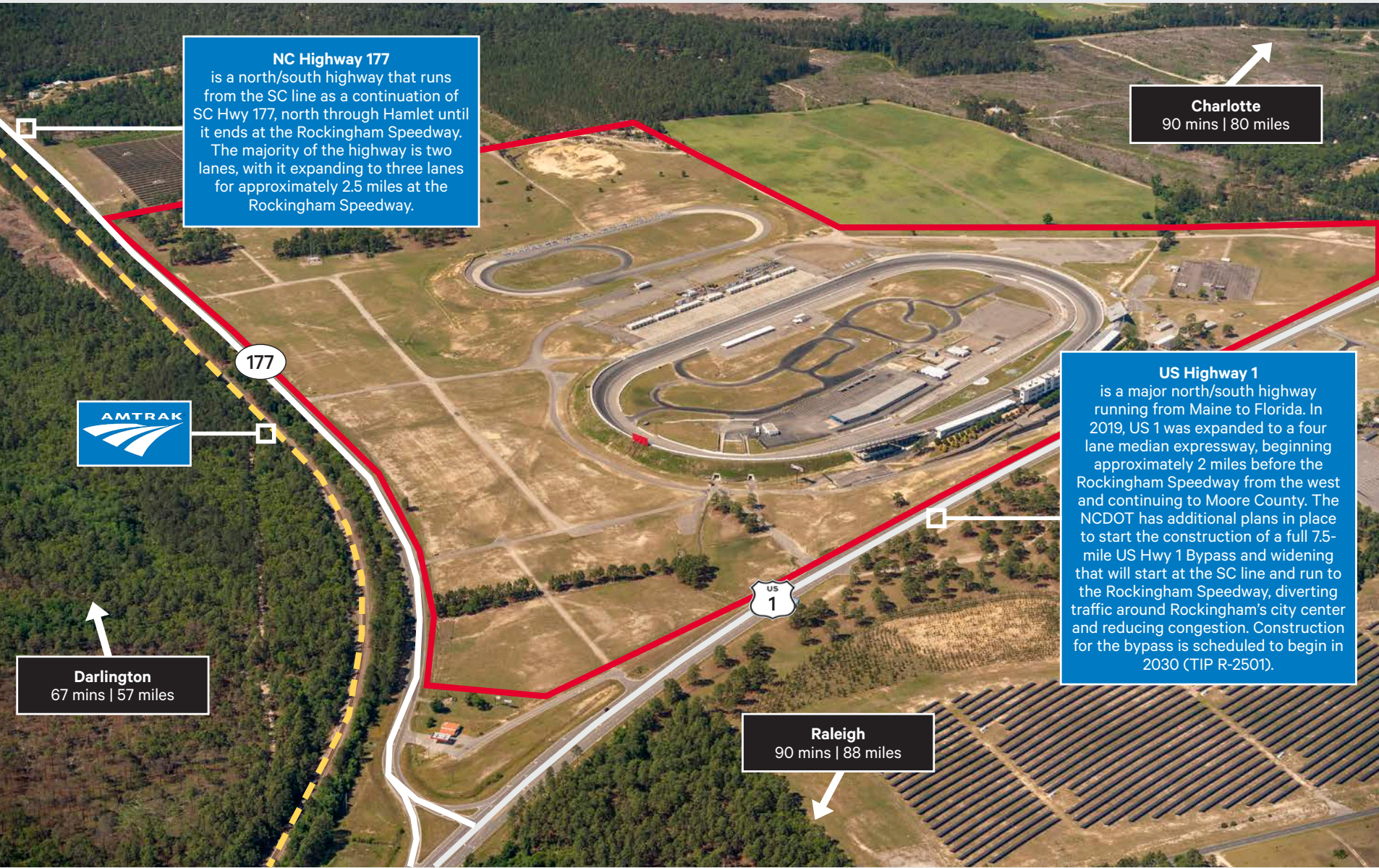


EPICENTER MUSIC FESTIVAL | THE ROCK 2019



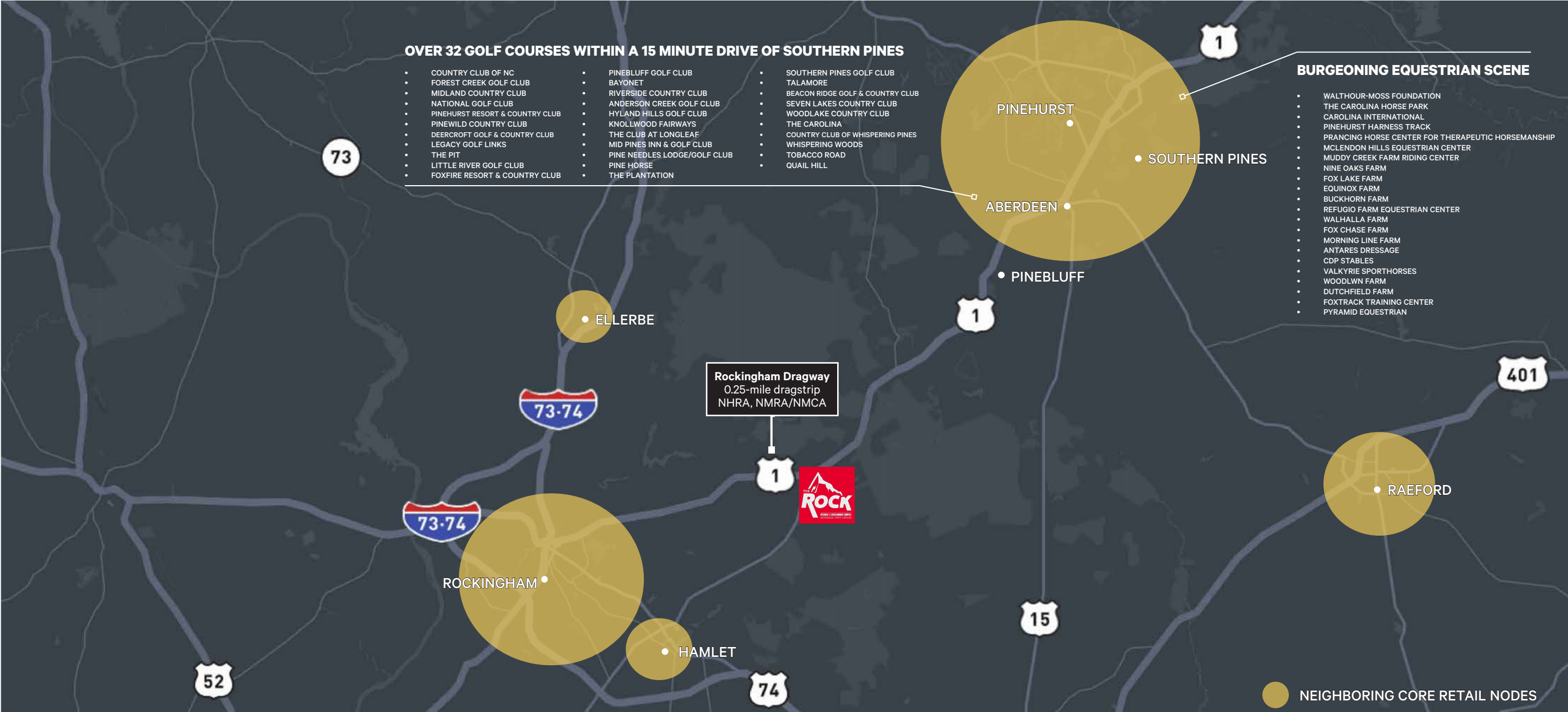
PGA US OPEN | PINEHURST NO. 2 2024

WITH NEWLY EXPANDED HIGHWAY ACCESS



SURROUNDED BY AN ABUNDANCE OF AMENITIES

Fast Food	Major Retailers	Hotels
Starbucks	Target	Hilton Garden Inn
Zaxby's	Wal-Mart	SureStay Plus
McDonald's	BJ's Wholesale Club	Microtel Inn & Suites
Chick-fil-A	HomeGoods	Hampton Inn & Suites
Taco Bell	TJ Maxx	The Carolina Hotel
