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Auto racing (also known as car racing, motor racing, or automobile racing) is a motorsport involving the racing of automobiles for competition.. Auto racing has existed since the invention of the automobile. Races of various sorts were organised, with the first recorded as early as 1867.DAYTONA BEACH, Fla. (AP) — Someone has to throw the first party of the year and IMSA has built its Rolex 24 at Daytona into a bucket-list event on a calendar full of motorsports elite races.Since 1983, Auto Racing Analysis has been providing its services to the motorsports community. ARA's extensive database resources covering national and international motorsports competition - as well as a vast reference library of publications and microfilm resources - allow Auto Racing Analysis to provide a wide range of analysis and research.Find NASCAR & Auto Racing news, articles and opinions provided by the Charlotte Observer in Charlotte, NC. - Auto Racing Sponsorship Guide