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zMax Dragway adds second event

Charlotte Business Journal - by [Erik Spanberg](#) Senior Staff Writer

Bruton Smith's drag strip in Concord has landed a second race weekend for the sport's top series starting next year.

Smith, chief executive of **Speedway Motorsports Inc.** (NYSE:TRK), announced plans Tuesday to host National Hot Rod Association races in March and September next year at zMax Dragway in Concord. The \$65 million drag strip opened last year to sellout crowds for NHRA races. Next month, the circuit returns to the 30,000-seat drag strip.

Drag races generated a \$12 million economic impact last year at the facility, according to Cabarrus County tourism estimates. Adding a second weekend should boost that total to \$25 million in 2010.

"Bringing the NHRA back in March will be a terrific boost to the area economy and an incredible kickoff to the 2010 event season for Lowe's Motor Speedway," Smith said in a prepared statement. "This will give hungry race fans a double shot of the world's best drag racing at the world's finest drag-racing facility."

Tickets for the March race went on sale immediately, with no-interest payment plans offered to entice ticket buyers.

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