KFC	Kohl's	SpringHill Suites
Arby's	Hobby Lobby	TownePlace Suites
Hardee's	Dick's Sporting Goods	Holiday Inn Express
Sonic	Lowe's Home Improvement	Comfort Inn
Burger King	Ulta	Homewood Suites
Dominos Pizza	Ross Dress for Less	Quality Inn
Dunkin' Donuts	Dunham's Sports	Fairfield Inn & Suites
Firehouse Subs	Rue 21	
Tropical Smoothie	Belk	Entertainment/Fitness
Pizza Hut	Bath & Body Works	Carolina Cinemas Sandhills 10
Papa John's	Five Below	Wee Pines Mini Golf
Hwy 55 Burgers & Fries	Tractor Supply	Rec Room Bar & Arcade
Smithfield's Chicken 'N Bar-BQ		Sunrise Theater
Bojangles	Major Grocers	Planet Fitness
Biscuitville	Harris Teeter	Orangetheory Fitness
Jersey Mike's	The Fresh Market	First Health Fitness
Cookout	Food Lion	Anytime Fitness
Arby's	Lowe's Foods	Forte Fitness
Wendy's	Aldi	Fit4Life



ONE ANGLE OF THE GOLDEN NC TRIANGLE



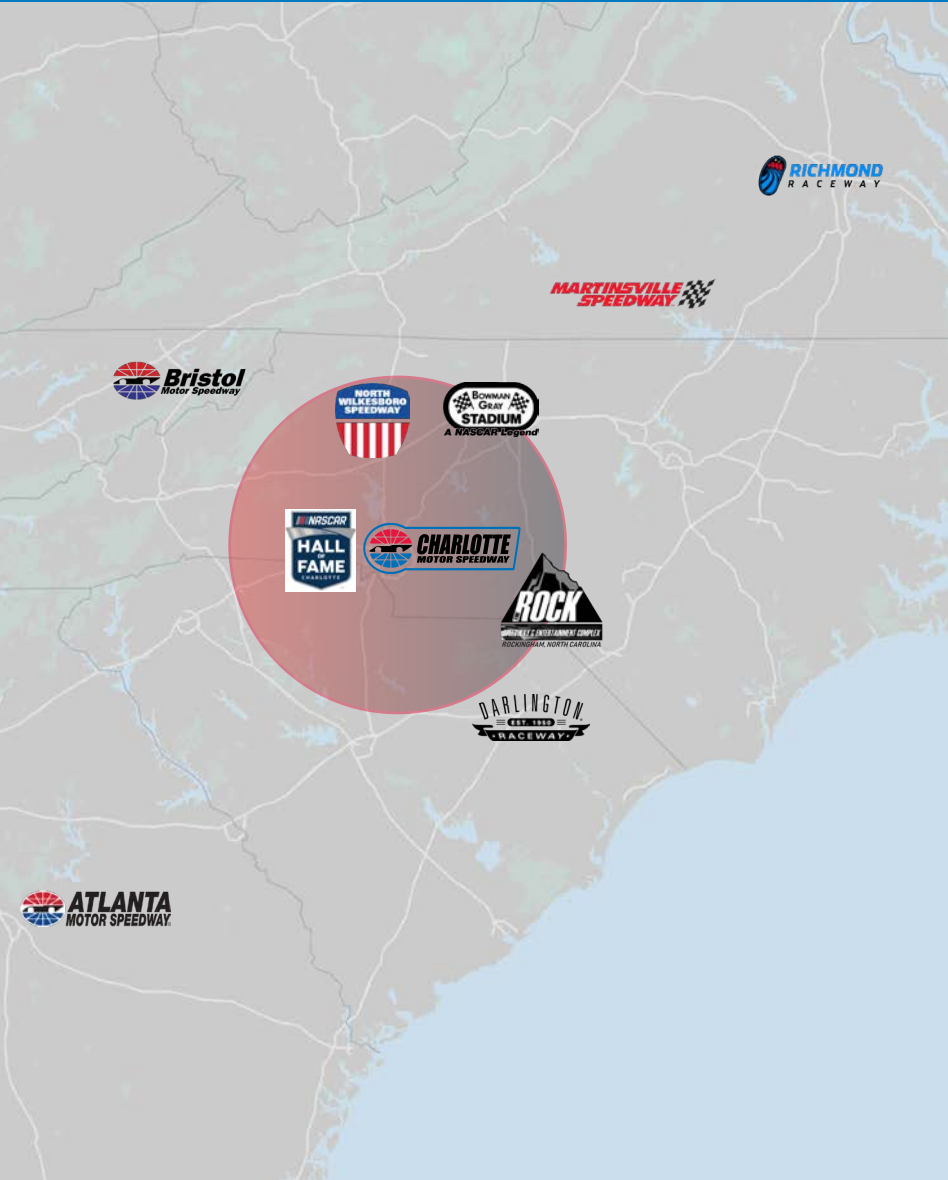
The estimated population within a 2-hour drive time from The Rock is **over 12 million people**

