

How Much Do NASCAR Drivers Make?

2026 Earnings and Purse Breakdown | SportsBrackets.net

Highest-Paid Cup Series Drivers (reported estimates)

Driver	Reported Annual	Driver	Reported Annual
Kyle Busch	\$16.9M	Kyle Larson	\$8.0M
Denny Hamlin	\$13.1M	Chase Elliott	\$8.0M
Martin Truex Jr.	\$10.4M	Daniel Suarez	\$4.5M
Brad Keselowski	\$9.4M	Michael McDowell	\$3.7M
Joey Logano	\$9.0M	Ross Chastain	\$2.1M

Where the Money Comes From

- Base salary: paid by the race team, set by results, experience and marketability.
- Race winnings: a share of each event purse; a strong run can pay well into six figures.
- Sponsorship and endorsements: personal deals that can rival or exceed base salary for stars.
- Charter money: chartered teams get guaranteed entry and a larger share of series revenue.

Cup vs Xfinity vs Truck (typical range)

Series	Typical driver pay
Cup Series (stars)	\$3M to \$17M+ (salary plus winnings and endorsements)
Cup Series (lower tier)	About \$200K to \$1M, many rely on sponsors
Xfinity Series	Far lower; many rising drivers bring sponsor funding
Truck Series	Lowest of the three; a number of drivers pay to race

Figures are the latest publicly reported estimates (Spotrac, SalarySport and press reports); NASCAR does not disclose official driver salaries. Actual pay varies by contract, results and sponsorship each season.