

**PRESS PASS®**



**FIVE STAR**

JANUARY 2014 MARKS THE RETURN OF THE MOST PRESTIGIOUS  
RACING SET EVER PRODUCED...PRESS PASS® FIVE STAR



# OVERVIEW

**1/1 AUTOGRAPHED COMPLETE PATCH BOOK CARDS,  
AT LEAST ONE PER 3-BOX CASE!**

**LESS THAN 800 TOTAL BOXES PRODUCED!**

*FIVE CARDS PER BOX INCLUDING FOUR HITS:*

- 1 Book Card—All book cards contain autograph(s) and memorabilia (#'d to 15 or less)
- 1 Autographed Memorabilia card (#'d to 50 or less)
- 1 Autograph card (#'d to 10 or less) OR Auto'd Memorabilia card
- 1 Memorabilia card – 1, 2, 3, 4, or 5 swatches (#'d to 25 or less)
- 1 Base card (#d to 15 or less)

*HITS FOCUSED ON TOP DRIVERS:*

Dale Earnhardt Jr, Jeff Gordon, Richard Petty, John Force, Danica Patrick, Kasey Kahne, Carl Edwards, Mark Martin, Tony Stewart, Kyle Busch, Kevin Harvick, Jimmie Johnson, Matt Kenseth, and Terry Labonte.



*"PRESS PASS' PREMIUM,  
TOP-SHELF BRAND IS BACK."*



*An upscale, hinged leather box is just  
one of the many high-end features of  
this exciting and rare brand.  
(Actual box size is 9" x 6" x 1.75")*



# OVERVIEW

## LOW-NUMBERED HITS

### 2014 ROOKIE CARDS

2014 offers a strong class of drivers competing for the NASCAR Sunoco Rookie of the Year award: Austin Dillon (driving the #3 car & the newly crowned 2013 NASCAR Nationwide Series Champion™), Kyle Larson & Justin Allgaier.

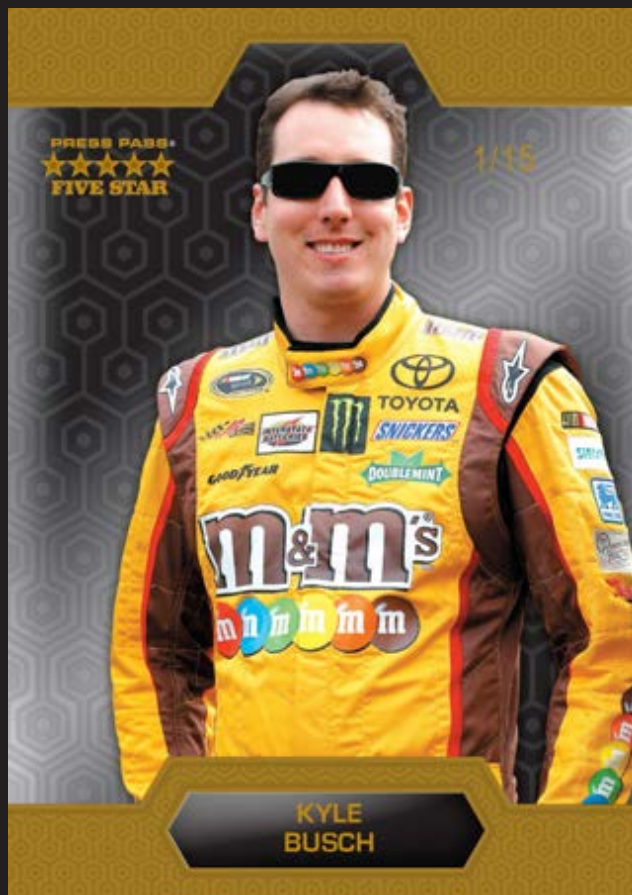


INSTANT WINS for "NASCAR® 50 Greatest Drivers" signed lithos (signed in 1999) featuring Certified Authentic signatures from Dale Earnhardt®, Richard Petty, Jeff Gordon®, Benny Parsons, David Pearson, Lee Petty, Junior Johnson and more!





