



SAM BASS A BIG PART OF THE NASHVILLE TRADITION

Concord, N.C. (April 6, 2009) - The far-reaching influence of motorsports artist Sam Bass has never been more evident as the NASCAR Nationwide Series rolls into Nashville Superspeedway this coming weekend for the NASCAR Nationwide Series 300. The renowned illustrator and designer has created the electrifying artwork for both the winner's trophy and the cover of the souvenir program for the April 11 event.

Each year, Bass designs the colorful illustrations that adorn the Official Gibson Guitar Trophy given to the winners of Nashville Superspeedway's major races, which include three NASCAR events this season.

This marks the 29th such trophy the artist has created for the 1.333-mile Tennessee track, continuing a tradition that began when Jack Sprague carried home the first one in June of 2002. In the years since, the list of drivers who have earned the most sought-after musical instrument in motorsports has grown to include: Carl Edwards, Dario Franchitti, Clint Bowyer, Scott Dixon, Kevin Harvick, Tony Kanaan, and Travis Kvapil, to name just a few.

This truly one-of-a-kind trophy has come to symbolize racing in Music City.

In fact, Sports Illustrated described it as one of the Top 10 coolest trophies in all of sports. This year's design is perhaps the most dynamic yet.

"The Sam Bass designed Gibson Les Paul Trophy Guitar is the trademark of the Nashville Superspeedway," says the track's Director of Public Relations, Sean Dozier. "The guitar is instantly recognized around the country as one of the most coveted trophies in NASCAR."

Bass' relationship with Gibson Guitar Corporation and Nashville Superspeedway has afforded him the opportunity to showcase three of his life's greatest passions - art, music, and motor racing - through a trophy that became a classic the minute it was first conceived.

"I am so proud and honored to design the Gibson guitar trophies for Nashville Superspeedway events. It is truly the ultimate combination for me of racing and music, and as a guitarist and collector myself, I only wish I could win one," said Sam Bass from his Concord, N.C. studio. "It is extremely gratifying to hear the drivers talk about it as being the trophy they most want to add to their collections!"

Of course, Bass' presence at NSS has been expanded to include creating the cover art for the 2009 NASCAR Nationwide Series 300 souvenir publication.

That's right up his alley; the first artist officially licensed by NASCAR has designed the cover for hundreds of programs for a variety of race tracks over the past 25 years.

His newest composition is a real eye-opener. The beautiful trophy guitar is the focal point of the piece, flanked by the silhouettes of recent winners striking their celebratory poses. Inside, readers will find a feature article about Bass that gives them some insight into the man behind the art.

The artist's Nashville itinerary will include an autograph session on Saturday, April 11 at the Nationwide hauler on EXPO Row, beginning at noon.

Fans are cordially invited to drop by for a visit and get their souvenir programs signed.

"Sam's participation in autograph sessions and media events race weekends helps promote the races to a much wider audience," says

Dozier. "Sam continues to go above and beyond and it's an honor to call him friend."

For more information about Sam Bass and his motorsports art, visit www.sambass.com.

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