



## Getty Images and NASCAR Renew Multi-Year Agreement

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NEW YORK, Feb. 12, 2026 (GLOBE NEWSWIRE) -- [Getty Images](#) (NYSE: GETY), a preeminent global visual content creator and marketplace, today announced the renewal of its long-standing partnership with NASCAR, extending its role as NASCAR's Official Photography Partner, a designation it has held since 2006.

The agreement sees Getty Images' team of specialized motorsport photographers deliver high-quality imagery from all races and events in the NASCAR series, including NASCAR Cup Series™, NASCAR O'Reilly Auto Parts Series™, and NASCAR CRAFTSMAN Truck Series™. With exclusive, behind-the-scenes access, Getty Images' dedicated motorsports team will deliver real-time, rights-cleared imagery from every race weekend, ensuring NASCAR and its partners have immediate access to high-quality visual content for broadcast, digital, commercial and editorial use.

Beyond trackside coverage, Getty Images will also produce creative editorial assets, including official driver portraits, and imagery from NASCAR's broader calendar of events. All content will be distributed exclusively through [gettyimages.com](#), enabling partners across the sport to access a single, authoritative source for NASCAR photography.

"For nearly two decades, Getty Images has played a central role in how NASCAR is documented, remembered, and shared," said **Michael Heiman, Vice President of Global Sport at Getty Images**. "As NASCAR continues its investment in elevating the fan experience, we are proud to support those ambitions by delivering industry-leading imaging solutions that brings every moment on and off the track to life. Our world-class visual content, delivered in near-real time through our unmatched distribution platform, empowers NASCAR and its partners to enhance their storytelling as they continue to grow the sport and achieve their strategic goals."

Getty Images' motorsport collection comprises of 190,000 NASCAR-owned assets and 1.2 million NASCAR images shot by Getty Images' sports photographers. This includes historic collections such as ISC Archives, Racing One and Dozier Mobley, making up one of the most complete visual archives of NASCAR history from its inception to the present day.

Getty Images is the ultimate destination for motorsport visuals. For more information, visit [www.gettyimages.co.uk/collections/motorsports](http://www.gettyimages.co.uk/collections/motorsports).

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### About Getty Images:

Getty Images (NYSE: GETY) is a preeminent global visual content creator and marketplace that offers a full range of content solutions to meet the needs of any customer around the globe, no matter their size. Through its [Getty Images](#), [iStock](#) and [Unsplash](#) brands, websites and APIs, Getty Images serves customers in almost every country in the world and is the first-place people turn to discover, purchase and share powerful visual content from the world's best photographers and videographers. Getty Images works with almost 600,000 content creators and almost 360 content partners to deliver this powerful and comprehensive content. Each year Getty Images covers more than 160,000 [news](#), [sport](#) and [entertainment](#) events providing depth and breadth of coverage that is unmatched. Getty Images maintains one of the largest and best privately-owned [photographic archives](#) in the world with millions of images dating back to the beginning of photography.

Through its [best-in-class creative library](#) and [Custom Content](#) solutions, Getty Images helps customers elevate their creativity and entire end-to-end creative process to find the right visual for any need. With the adoption and distribution of generative AI technologies and tools trained on permissioned content that include indemnification and perpetual, worldwide usage rights, [Getty Images](#) and [iStock](#) customers can use text to image generation to ideate and create commercially safe compelling visuals, further expanding Getty Images capabilities to deliver exactly what customers are looking for.

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### About NASCAR:

The National Association for Stock Car Auto Racing (NASCAR) is the sanctioning body for the No. 1 form of motorsports in the United States and owner of 14 of the nation's major motorsports entertainment facilities. NASCAR sanctions races in three national series (NASCAR Cup Series™, NASCAR O'Reilly Auto Parts Series™, and NASCAR CRAFTSMAN Truck Series™), four international series (NASCAR Brasil Series, NASCAR Mexico Series, NASCAR Canada Series, NASCAR Whelen Euro Series), four regional series (ARCA Menards Series, ARCA Menards Series East & West and the NASCAR Whelen Modified Tour) and a local grassroots series (NASCAR Advance Auto Parts Weekly Series). The International Motor Sports Association™ (IMSA®) governs the IMSA WeatherTech SportsCar Championship™, the premier U.S. sports car series. NASCAR also owns Motor Racing Network, Racing Electronics, and ONE DAYTONA. Based in Daytona Beach, Florida, with offices in five cities across North America, NASCAR sanctions more than 1,200 races annually in 12 countries and more than 30 U.S. states.

For more information visit [www.NASCAR.com](http://www.NASCAR.com) and [www.IMSA.com](http://www.IMSA.com), and follow NASCAR on Instagram, YouTube, Facebook, X and Snapchat.