# SAMPLE BOX BREAK I



## BASE CARD

Thick Card Stock • Etched Foil • Low Numbering



# SAMPLE BOX BREAK

# 1



## AUTOGRAPH CARD

On-Card • Inscriptions • Low Numbering



# SAMPLE BOX BREAK

# 1



## MEMORABILIA CARD

Dual/Triple/Quad/Five Piece/Oversized Versions with Unique Materials  
(e.g., gloves, shoes, firesuits, sheet metal)



# SAMPLE BOX BREAK *1*

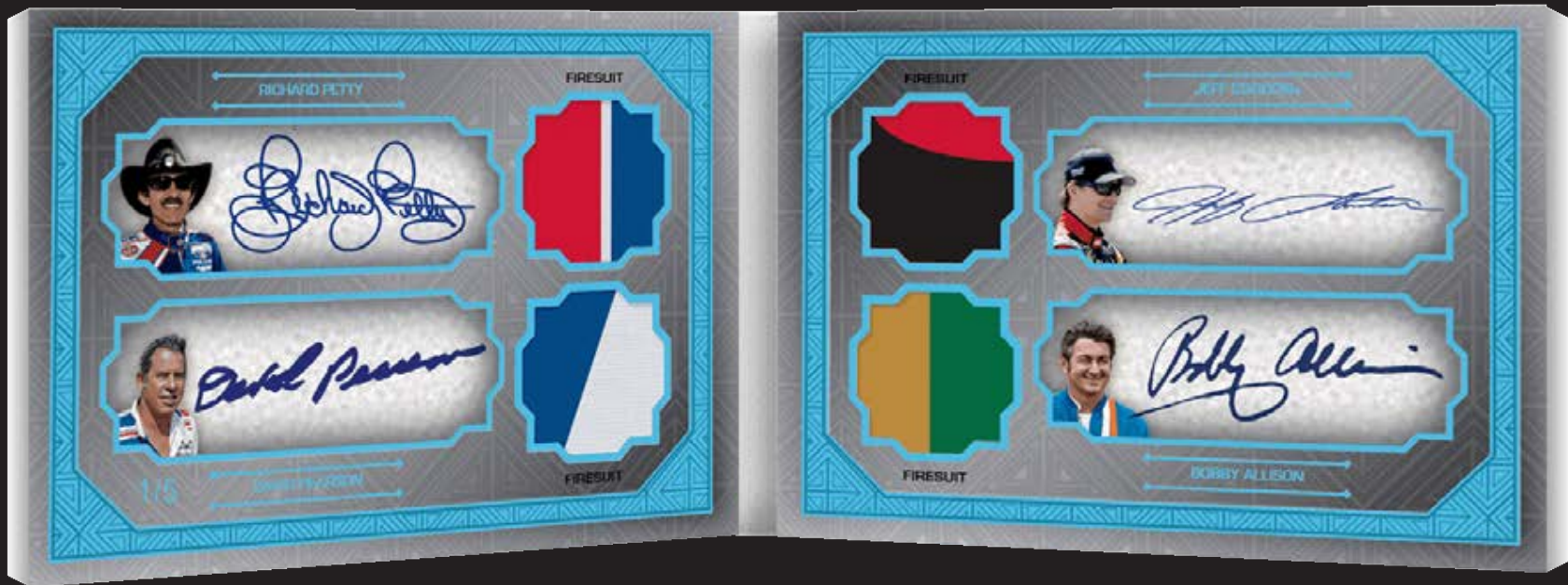


*AUTOGRAPHED MEMORABILIA CARD*  
On-Card Auto • Multi-color Sheet Metal or Firesuit Patch





