

## Clint Bowyer

### No. 33 Cheerios/Hamburger Helper Chevrolet Impala

### Event Preview Fact Sheet

**Event/Date:** Daytona 500 – Feb. 14, 2010  
**Venue:** Daytona International Speedway – Daytona Beach, Fla.

- **This Week's Cheerios/Hamburger Helper Chevrolet at Daytona International Speedway ...** Clint Bowyer will pilot Chassis No. 294 from the Richard Childress Racing NASCAR Sprint Cup Series stable. This is a brand new Chevrolet Impala that will be put through its first paces this weekend.
- **Dueling It Out ...** In four Gatorade Duel 150 qualifying races at DIS, Bowyer boats a 14th-place average finish and has completed all 247 laps contested. Bowyer will line up fifth in the first Duel race on Thurs., Feb. 11, with RCR teammates Harvick and Burton starting 15th and 16th, respectively.
- **Bowyer at Daytona ...** In eight career NSCS point-paying starts at the "World Center of Racing," the 30-year-old driver has one top-five and five top-10 finishes. Bowyer boasts a 22.9 average start, a 13.4 average finish. He has led 59 laps and completed all but one lap contested (1,398 of 1,399).
- **Finishing Strong ...** Bowyer's 13.4 average finish is second best among active drivers at the famed 2.5-mile superspeedway. The only active driver with a better average finish is Marcos Ambrose, with an 11.5 average finish in two Daytona starts.
- **Daytona Winner ...** Bowyer drove the No. 29 Holiday Inn Chevrolet to Daytona's Victory Lane in last July's Nationwide Series race. He started on the pole and led 48 laps en route to the victory.
- **Preparing for the 500 ...** The Emporia, Kan., native began preparing for Daytona Speedweeks by driving his Clint Bowyer Racing No. 33 Cheerios/Dollar General Chevrolet Dirt Late Modified at Volusia (Fla.) Speedway Park from Feb. 2 – 9. Additionally, Bowyer gained valuable on-track time at Daytona when he practiced the No. 29 Shell-Pennzoil Chevrolet during last Thursday's Budweiser Shootout practice, filling in for RCR teammate Harvick who came down with flu-like symptoms.
- **Come See Clint ...** Bowyer will sign autographs at the Chevrolet Display area, located outside Turn 4 in the merchandise display area, on Friday, Feb. 12 beginning at noon.
- **RCR Rocks Daytona ...** Dating back to 1986, RCR has won seven poles and owns 27 total victories at the most storied race track on the circuit. RCR owns two Daytona 500 wins (Dale Earnhardt – 1998, Kevin Harvick – 2007), two Coke Zero 400 trophies (Earnhardt – 1990, 1993) 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 NASCAR Nationwide Series race at Daytona, driving a car 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 115 points-paying Sprint Cup Series races at the historic 2.5-mile Daytona Beach race course, RCR has four wins, 10 poles, 27 top-five and 48 top-10 finishes and have led 1,442 laps. Richard Childress, a former driver in NASCAR's premier division, earned two of those top 10s between February 1976 and July 1980.
- **RCR Remembers DJ ...** RCR will honor former pit crew member and front tire changer D.J. Richardson with memorial decals during Speedweeks at Daytona International Speedway. All three of RCR's Sprint Cup Series entries will carry the decals for the 52nd annual Daytona 500 on February 14, and its Nationwide Series and Camping World Truck Series entries will also carry the decals for their season-opening races. Richardson passed away December 25, 2009, from complications from the H1N1 virus. He joined RCR in July 2009 and finished the NASCAR Sprint Cup Series season with the No. 29 Shell-Pennzoil Chevrolet Impala team. The Leominster, Mass., native was 37.
- **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 - @RCR29KHArvick, @RCR31JeffBurton and @RCR33CBowyer.
- **General Mills "Revs Up" Cereal Boxes ...** General Mills has teamed with RCR to offer fans the opportunity to purchase specially-marked packages of five General Mills Big G Cereals – Cheerios®, Cinnamon Toast Crunch®, Lucky Charms®, Reese's Puffs® and Cookie Crisp® – that contain one limited edition "Super-Fast Pull Back Racer" per box. Four collectible race car premiums are available: the No. 33 Cheerios, No. 29 Shell-Pennzoil, No. 31 Caterpillar and, available for the first time in cereal boxes, RCR's iconic black No. 3 RCR. The program began last week at retailers nationwide.
- **RCR Drivers a Part of the New Coca-Cola Commercial ...** Race fans will see a whole new side of RCR Sprint Cup Series drivers Bowyer, Burton and Harvick in Coca-Cola's latest television commercial which is

set to debut during the Daytona 500. Fans can visit [www.MyCokeRewards.com](http://www.MyCokeRewards.com) to learn more about the new commercial.

- **Join Coca-Cola Racing Family Drivers Burton and Bowyer ...** Coca-Cola is hosting a Coca-Cola Family Track Walk on Sunday, Feb. 14, that will allow fans to take the first lap of the day around the famed 2.5-mile superspeedway with RCR drivers Bowyer and Burton. Joining them will be NASCAR driver Elliott Sadler and three-time Daytona 500 champion Dale Jarrett. The event is open to all ticket and credential holders for the 2010 Daytona 500. Registration begins at 8 a.m. ET at Gate 7 and the event kicks off at 8:45 a.m.
- **Catch the Action ...** The Daytona 500 will be televised live Sunday, Feb. 14 beginning at 12 Noon Eastern Standard Time 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. 11 at 2 p.m. EST and will be broadcast live on SPEED, MRN and Sirius/XM Satellite Radio.