

# The NASCAR CRAFTSMAN® Truck Series™ Revs Up for the 2024 Season

- *The green flag for the 2024 race season waves at Daytona International Speedway on Feb. 16*
- *Join CRAFTSMAN® for an interactive exhibit at the Daytona International Speedway’s Midway Zone and meet with several CRAFTSMAN™ Truck Series drivers*
- *Fans can score deals on featured CRAFTSMAN® tools live as they watch their favorite NASCAR CRAFTSMAN® Truck Series drivers battle to the finish line*

**TOWSON, Md., Feb. 14, 2024** – This week, Stanley Black & Decker’s (NYSE:SWK) iconic CRAFTSMAN® brand is gearing up for the start of the 2024 NASCAR CRAFTSMAN® Truck Series™ season at Daytona International Speedway. CRAFTSMAN is celebrating its second season as the title sponsor, after serving as the series’ title sponsor from its inception in 1995 through 2008. This season, fans can score deals on featured CRAFTSMAN tools with the return of *Deal of the Race™* and participate in an interactive exhibit at the Daytona International Speedway’s Midway Zone, where they can meet several CRAFTSMAN Truck Series drivers including Ben Rhodes, Steward Friesen, Nick Sanchez and Grant Enfinger.

Your browser does not support the video tag.

“We are gearing up for an exciting 2024 NASCAR CRAFTSMAN® Truck Series™ season with action-packed racing and unforgettable moments,” said Tony Merritt, Vice President of Sponsorships for Stanley Black & Decker. “This season the CRAFTSMAN Truck Series will offer fans a truly immersive experience that captures the energy, excitement and passion of racing.”

## **The Deal of the Race™ Returns: Discounts for CRAFTSMAN® Truck Series Fans**

Throughout the 2024 NASCAR CRAFTSMAN® Truck Series™ season, CRAFTSMAN® will offer different Deal of the Race™ promotions during Truck Series events.

Fans can score deals on featured CRAFTSMAN® tools live as they watch their favorite NASCAR CRAFTSMAN® Truck Series drivers battle to the finish line or through CRAFTSMAN® social media channels. During FS1 and FOX race broadcasts a QR code will be displayed on screen during CRAFTSMAN® ads, directing fans to purchase the featured tool at a special discount.

The first CRAFTSMAN® Deal of the Race™ promotion features a 61 pc. 3/8-In Drive Mechanics Tool Set which includes CRAFTSMAN’s new Low Profile Ratchet that has up to a 25% thinner head\* that helps deliver greater access in confined spaces ([CMMT45161L](#)) now for \$49.98 (originally \$74.98). Estimated retail prices. Offer available from Feb. 1 - April 30, 2024, at Lowe’s and Ace Hardware stores and online (US only). For more information, visit [craftsman.com/dealoftherace](#).

## **CRAFTSMAN® Fan Experience**

CRAFTSMAN® will host an interactive exhibit in Daytona International Speedway’s Midway Zone from Feb. 14 - 18. The CRAFTSMAN® exhibit will showcase various CRAFTSMAN® products from outdoor and storage solutions to power and hand tools, as well as display a CRAFTSMAN® branded show truck. Visitors can participate in interactive demos and giveaways, meet with several CRAFTSMAN™ Truck Series drivers and have the chance to be upgraded to VIP tickets for the Friday, Feb. 16 race.

## **NASCAR CRAFTSMAN® Truck Series™ Driver Visits Schedule:**

Thursday, February 15

- 3:30 - 3:45 PM ET – Ben Rhodes
- 3:45 - 4:00 PM ET – Stewart Friesen

Friday, February 16

- 1:00 - 1:15 PM ET – Nick Sanchez
- 1:15 - 1:30 PM ET – Grant Enfinger

Catch the first race of the 2024 NASCAR CRAFTSMAN® Truck Series on FS1 this Friday, Feb. 16 at 7:30PM ET or listen live on MRN and SiriusXM radio. Follow @CRAFTSMAN on [Facebook](#) and [Instagram](#) for more information and special moments from the NASCAR CRAFTSMAN® Truck Series.