# SAMPLE BOX BREAK I

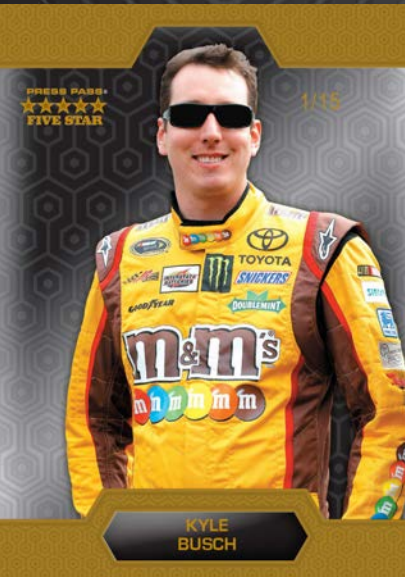


*DUAL AUTOGRAPH/MEMORABILIA BOOK CARD*

**Two On-Card Autos • Features Prime Swatches**

# SAMPLE BOX BREAK

All hits from top drivers • All cards #d 25 or less



1 Base (#d to 15)



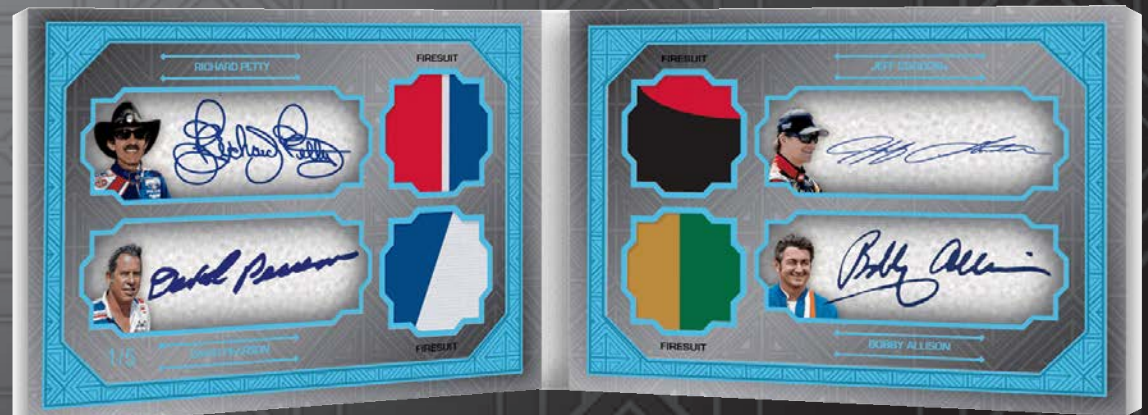
1 Autographed Mem (#d to 25)



1 Quad Material (#d to 1)



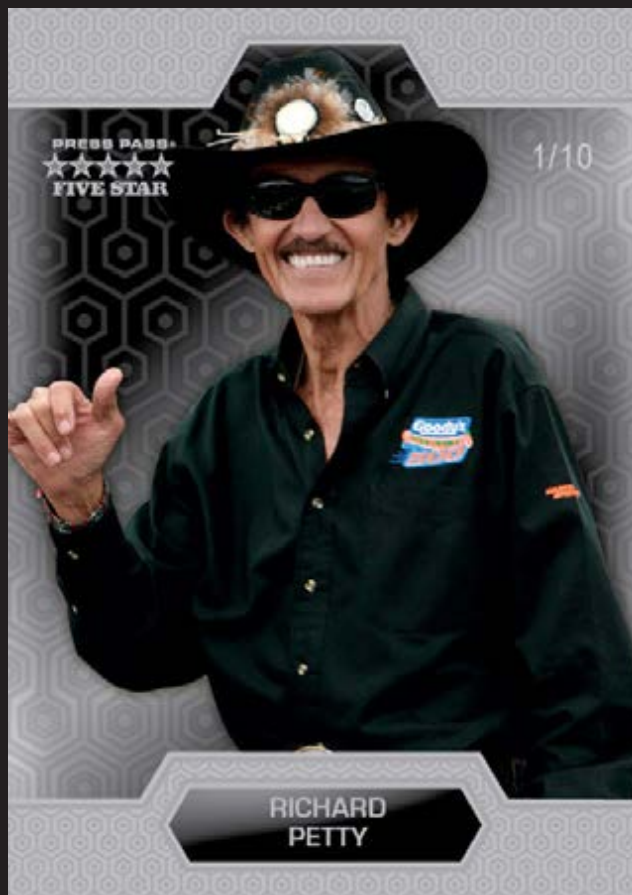
1 On-Card Auto (#d to 10)



1 Dual Auto/Mem Book Card (#d to 5)



# SAMPLE BOX BREAK <sup>2</sup>



## BASE CARD

Thick Card Stock • Etched Foil • Low Numbering



# SAMPLE BOX BREAK *2*



## AUTOGRAPH CARD

On-Card • Inscriptions • Low Numbering



# SAMPLE BOX BREAK 2



## MEMORABILIA CARD

Dual/Triple/Quad/Five Piece/Oversized Versions with Unique Materials  
(e.g., gloves, shoes, firesuits, sheet metal)



