



## Fortune 500 Companies Invested in NASCAR

### Methodology

To be eligible for the Fortune 500, a company must be based in the U.S. and be publicly traded. The companies listed below utilize NASCAR as a vehicle for their business through a team, track or NASCAR official sponsorship, licensing agreement, and/or a media partnership.

Fortune 500 companies involved in NASCAR (in order by ranking in the Fortune 500)

RANK	COMPANY	EXAMPLE OF COMPANY'S INVESTMENT IN THE SPORT
1	Exxon Mobil	NASCAR Official Partner
2	Wal-Mart Stores	NASCAR Retail Partner
3	Chevron	Juan Pablo Montoya - #42
4	ConocoPhillips	Juan Pablo Montoya - #42
5	General Motors	NASCAR Official Partner
6	General Electric	Juan Pablo Montoya - #42
7	Berkshire Hathaway	Casey Mears - #13 (Geico)
9	Ford Motor	NASCAR Official Partner
10	Hewlett-Packard	NASCAR Partner/NSCS #1
11	AT&T	Taylor Malsam - #19 NNS
13	Bank of America Corp.	NASCAR Official Partner
20	Citigroup	Richard Childress Racing – (One Main Financial)
22	United Health Care	Hendrick Motorsports
23	Kroger	Richmond International Raceway
26	Wells Fargo	Darlington Raceway
27	Procter & Gamble	Kevin Harvick - #29
31	Marathon Petroleum	Joe Gibbs Racing
32	Walgreens	Clint Bowyer - #15
35	Home Depot	Joey Logano - #20
37	Microsoft	Juan Pablo Montoya - #42
38	Target	Juan Pablo Montoya - #42
41	PepsiCo	Jeff Gordon - #24
43	State Farm Insurance Cos.	Kasey Kahne - #5
44	Dell	Earnhardt Ganassi Racing
46	Caterpillar	Jeff Burton - #31
49	Comcast	Pocono Raceway
50	Kraft Foods	NASCAR Official Partner
52	United Parcel Services	NASCAR Official Partner

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53	Best Buy	Matt Kenseth - #17
54	Lowe's	Jimmie Johnson - #48
55	Prudential	Earnhardt Ganassi Racing
59	Coca-Cola	NASCAR Official Partner
61	Sunoco	NASCAR Official Partner
66	Walt Disney	Broadcast Partner (ABC/ESPN)
69	Sysco	SMI Food/Beverage Partner
70	FedEx	Denny Hamlin - #11
72	DuPont	Jeff Gordon - #24
77	Honeywell International	Several NSCS Teams Aftermarket Auto Parts
90	Sprint Nextel	NASCAR Entitlement Sponsor
91	News Corp.	NASCAR Media Partner
93	Allstate	Jamie McMurray - #1
97	Deere	Iowa Speedway
98	Murphy Oil	Multiple Track Sponsor
100	Nationwide	NASCAR Entitlement Sponsor
102	3M	NASCAR Official Partner
103	Time Warner	NASCAR Media Partner
105	DirectTV	NASCAR Media Partner
106	Publix	JTG Racing
107	McDonald's	Jamie McMurray - #1
120	Emerson Electric	Richard Childress Racing
126	Goodyear Tire & Rubber	NASCAR Official Partner
128	AFLAC	Carl Edwards - #99
131	Hartford Financial Services Group	Richard Childress Racing
136	Nike	Denny Hamlin - #11
137	Kimberly-Clark	Penske Racing
142	Time Warner Cable	NASCAR Media Partner

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147	Whirlpool	Mark Martin - #55
148	Capital One Financial	Richmond International Raceway
156	Altria Group	Watkins Glen International
167	Southwest Airlines	Atlanta Motor Speedway
172	NextEra Energy	Daytona International Speedway
173	Marathon Oil	Petty Motorsports
177	Viacom	NASCAR Media Partner
178	Qualcomm	Nelson Piquet Jr. - #30
179	PG&E Corp.	Sonoma Raceway
180	PPG Industries	Penske Racing
181	General Mills	Richard Childress Racing
183	Dollar General	Joey Logano - #20
186	Duke Energy	Charlotte Motor Speedway
193	Navistar International	Roush Fenway Racing
203	Waste Management	New Hampshire Motor Speedway
204	Aramark	ISC Tracks
205	Kellogg	Carl Edwards - #99
213	Yum Brands	David Gilliland - #38
214	Genuine Parts (NAPA)	Martin Truex Jr. - #56
215	ConAgra Foods	ISC Partner
217	Marriot International	Atlanta Motor Speedway
218	Smithfield Foods	Petty Motorsports
222	Penske Automotive Group	Penske Racing
226	CSX	Furniture Row Racing
228	eBay	Sonoma Raceway
233	Office Depot	NASCAR Official Partner
244	H.J. Heinz	BK Racing
252	Stanley Black & Decker	Marcos Ambrose - #9
267	BB&T Corp.	Jeff Burton - #31
269	Automatic Data Processing	Penske Racing
271	SunTrust	Talladega Superspeedway

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273	Gamestop	Joey Logano - #20
293	Sherwin-Williams	Roush Fenway Racing
307	Ashland	Earnhardt Ganassi Racing (Valvoline)
308	Stryker	Talladega Superspeedway
324	Coca-Cola Enterprises	NASCAR Official Partner
328	Corning	Watkins Glen International
330	Sonic Automobile	SMI Parent Company
331	MGM Resorts International	Bobby Labonte - #47
337	Oshkosh	Kentucky Speedway (Jerr-Dan)
351	Charter Communications	Petty Motorsports
363	Winn-Dixie Stores	Clint Bowyer - #15
370	MasterCard	Matt Kenseth - #17 (Fifth Third)
372	Fifth Third Bancorp	Matt Kenseth - #17
380	CMS Energy	Michigan International Speedway
392	Advance Auto Parts	Dave Blaney - #36 NNS
394	CC Media Holdings	NASCAR Media Partner
399	Consol Energy	Red Horse Racing
408	Eastman Kodak	Juan Pablo Montoya - #42
404	Hershey	Jayme McMurry - #1
410	Rockwell Automation	Kasey Kahne - #5
414	Newell Rubbermaid	Bristol Motor Speedway (Sharpie)
417	Dr. Pepper Snapple Group	BK Racing
418	Avis	Penske Racing
424	O'Reilly Automotive	Several Tracks/Teams
456	Clorox	Earnhardt Ganassi Racing
465	Gannett	NASCAR Media Partner
470	Timken	Joe Gibbs Racing
<b>Total Companies: 114</b>		

Source: Fortune Magazine (2012). This list is as of December 2011 and is subject to change.