

Contact: Jody Jennings
Richard Childress Racing
(336) 731-3334 Ext. 3428 - Office
(205) 910-4429 – Mobile
jjennings@rcrracing.com

Paul Menard No. 27 PEAK/Menards Chevrolet Event Preview Fact Sheet

Event/Date: Daytona 500 – Feb. 20, 2011
Venue: Daytona International Speedway – Daytona Beach, Fla.

NOTES:

This Week's PEAK/Menards Chevrolet at Daytona International Speedway ... Paul Menard will pilot Chassis No. 338 from the Richard Childress Racing NASCAR Sprint Cup Series stable. This No. 27 Chevrolet Impala is a brand new addition to the RCR fleet, and saw its first laps on the track during preseason testing at Daytona International Speedway.

Gentlemen, Start Your Engines! ... The 53rd Daytona 500 will mark Menard's 148th career start in the NASCAR Sprint Cup Series. This will be his fourth consecutive run in the "Great American Race" and his eighth appearance at the 2.5-mile speedway.

Starting up front at Daytona ... Menard earned his one career NSCS pole position at Daytona International Speedway. In 2008, he claimed the pole award for the Coke Zero 400 at Daytona (July). The following year, he started the Budweiser Shootout from the pole position when he drew the top spot during Budweiser's annual Shootout Draw Party.

Daytona Tidbits ...

- In seven previous starts at a track that is notorious for the field-reducing 'Big One,' Menard has completed an impressive 98.8% of his laps (1,193 of 1,208).
- He has an average starting position of 24.3 and an average finishing position of 21.4, with his best finish of 13th coming in the 2010 Daytona 500. He has led for 19 laps.

Familiar Faces on the No. 27 team ... Slugger Labbe, a fixture in NASCAR since 1989, made the move to RCR with Menard. Also joining Menard and Labbe in the move was spotter Stevie Reeves, hauler driver Jeff Icenhour, engineers Mike Wolf and Grant Hutchins, tire specialist Chris Sherwood, shock specialist Kris McCabe and mechanic Jesse Sanders. Back at the shop are the familiar faces of Dale Fishlein, Derick Mathis and Joey Fellores.

When You PEAK, You Win.™ ... When you want maximum protection for your car, you want to reach for PEAK Performance products. Whatever you drive, PEAK can take it on. PEAKS offers products for all of your needs under the hood, as well as products to clean, dry and polish your vehicle. From antifreeze, to motor oil, to truck bed liners, PEAK has you covered.

Meet the Driver ... Menard will sign autographs at the Menards/RCR souvenir hauler located in the merchandise area outside Turn 4, on Friday, Feb. 18 from 3:50 – 4:20 p.m. Eastern Standard Time.

Paul Menard LIVE for Chevy Q&A ... Fans can participate in a question-and-answer session with Menard on Friday, Feb. 18 at 3:35 p.m. EST on the Chevy Stage, located in the merchandise area outside Turn 4.

Tune in to Fox and Friends on Race Day ... Menard will join Fox and Friends LIVE from Daytona's Victory Lane on Sunday, February 20 at 9:30 a.m. EST to discuss Daytona and preview the 2011 season.

PAUL MENARD QUOTES:

Do you feel that the Duel 150 qualifying race is a good learning tool for the Daytona 500? What is your mind-set as you prepare for the 150-mile race versus the 500?

"For sure. The only thing better would be the Shootout, which I'm confident we'll be in next year! With the Shootout, you can be as aggressive as you want because, ultimately, it doesn't really matter. The Duels, even though they're non-points races, it's still your (Daytona) 500 car and can mean a lot as far as starting position – not just for the race, but to get the season started well."

Daytona International Speedway is rich with history. What would it mean to you to win the Daytona 500?

"It would be huge. The only other race I want to win more would be the Brickyard 400, but I'd definitely take the 500!"

The Daytona 500 is race number one of 36. How do you approach the first race of the season compared to those in July? Do you feel the same intensity each week?

"It's really the same as any other week, aside from the duration of time that we'll be in Daytona, along with the media coverage. Ultimately, I don't approach this race any different. The guys spend more time on the (Daytona) 500 car than they will on any other car, so, obviously, it puts a little bounce in your step."

This is your fifth season in the NASCAR Sprint Cup Series. What is an example of how experience has changed how you prepare for a race?

