

Buckle Up: Choice Privileges Gives Members Bucket List Experiences During the 2025 NASCAR Cup Series Season with Expansion of Trackhouse Sponsorship

Following Rave Customer Reviews in 2024, Choice Privileges Adds Second Sponsored NASCAR Driver Ross Chastain, No. 1 Chevrolet

NORTH BETHESDA, Md., March 6, 2025 /PRNewswire/ -- Choice Privileges, the award-winning rewards program of Choice Hotels International (NYSE: CHH) is expanding its sponsorship of Trackhouse Racing for a second year, giving members insider access to the 2025 NASCAR Cup Series season. Building on the success of the program last year, Choice Privileges will expand its lineup of sponsored Trackhouse Racing drivers to include Ross Chastain, driver of No.1 Chevrolet, in addition to Daniel Suárez, driver of No. 99 Chevrolet.

Choice Privileges members can use their points to bid on once-in-a-lifetime race day experiences that will convert anyone into a racing fan. They'll get a firsthand look at what it's like to be part of the Trackhouse team, starting with an exclusive tour of the team transporter and pit road and a meet-and-greet with the drivers. After watching the final car adjustments in the team garages, members can watch part of the race in the pit box, sitting with the crew chief as they guide the drivers. They'll also get to enjoy a meal prepared by the team's traveling chef alongside crew members.

In 2024, the Trackhouse Racing experiences deepened customer engagement with Choice Privileges. Customers redeemed millions of points to bid on VIP experiences during the 2024 NASCAR Cup Series season, with nearly 90% using points earned through stays at Choice-branded hotels or through the Choice Privileges® Mastercard® and Choice Privileges® Select Mastercard®. Of all participants, nearly 80% were Choice Hotels Elite members. Members can earn Elite status for as few as 10 nights a year.

"As experiences increasingly become a key driver of people's travel plans, we are committed to enhancing offerings available through Choice Privileges to give our customers unforgettable memories," said Nandika Suri, Vice President, Loyalty, Co-brand Credit Card and Partnerships at Choice Hotels International. "There's little that compares to the adrenaline rush of the pit road and the chance to meet the drivers and pit crew, which is why the Trackhouse Racing offer was so popular with customers. We're thrilled to extend this sponsorship, which perfectly aligns with many of our members' interests."

As a season-long sponsor, Choice Privileges experiences will be available at all 38 NASCAR Cup Series races this year. Additionally, the Choice Privileges brand will take center stage as the primary paint scheme on Trackhouse Racing cars, with branded fire suits and team apparel featured at select races, including:

- Sunday, March 30 - Martinsville, Va. (race includes Ross Chastain)
- Sunday, May 11 - Kansas City, Kan. (race includes Daniel Suárez)
- Sunday, September 7 - St. Louis, Mo. (race includes Daniel Suárez)
- Sunday, October 5 - Charlotte, N.C. (race includes Daniel Suárez)

"We couldn't be more excited to partner with Choice Privileges and to tap into its fast-growing member base," said Justin Marks, Founder and Owner of Trackhouse Racing. "We look forward to welcoming Choice Privileges members to the tracks for what will no doubt be an exciting NASCAR Cup season."

Through Choice Privileges, members can access over 7,100 hotels in 46 countries and territories, including 1,000 luxury and upscale, full-service properties. This encompasses brands like Radisson and Cambria and partners including Westgate Resorts, Preferred Hotels & Resorts and Penn Gaming.

Travelers can earn more points faster by signing up for the Choice Privileges® Mastercard®, which offers

40,000 bonus points when you spend \$1,000 in purchases within the first three months. Card users can also earn 5X points on stays at participating Choice Hotels properties, 3X points at gas stations, grocery stores, home improvement stores and on phone plan services. They can also sign up for the [Choice Privileges® Select Mastercard®](#), which offers 60,000 bonus points when you spend \$3,000 in purchases within the first three months. In addition, they can earn 10X points on stays at participating Choice Hotels properties, 5X points at gas stations, grocery stores, home improvement stores and on phone plan services. Terms apply.

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About Choice Hotels®

[Choice Hotels International, Inc.](#) (NYSE: CHH) is one of the largest lodging franchisors in the world. The one to watch in upscale and a leader in midscale and extended stay, Choice® has over 7,500 hotels, representing nearly 635,000 rooms, in 46 countries and territories. A diverse portfolio of 22 brands that range from full-service upper upscale properties to midscale, extended stay and economy enables Choice® to meet travelers' needs in more places and for more occasions while driving more value for franchise owners and shareholders. The award-winning Choice Privileges® rewards program and the Choice Privileges Mastercard credit cards provide members with a fast and easy way to earn reward nights and personalized perks. For more information, visit www.choicehotels.com.

About Choice Privileges®


The award-winning Choice Privileges rewards program enables members to earn and redeem points for reward nights at over 7,100 Choice-branded hotels across a diverse portfolio of brands in 46 countries and territories. Points can also be earned and/or redeemed with partners like Westgate Resorts, Bluegreen Vacations, Penn Entertainment, and the iconic Treasure Island Hotel & Casino in Las Vegas. Members can also exchange points for airline miles or redeem them for gift cards with popular restaurants and retail stores, stays at the luxurious Preferred Hotels & Resorts, and even VIP college football experiences. Choice Privileges Mastercard holders can earn more points faster, including on everyday spending. To enroll in the free Choice Privileges program or learn more about the Choice Privileges Mastercard credit cards, visit www.choicehotels.com/choice-privileges

About Trackhouse Racing:

After retiring from a successful driving career in NASCAR and sports cars, St. Louis native Justin Marks, 43, formed the Nashville, Tennessee-based Trackhouse Entertainment Group in 2020 to create a racing brand that transcends motorsports. Since taking to the track in 2021 with Daniel Suárez as its only driver, Trackhouse Racing has grown to three full-time Cup teams, a part-time fourth team and a driver development program in the NASCAR Xfinity Series. Trackhouse boasts eight victories in its young existence, created a sophisticated social and digital program with an international flavor and has attracted major corporate support from some of world's most recognizable brands including: Chevrolet, Anheuser-Busch, Red Bull, Jockey, Coca-Cola, WeatherTech, Freeway Insurance, Kubota, Wendy's and others. Expansion began midway through the 2021 season when Marks purchased the NASCAR assets of Chip Ganassi Racing and began the 2022 season as a two-car team operating out of its Concord, North Carolina race shop with Suárez and Ross Chastain as drivers. Chastain gave the organization its first victory at Circuit of the Americas in Austin, Texas in March 2022, while Suárez became the first Mexican driver to win a Cup race when he won at Sonoma (Calif.) Raceway in June 2022. In July 2023, New Zealander Shane van Gisbergen won the inaugural Chicago Street race in his first start driving for Trackhouse's PROJECT91 program Marks created to offer NASCAR opportunities to international driving stars that has included F1 World Champion Kimi Räikkönen and four-time Indianapolis 500 winner Hélio Castroneves. Trackhouse Racing joined the MotoGP grid in 2024 bringing an American team back to the pinnacle of international motorcycle racing for the first time in over a decade fielding Aprilia motorcycle for Spaniard Raul Fernandez and Japanese rider Ai Ogura. Also in 2024, Avenue Sports Fund acquired a significant minority stake in Trackhouse Entertainment Group. In 2025 Van Gisbergen, Suárez and Chastain race full-time in the Cup Series for Trackhouse Racing while 18-year-old development driver Connor Zilisch races for JR Motorsports in the Xfinity Series and made his Cup debut in a Trackhouse Chevrolet in March.

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