WHERE NASCAR’S GRASS ROOTS GROW DEEP

NASCAR Full-Time Teams	Located
23XI Racing	Mooresville, NC
Front Row Motorsports	Mooresville, NC
Haas Factory Team	Kannapolis, NC
Hendrick Motorsports	Concord, NC
Hyak Motorsports	Harrisburg, NC
Joe Gibbs Racing	Huntersville, NC
JR Motorsports	Mooresville, NC
Kaulig Racing	Welcome, NC
Legacy Motor Club	Statesville, NC
Niece Motorsports	Salisbury, NC
RFK Racing	Concord, NC
Richard Childress Racing	Lexington, NC
Rick Ware Racing	Thomasville, NC
Spire Motorsports	Mooresville, NC
Team Penske	Mooresville, NC
ThorSport Racing	Sandusky, OH
Trackhouse	Concord, NC
Wood Brothers Racing	Stuart, VA

16 out of 18 full-time NASCAR teams are based in North Carolina, which is home to four current NASCAR tracks and the NASCAR Hall of Fame

NASCAR Epicenter





INVESTMENT HIGHLIGHTS

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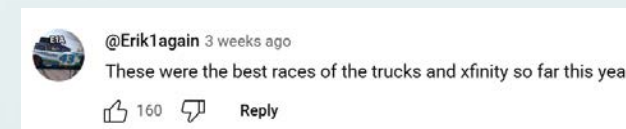
NASCAR RETURNS TO THE ROCK

NASCAR returned to Rockingham Speedway in April 2025 after a 21-year hiatus, featuring three main events: the NASCAR Xfinity Series, the NASCAR Craftsman Truck Series and the ARCA Menards Series East. The weekend kicked off with the Craftsman Truck Series on Friday, April 18, marking the first NASCAR National Series event at the track since 2013. The Xfinity Series race followed on Saturday, drawing significant attention by attracting a sold-out crowd of over 25,000 fans – almost triple the population of Rockingham – and generating 1.053 million TV viewers, the second-best viewership for an Xfinity race at Rockingham ever. This successful turnout and the overwhelmingly positive reception from fans underscored the speedway’s enduring legacy and importance in the NASCAR circuit, with many attendees expressing their enthusiasm for the return of racing at “The Rock.”

