



## Indianapolis Motor Speedway Museum Announces Reopening Date

*Visitors will experience 40,000 square feet of additional exhibit and experience space*

INDIANAPOLIS (Jan. 22, 2025) – The re-imagined [Indianapolis Motor Speedway Museum](#) will reopen to the public on Wednesday, April 2, following a celebratory ribbon-cutting ceremony. IMS Museum members and donors will receive an exclusive preview of the new space at an invitation-only event on April 1. The IMS Museum has been closed to the public since November 2023 while undergoing a transformation of its space and experiences.

With a general admission ticket, visitors will now have full access to all exhibits and display areas of the Museum – 40,000 square feet of additional space – including the lower level, an area previously restricted to only select tours, and the newly added mezzanine featuring artifacts on view for the first time.

“The Indianapolis Motor Speedway Museum is excited to welcome guests back to our reimagined space when we reopen in April,” said Joe Hale, President of IMS Museum. “Guests will not only enjoy visiting some of their favorite objects but will be able to explore significantly more exhibit space and have fun testing their skills in our immersive Qualifying Zone.”

### **New pricing structure and memberships that focus on families**

As part of the reopening, the IMS Museum will roll out a new pricing structure and membership opportunities.

Beginning April 2, IMS Museum general admission pricing will be:

- Adults: \$25
- Seniors (55+): \$23
- Veterans: \$18, a new ticket offering
- Youth (ages 5-16): \$18
- Children five years and under continue to be free of charge

Tickets will go on sale March 4.

IMS Museum also unveiled a new [membership program](#), which focuses on families and allows members to bring guests on their visits, as well as other benefits and discounts. For the first time, the IMS Museum will offer a Family/Grandparent membership and Family/Grandparent +2 guests membership, with savings for visitors after just two visits. Annual membership prices are:

- Individual Plus membership: \$125 (One individual + one guest)



- Family/Grandparent membership: \$175 (Two adults and all children living in the home/all grandchildren)
- Family/Grandparent Plus membership: \$215 (Two adults and all children living in the home/all grandchildren + two guests)

Current members will be renewed at their previous rate for this first year.

In keeping with its commitment to being an educational destination, students and teachers (K-12/college/vocational) can purchase an annual membership at the discounted rate of \$25 with a valid student/teacher ID.

### **Community programs and benefits offered by the IMS Museum**

As a public, non-profit organization separate from the Indianapolis Motor Speedway, IMS Museum admission revenue helps cover operating costs, provide students nationwide with free or reduced educational programming, and allows the IMS Museum to offer a variety of community programs and benefits, including:

- **Access Pass:** In partnership with The Children's Museum of Indianapolis, Conner Prairie, Newfields and others, qualified families can register for this membership and purchase general admission tickets for \$5. More information can be found [here](#).
- **Free Community Days:** Guests can visit the IMS Museum for free on select days throughout the year. Dates are announced annually.
- **Blue Star Program (Active Military):** Current Active-Duty Military and their immediate family receive free general admission year-round with a valid military ID.
- **Bank of America's Museums On Us:** Present your Bank of America, Merrill Lynch, or Bank of America Private Bank (US Trust) credit or debit card and a photo ID on the first full weekend (Saturday and Sunday) of every month for one free general admission ticket. Advanced ticketing is required.

For more information on the IMS Museum, visit [msmuseum.org](http://msmuseum.org).

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### **About the Indianapolis Motor Speedway Museum**

*The Indianapolis Motor Speedway Museum represents more than a century of motorsports history and is driven by its mission to celebrate and preserve the history behind the Indianapolis Motor Speedway and the Indianapolis 500. Since 1956 when the IMS Museum first opened, it has brought to life the innovation, thrill, and cultural significance of motor racing the Indianapolis Motor Speedway. What began with only 12 cars on display has become one of the world's premier collections of racing*



*automobiles and artifacts – with more than 55,000 artifacts and over 150 vehicles. The IMS Museum ignites curiosity, sparks discovery, and embraces tradition.*