# SAMPLE BOX BREAK <sup>2</sup>



*AUTOGRAPHED MEMORABILIA CARD*  
On-Card Auto • Multi-color Sheet Metal or Firesuit Patch



# SAMPLE BOX BREAK <sup>2</sup>



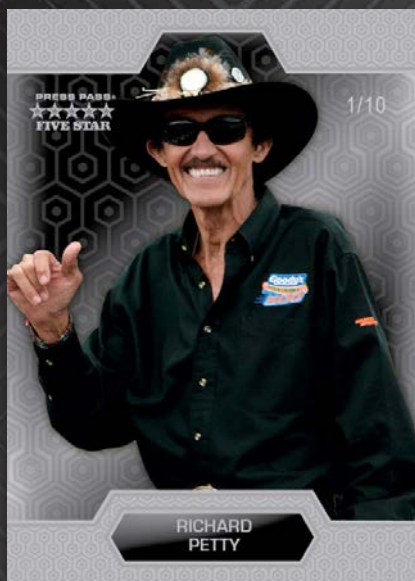
**OVERSIZED MEMORABILIA BOOK CARD**  
**1 of 1 Cards • Autograph + Complete Prime Firesuit Patches**  
**NOTE: At least one auto/patch book card per 3-box case**

**PRESS PASS®**  
**★★★★★**  
**FIVE STAR**

# SAMPLE BOX BREAK

All hits from top drivers • All cards #d 50 or less

# 2



1 Base (#d to 10)



1 Autographed Mem (#d to 50)



1 Oversized Prime Swatch (#d to 25)



1 On-Card Auto (#d to 5)



1 Auto'd Patch Book Card (#d 1/1)







# BOOK CARDS

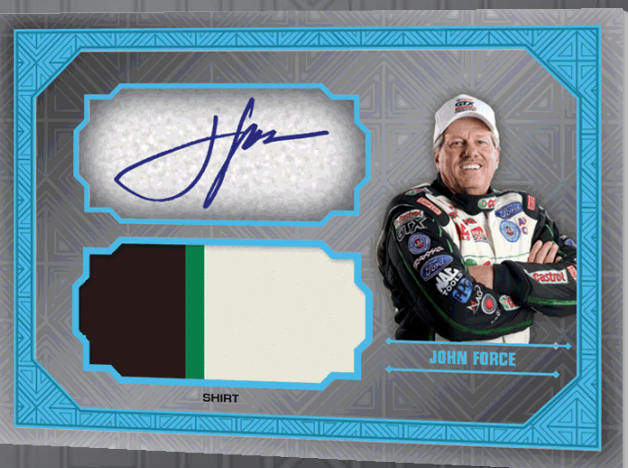
Drivers' firesuits feature numerous patches that work well with book cards.

## AUTOGRAPHED PATCH BOOK CARD

On-Card Auto

One-of-a-Kind Sponsor Patch

NOTE: At least one auto/patch book card per 3-box case



## DUAL AUTOGRAPH/MEMORABILIA BOOK CARD

Two On-Card Autos

Two Unique Memorabilia Items



# BOOK CARDS

Drivers' firesuits feature numerous patches that work well with book cards.

## TRIPLE AUTOGRAPH/ MEMORABILIA BOOK CARD

Three On-Card Autos  
 Three Unique Memorabilia Items



## QUAD AUTOGRAPH/ MEMORABILIA BOOK CARD

Four On-Card Autos  
 Four Unique Memorabilia Items



# BOOK CARDS

Drivers' firesuits feature numerous patches that work well with book cards.

## AUTOGRAPH FIVE PIECE BOOK CARD

On Card-Auto  
Lugnut + Four Unique Memorabilia Items



## DUAL AUTO/CUT SIG + MEMORABILIA BOOK CARD

One On-Card Auto  
One Cut Signature  
Race-Used Memorabilia



# CONFIGURATION

- 3 Boxes Per Case (One 4-Card Pack + 1 Book Card Per Box)
- Release date mid-January
- Less than 800 total boxes to be produced

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