## **2024 NASCAR CRAFTSMAN® Truck Series™ Schedule:**

DATE	RACE/TRACK	NETWORK	START TIME (ET)	RADIO
------	------------	---------	-----------------	-------

DATE	RACE/TRACK	NETWORK	START TIME (ET)	RADIO
Friday, February 16	Daytona International Speedway	FS1	5:30 p.m.	MRN/SiriusXM
Saturday, February 24	Atlanta Motor Speedway	FS1	2 p.m.	MRN/SiriusXM
Friday, March 1	Las Vegas Motor Speedway	FS1	9 p.m.	MRN/SiriusXM
Saturday, March 16	Bristol Motor Speedway	FS1	8 p.m.	MRN/SiriusXM
Saturday, March 23	COTA	FS1	1:30 p.m.	MRN/SiriusXM
Friday, April 5	Martinsville Speedway	FS1	7:30 p.m.	MRN/SiriusXM
Friday, April 12	Texas Motor Speedway	FS1	8:30 p.m.	MRN/SiriusXM
Saturday, May 4	Kansas Speedway	FS1	8 p.m.	MRN/SiriusXM
Friday, May 10	Darlington Raceway	FS1	7:30 p.m.	MRN/SiriusXM
Saturday, May 18	North Wilkesboro Speedway	FS1	1:30 p.m.	MRN/SiriusXM
Friday, May 24	Charlotte Motor Speedway	FS1	8:30 p.m.	MRN/SiriusXM
Saturday, June 1	World Wide Technology Raceway	FOX	1:30 p.m.	MRN/SiriusXM
Friday, June 28	Nashville Superspeedway	FS1	TBD	MRN/SiriusXM
Friday, July 12	Pocono Raceway	FS1	5:30 p.m.	MRN/SiriusXM
Friday, July 19	Lucas Oil Indianapolis Raceway Park	FS1	8:30 p.m.	MRN/SiriusXM
Saturday, August 10	Richmond Raceway	FS1	7:30 p.m.	MRN/SiriusXM
Sunday, August 25	Milwaukee Mile Speedway	FS1	4 p.m.	MRN/SiriusXM
Thursday, September 19	Bristol Motor Speedway	FS1	8 p.m.	MRN/SiriusXM
Friday, September 27	Kansas Speedway	FS1	8:30 p.m.	MRN/SiriusXM
Friday, October 4	Talladega Superspeedway	FS1	5 p.m.	MRN/SiriusXM
Saturday, October 26	Homestead-Miami Speedway	FS1	Noon	MRN/SiriusXM
Friday, November 1	Martinsville Speedway	FS1	6 p.m.	MRN/SiriusXM
Friday, November 8	Phoenix Raceway	FS1	8 p.m.	MRN/SiriusXM

\*1/4" DR and 3/8" DR Only - As Compared To CMMT81747, CMMT81748, & CMMT81749

#### **About CRAFTSMAN®**

CRAFTSMAN® is an American icon that homeowners, home builders, auto enthusiasts and master mechanics have trusted since 1927 – and today's CRAFTSMAN® continues that legacy. With a focus on reliable, high-performance tools, storage and equipment, CRAFTSMAN® has revived its long-established pride in superior quality. Now it's easier than ever to get the tools trusted for generations at more places than ever. For more information visit [www.CRAFTSMAN®.com](http://www.CRAFTSMAN®.com) or follow CRAFTSMAN® on [Facebook](#), [Instagram](#) and [YouTube](#).

#### **About Stanley Black & Decker**

Headquartered in the USA, Stanley Black & Decker (NYSE: SWK) is a worldwide leader in Tools and Outdoor, operating manufacturing facilities globally. The company's more than 50,000 diverse and high-performing employees produce innovative, and end-user inspired power tools, hand tools, storage, digital tool solutions, lifestyle products, outdoor products and engineered fasteners to support the world's makers, creators, tradespeople and builders. The company's world class portfolio of trusted brands includes DEWALT®, CRAFTSMAN®, STANLEY®, BLACK+DECKER®, and CUB CADET®. Guided by its purpose – for those who make the world – Stanley Black & Decker strives to be a force for good in support of its communities, employees, customers and other stakeholders. To learn more visit: [www.stanleyblackanddecker.com](http://www.stanleyblackanddecker.com).

#### **Media Contact:**

Lindsay Fennell  
Senior Public Relations Manager  
724-205-0640  
[lindsay.fennell@sbdinc.com](mailto:lindsay.fennell@sbdinc.com)

<https://press.craftsman.com/2024-02-14-The-NASCAR-CRAFTSMAN-R-Truck-Series-TM-Revs-Up-for-the-2024-Season>