



## ***Artist Sam Bass Presents Guitar To Music Icon Keith Urban During Daytona 500 Pre-Race Festivities***

On Sunday, Feb. 15, motorsports artist Sam Bass, presented one of his own custom-designed Gibson Les Paul guitars to country music star Keith Urban, during the Daytona 500 pre-race ceremonies.

Befitting of the Great American Race, Bass designed a red, white, and blue guitar. The guitar's body is adorned with red and blue NASCAR Sprint Cup series cars emerging out of the Daytona 500 logo and charging to the front the pack. The silver metallic hot rod flame graphics add an overall cool factor to the design. As a tribute to Urban, Bass included the star's "Monkeyville" logo on the guitar body. Rounding out the design, the NASCAR logo spans the area across the pick guard.

Bass, NASCAR's first officially licensed artist and a huge fan of Urban's music, was asked by sanctioning body officials to create one of his race-ready guitars for this special presentation during the NASCAR Sprint Cup season opener, the Daytona 500.

Urban was so impressed with the gift that he immediately sent it to his guitar tech for final preparation so he could play the guitar during his pre-race concert, seen by millions of race fans around the world.

Bass has been designing custom guitars, combining his motorsports art and love of music, for more than a decade. Guitars in his portfolio include three limited editions series featuring Dale Earnhardt and Dale Earnhardt, Jr. and an edition of 43 guitars honoring "The King" Richard Petty. Since 2002, Bass has also designed trophy guitars for Nashville Superspeedway, totaling 28 one-of-a-kind guitars, which have been voted one of the most popular trophies in all of sports.