



IndyCar's \$50k Trading Cards: Penske Ent. Hits Jackpot

Description

Penske Entertainment has new IndyCar trading cards with Parkside Collectibles. Fans can collect cards of drivers and race moments. The cards are popular and sell out quickly. The cards help fans connect to the sport. The project aims to create lifelong fans. Chip Ganassi Racing started the trend in 2023. The cards are new to IndyCar but doing well. In 2025, there will be more cards with driver gear. The cards bring fans and drivers together. Events allow fans to meet drivers. The cards are affordable and accessible to all fans. The program will continue and grow in 2025. Fans are excited about the cards.

Vocabulary List:

1. **Collectibles** /kə'lektə.bəlz/ (noun): Items that are collected for their rarity or value.
2. **Moments** /'moʊ.mənts/ (noun): Particular points in time often noted for significance or excitement.
3. **Affordable** /ə'fɔ:.də.bəl/ (adjective): Reasonably priced; not too expensive.
4. **Accessible** /ək'ses.ə.bəl/ (adjective): Easy to approach or reach; available to all.
5. **Trend** /trɛnd/ (noun): A general direction in which something is developing or changing.
6. **Excited** /ɪk'saɪ.tɪd/ (adjective): Having or showing strong feelings of enthusiasm or eagerness.

Comprehension Questions

Multiple Choice

1. Who started the trend of IndyCar trading cards in 2023?
Option: Chip Ganassi Racing
Option: Penske Entertainment
Option: Parkside Collectibles
Option: Tata Group
2. What is the purpose of the IndyCar trading cards project?
Option: To increase ticket sales
Option: To create lifelong fans
Option: To limit fan-driver interactions



Option: To promote other sports

3. When are more cards with driver gear expected to be released?

Option: 2023

Option: 2025

Option: 2020

Option: 2030

4. What do the IndyCar trading cards help fans do?

Option: Drive race cars

Option: Connect to the sport

Option: Collect autographs

Option: Watch other sports

5. What do fans have the opportunity to do at events?

Option: Meet drivers

Option: Collect cards

Option: Buy merchandise

Option: Watch races

6. What is the accessibility of IndyCar trading cards to fans?

Option: Limited

Option: Affordable and accessible

Option: Expensive

Option: Exclusive to VIPs

True-False

7. The IndyCar trading cards project aims to create lifelong fans.

8. The cards are not popular and do not sell out quickly.

9. The cards help fans disconnect from the sport.

10. Fans are not excited about the IndyCar trading cards.

11. Chip Ganassi Racing introduced the IndyCar trading cards in 2025.



12. The IndyCar trading cards are exclusive and expensive for fans.

Gap-Fill

13. In what year did Chip Ganassi Racing start the trend of IndyCar trading cards? The trend started in _____.

14. The IndyCar trading cards project aims to create _____ fans.

15. In _____, more cards with driver gear are expected to be released.

16. Events allow fans to meet _____.

17. The IndyCar trading cards are _____ and accessible to all fans.

18. Fans are _____ about the IndyCar trading cards.

Answer

Multiple Choice: 1. Chip Ganassi Racing 2. To create lifelong fans 3. 2025 4. Connect to the sport 5. Meet drivers 6. Affordable and accessible

True-False: 7. True 8. False 9. False 10. False 11. False 12. False

Gap-Fill: 13. 2023 14. lifelong 15. 2025 16. drivers 17. affordable 18. excited

Answer

CATEGORY

1. Entertainment - LEVEL1

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