1M+
TV VIEWERS

25K
FANS

3
MAJOR RACES

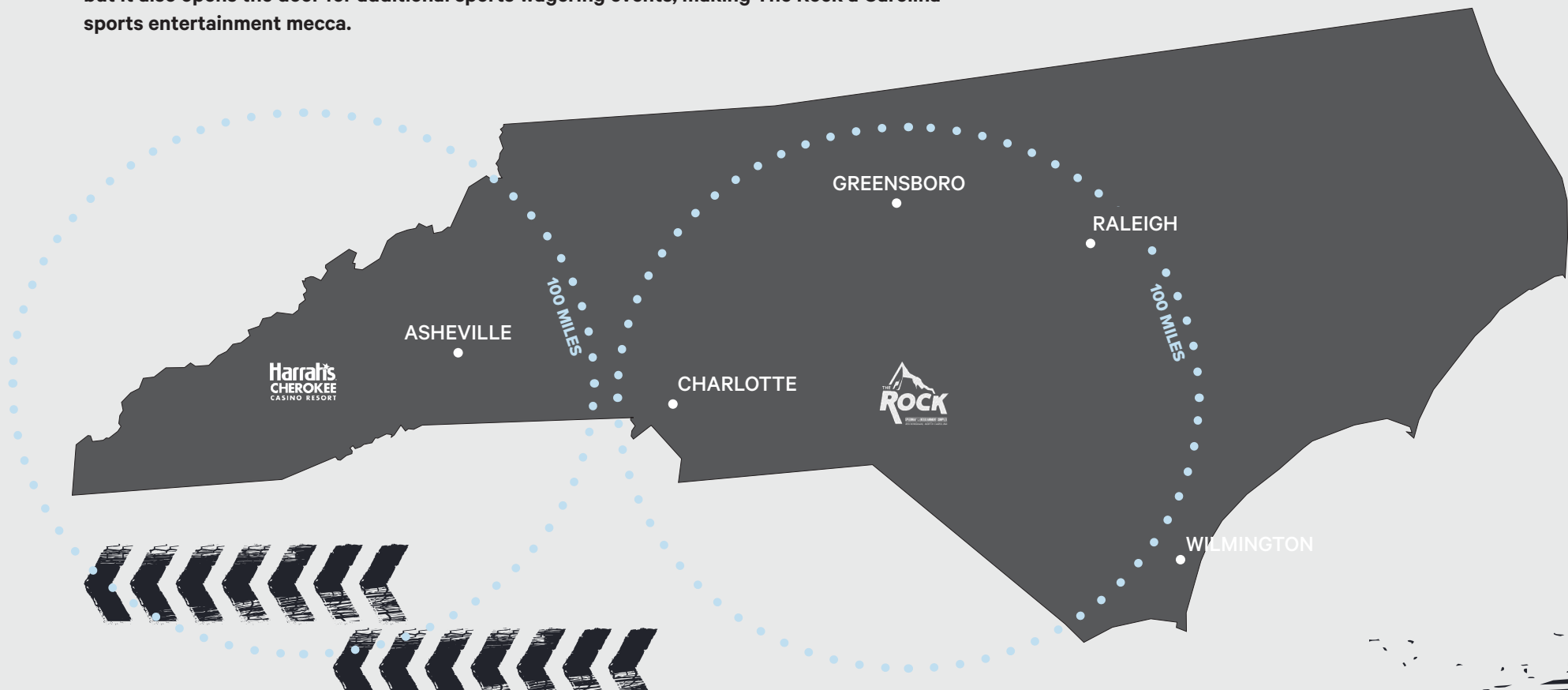


THE ROCK NOW QUALIFIES TO HOLD A NC SPORTS WAGERING LICENSE

In 2023, North Carolina's General Assembly passed House Bill 347 to allow the betting on professional, college and amateur sports and horse racing in North Carolina. This legislation allows individuals to place bets on sporting events whether in person or online. Currently, there are eight sports betting operators authorized to accept sports wagers in North Carolina. Seven of the eight licensees are online operators including FanDuel, DraftKings, Fanatics Sportsbook, bet365, ESPN BET, Underdog Sportsbook and BetMGM. **Only two of the current licensees allow both in-person wagering and online betting – Harrah's Casino (operated by Caesars) in Cherokee, North Carolina, and Rockingham Speedway.**

Between March 2024 and February 2025, the first full year of sports wagering in NC, over \$6.6 billion was wagered by North Carolinians. That led to over \$128 million in tax revenue generated for the state and over \$713 million in gross revenue to sports wagering licensees in NC. **Having a NC Sports Wagering License not only dramatically increases the revenue potential for The Rock by accepting wagers, but it also opens the door for additional sports wagering events, making The Rock a Carolina sports entertainment mecca.**

Over \$6.6 billion was wagered by North Carolinians during the 1st year of sports wagering.



