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The Clash Kicks Off Friday Morning with the NASCAR Race Team Transporter Arrival

Dozens of NASCAR haulers will roll through downtown Winston-Salem this Friday, 9-11 a.m., to kick off NASCAR Clash Weekend. Here's what you need to know/

FOR IMMEDIATE RELEASE

WINSTON-SALEM, NC (January 29, 2025) – Winston-Salem, it's almost time to start your engines.

On Friday, January 31, from 9–11 a.m., NASCAR race team haulers will make their way through en route to Bowman Gray Stadium for The Cook Out Clash, an exhibition race kicking off NASCAR's 2025 season. This thrilling arrival event, informally dubbed the "Race Team Transporter Arrival," is free and open to the public, offering fans and media a unique opportunity to witness the excitement up close heading into Sunday's race.

The 2.25-mile Transporter Route begins at the MLK Jr. Drive exit from US 52, proceeding south along Research Parkway before culminating at Bowman Gray Stadium. (*See a map of the route [here.](#)*) The event is free to attend, as fans are welcomed to line the streets to cheer on the convoy of NASCAR haulers. The arrival promises excellent visuals and sound, along with opportunities for fan interviews who come out to celebrate NASCAR's long-awaited return to The Madhouse. Visit Winston-Salem's Sr. Communications Manager, Michael Breedlove, is also available for interviews by request along the route.

Location-wise, you're likely to get striking visuals anywhere along the route. A few recommended spots include the Third Street roundabout at Research Parkway ([map](#)) or the intersection of Research Parkway and Diggs Boulevard, near the entrance to Bowman Gray Stadium ([map](#)).

Also important to note: Fans planning to attend the Transporter Arrival should anticipate limited parking options along the route. Also, note that portions of Research Parkway feature construction fencing due to ongoing development at the Innovation Quarter. With that said, plenty of parking locations are available within a short walking distance. For details, consult the downtown parking map ([link](#)).

A Weekend of Fan-Focused Events

The Transporter Arrival is just the start of a weekend-long celebration ahead of Sunday's race. While plenty of action will be at the track, several events will be planned throughout the community. Here are a few highlights:

- **Friday Night** – [Lonesome River Band at The Ramkat](#). The weekend starts with a concert by bluegrass icons Lonesome River Band at downtown's biggest live music venue, The Ramkat.
- **Sunday Morning** – [Cars & Coffee](#). The Nash Event Center is partnering with NASCAR for a free Cars & Coffee event on Feb. 2, 10 a.m.–1 p.m.; featuring vintage cars, food trucks, a live DJ, games, and more.
- **Sunday Night** – [Clash at The Nash Watch Party](#). The weekend concludes with a Watch Party at the Nash starting at 6 p.m. (Race begins at 8 p.m.) Fans can watch the main event livestreamed on a massive screen while enjoying food, racing memorabilia, Foothills beer, and more.

Other Key Information for Fans and Citizens

TICKETS for Sunday's main event are sold out, but a few hundred still remain for tickets for Saturday's qualifying races and the Modified Madhouse Classic. See ticket options [here](#).

PARKING at the stadium will be very limited on Saturday and Sunday, though a few still remain. Offsite park-and-ride shuttles from Innovation Quarter (5 minutes away) and Allegacy Stadium (10 minutes away) are convenient alternatives. Rideshare drop-off zones near the stadium are also available. See parking details [here](#).

THE FAN ZONE is free and open to the public. It will feature merch trailers, vendors, music, and other race-themed fun. It will be located just outside the stadium's East Gate and open each day shortly after the parking gates open. (See operating hours [here](#).) NOTE: While the Fan Zone is free, parking is limited at the stadium (as noted above). Rideshares are a safe bet for locals who want to participate in the action but don't have parking passes.

OTHER ATTRACTIONS throughout Forsyth County will be open with extended hours throughout the weekend. Among the race-themed highlights is the [Kernersville Auto Museum](#), which showcases a variety of historic, exotic, and race cars, including NASCAR legends. The museum will be open from 10 a.m.–5 p.m. on Sunday, Feb. 2, giving race fans a great pre-race option.

MORE DETAILS: For updated details on scheduled events, parking, and more, visit [The Clash homepage](#). You can also find various fan-focused content on Visit Winston-Salem's [Clash Landing Page](#).

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About Visit Winston-Salem

Visit Winston-Salem is the official destination marketing organization for Winston-Salem, N.C., dedicated to showcasing the city's rich history, vibrant culture, and unique attractions to visitors worldwide.