"The biggest eye opener is how much preparation goes on behind the scenes. Once you're strapped into the race car, I get the same mentality that I've had since I was 8, and it's just focus on what's at hand. Off track, the training and conditioning is something I've really stepped up the past couple years, as well as getting to know these cars better. That's something that Slugger (Labbe, crew chief) has really helped me with."

As you prepare to start your first season with RCR, what is it that drew you to the organization? What are your goals for the year?

"RCR and Richard's track record speaks for itself. It's an awesome group of people up there in Welcome (N.C.). They build beautiful race cars and, most importantly, they're fast."

Richard Childress Racing

NASCAR Sprint Cup Series Race Notes:

RCR Rocks Daytona ... Dating back to 1986, RCR has won seven poles and owns 29 total victories at the most storied race track on the circuit. RCR owns two Daytona 500 wins (Dale Earnhardt - 1998, Kevin Harvick - 2007), three Coke Zero 400 trophies (Earnhardt - 1990, 1993 and Harvick - 2010) and 13 qualifying races, including 10 straight victories with Earnhardt (1990 - 1999). Most recently, Harvick became the fourth driver to win back-to-back Budweiser Shootout titles (2009 and 2010) and it marked the seventh win in the exhibition race for RCR, more than any other organization. In addition to Harvick's victories, Earnhardt won the event five times (1986, '88, '91, '93, and '95). Dale Earnhardt Jr. won the Feb. 2002 and the July 2010 NASCAR Nationwide Series races at Daytona, driving cars fielded by RCR. Harvick drove to Victory Lane in the 2007 NNS opener in the No. 21 Chevrolet and Clint Bowyer won the July 2009 NNS race at the "World Center of Racing."

RCR Sprint Cup Stats ... In 121 points-paying Sprint Cup Series races at the historic 2.5-mile Daytona Beach race course, RCR has five wins, 10 poles, 30 top-five and 52 top-10 finishes and has led 1,578 laps. Richard Childress, a former driver in NASCAR's premier division, earned two of those top 10s between February 1976 and July 1980.

RCR to Duel it Out ... As a result of Sunday's Daytona 500 single car qualifying session, that saw RCR drivers record the fourth (Paul Menard), fifth (Bowyer), sixth (Jeff Burton) and 14th (Harvick) fastest speeds, two RCR entries will be slated into each of the Duel 150 qualifying races on Thursday, Feb. 17. Menard and Harvick will compete in the first Duel 150 event, rolling off the starting grid second and ninth, respectively, while Bowyer and Burton will race in the ensuing Duel 150, starting third and fourth, respectively.

Remembering Dale ... RCR and Earnhardt-Childress Racing Engines will pay tribute to the life and legacy of the legendary Dale Earnhardt throughout 2011 Speedweeks at Daytona. Commemorative No. 3 decals will adorn all eight of RCR's race cars, transporters and pit boxes. ECR employees will wear special ECR/No. 3 hats at the track throughout Speedweeks while RCR employees will wear special RCR/No. 3 hats February 18.

Childress Institute for Pediatric Trauma ... The Childress family founded the Childress Institute for Pediatric Trauma (CIPT) at Wake Forest University Baptist Medical Center in July 2008. Serious injury is the No. 1 killer of kids in America - more than 12,000 children die each year and more than 100,000 survive with some form of a disability. The Institute is working to save children's lives and help them recover quickly through research, education and prevention. For more information, please visit ChildressPediatricTrauma.org.

RCR on Twitter ... To keep up-to-date with the latest news and information and to view exclusive content, visit RCR's Twitter page - @RCRracing - along with the RCR Sprint Cup Series team Twitter pages - @RCR27PMenard, @RCR29KHarvick, @RCR31JeffBurton and @RCR33CBowyer. This week, follow the RCR NSCS team Twitter accounts for Daytona 500 ticket give-a-ways courtesy of Chevrolet.

Catch the Action ... The Daytona 500 will be televised live Sunday, Feb. 20 beginning at 1 p.m. EST on FOX and will be broadcast live on the Motor Racing Network and Sirius/XM Satellite Radio. The Gatorade Duel at Daytona 150-mile qualifying races will take the green flag Thursday, Feb. 17 at 2 p.m. EST and will be broadcast live on SPEED, MRN and Sirius/XM Satellite Radio.