NORTH CAROLINA GRANTS & APPROPRIATIONS

In 2022, the North Carolina Department of Commerce granted \$9 million in funding to Richmond County to be appropriated for utilities and other infrastructure needs to support The Rock (MGF-002). As of 2025, this grant was used to cover the costs of repaving the main track, upgrading the spectator suites and adding/repairing the elevators to the grandstands and suites.

In 2025, the North Carolina Department of Transportation granted \$300,000 in funding to The Rock for facility improvements. These funds were used to upgrade the infrastructure at the track in preparation for the 2025 NASCAR races. Additionally, the North Carolina Department of Commerce awarded the Major Events, Games and Attractions Fund to Richmond County and Track Enterprises. This grant is used to stimulate economic activity by encouraging and promoting the attraction of major events to North Carolina. With the execution of a three-year deal for the return of NASCAR, The Rock was awarded this grant with an allocation of \$750,000, payable within 90 days of the 2025 NASCAR race weekend.

The current owners have recently applied for an additional \$12M of appropriations through the State of North Carolina. If approved, the appropriations could be executed by the end of 2025, with funds likely payable in 2026-2027.

FUTURE SEWER EXPANSION

In 2023, Richmond County executed an agreement with LKC Engineering to plan for the construction of a sewer pump station near the southern portion of The Rock. In addition to the pump station, an additional 3,400 linear feet of 8” force main piping will be installed along NC Highway 177 south to E.V. Hogan Drive. These planned improvements should increase sewer capacity by an additional 500,000 gpd. Currently, no schedule has been set for the commencement of these improvements, but it is estimated they should be completed over the next few years. With the increased sewer capacity, new commercial developments and additional density could be constructed on the Property.



ABC PERMITS

In 2023, the Rockingham Speedway was granted a retail ABC permit by North Carolina to allow the selling of malt beverages, fortified and unfortified wine, and mixed beverages on its premises. The ABC permit was recently renewed in February 2025.

NOISE ORDINANCE

Under the Richmond County Code of Ordinances, the Rockingham Speedway is fully exempted at all times from any noise regulations. Sec. 14-63 lists the noise exemptions, stating:

“All noises coming from the normal operations of the vehicles, aircraft, vendors, law enforcement authorities, and patrons emanating from the North Carolina Speedway..during regular business hours and scheduled activities and events”...are exempted from Sec. 14-62.

With the noise exemption in place, The Rock can run races, hold concerts, and provide other entertainment lineups 24 hours a day/seven days a week. In 2019, the Epicenter Music Festival was held at The Rock for three full days, headlined by the Foo Fighters, Korn, Judas Priest and over 60 other acts. Prior to the Epicenter Music Festival, The Rock hosted the Carolina Rebellion, a rock music festival held in 2012, headlined by Shinedown and Korn.

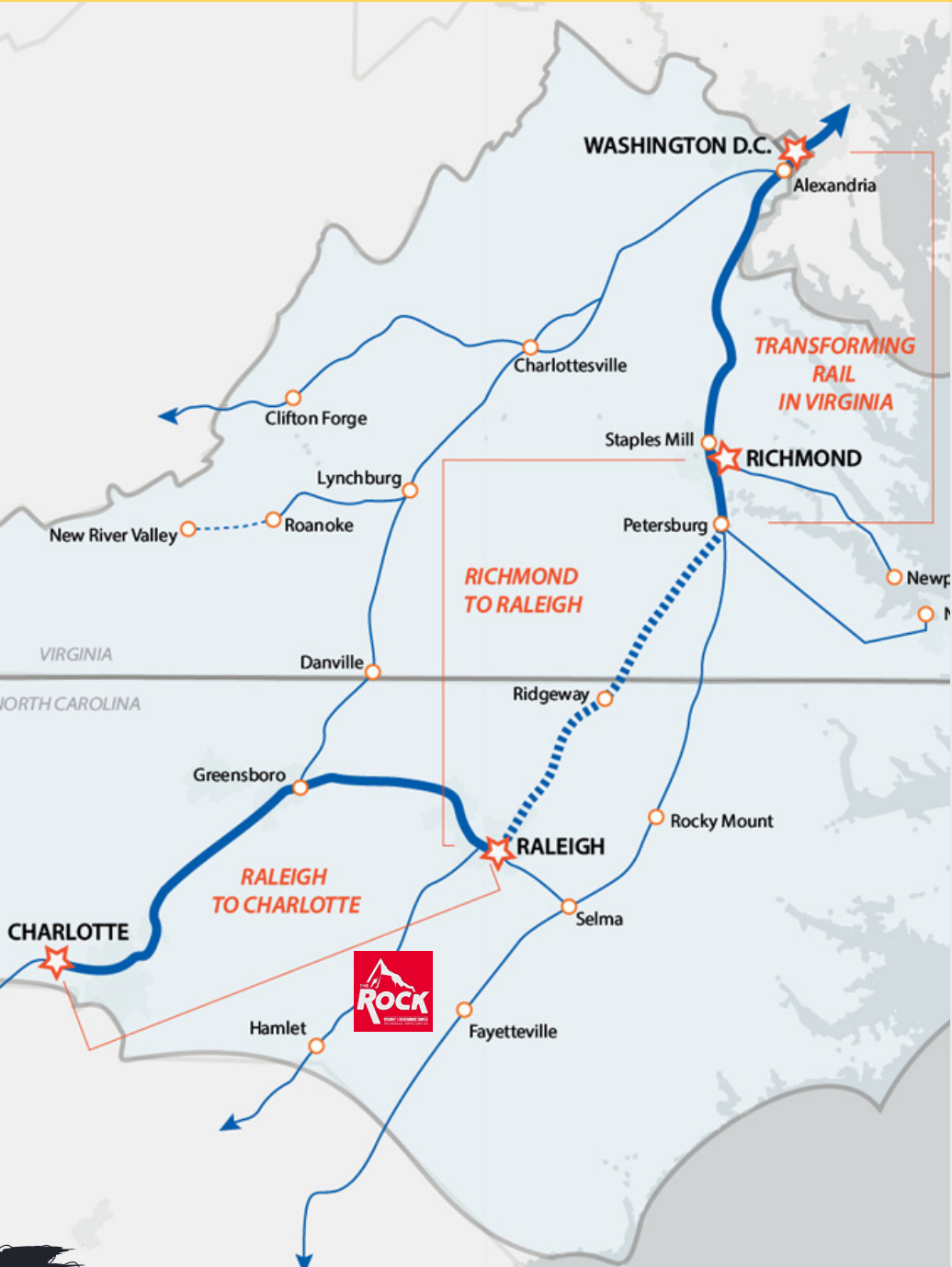


AMTRAK

For the 2025 NASCAR races, the current owners partnered with Amtrak to provide passenger rail service for race fans. Spectators had the opportunity to hop on the train at Raleigh’s Union Station (RGH), Cary’s Amtrak Station (CYN), or Southern Pines Amtrak Station (SOP), with the final destination at the Rockingham Speedway. The train’s initial departure was at 9:00 a.m. in Raleigh, arriving at The Rock by 11:06 a.m. Amtrak offered a return ride, departing from The Rock at 7:30 p.m. with the final stop in Raleigh by 9:30 p.m. The cost to take the train to the NASCAR event was \$25 each way. Racecar fans were overwhelmingly receptive to the new transportation option to the track. Not having to find your car after the race while having unlimited access to food, beverages, and restrooms made for a race day to remember.

Plans are currently underway to extend high rail service from Raleigh to Petersburg, Virginia, which would allow Amtrak to run an even further route to The Rock. Once the rail line upgrades are completed, race fans from Washington, DC, and Richmond, VA, could also hop on the rail line for a quick and convenient ride to and from the Rockingham Speedway. Additionally, for future races, Amtrak could add additional stops in South Carolina and Georgia on the current rail line that’s in place. Residents from Columbia, Camden and Denmark, SC and even Savannah, GA, could commute to the next NASCAR race or event held at the speedway.

<https://racetherock.com/2025/03/ncdot-announces-raleigh-train-to-nascars-return-to-the-rock/>





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LET’S GO RACING!

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