



ROADATLANTA.COM | FALL 2023

MICHELIN RACEWAY Road Atlanta



26th ANNUAL MOTUL PETIT LE MANS COMING OCTOBER 11-14





FALL 2023

While the spring season at Michelin Raceway Road Atlanta sure was an action-packed one, the second half of the year doesn't show any signs of slowing down!

Between club racing, motorcycles on track, vintage events and so much more, there's sure to be something for everyone here at Michelin raceway over the coming months. Included in the remaining events here for 2023 is the can't-miss event of the fall – the 26th Annual Motul Petit Le Mans.

With so much thrilling competition still to come in 2023, you won't want to miss out on the fan experiences and motorsport camaraderie that's also part of each and every race weekend at Michelin Raceway. Bring the whole family out and come meet with fellow auto enthusiasts – we're sure you'll make each of these exciting events your own and we can't wait to share the entertainment with you! ■



TRACK DAYS & CAR CLUBS

August 11	Driving Club
August 12-13	Chin
August 25-27	BMW Club
August 30	Driving Club
September 8	Driving Club
September 9-10	Just Track It
September 11	Jzilla
September 16-17	Jzilla
September 25-26	David Murry Track Day
September 27-28	Apex
September 29-Oct 1	Porsche Club of America
October 7-8	Chin Track Days
October 17	Driving Club Under the Lights
October 20	Jzilla
October 21-22	Chin Track Days
October 24-31	AMG Driving Academy
November 9	Driving Club
November 11-12	VDCA
November 13-17	Skip Barber Racing School
November 18-19	MVP Track Days
November 25-26	Chin Track Days
November 27	Driving Club
December 1	Just Track It
December 11	Jzilla
December 13	Driving Club
December 13	Driving Club
MOTORCYCLE	
August 19-20	N2 Track Days
September 1	N2 Track Days

SPECTATOR SCHEDULE

WERA
September 2-3

HSR Historic Races
September 22-24

Motul Petit Le Mans
October 11-14

SCCA ARRC
November 3-5

NASA
December 2-3

24 Hours of Lemons
December 8-10

SCHEDULE IS SUBJECT TO CHANGE

MICHELIN
RACEWAY
Road Atlanta

ICONIC RACING.
LEGENDARY MEMORIES.

- 2.54-mile, 12-turn natural terrain road course built in 1970
- Built on 1000 acres in the rolling hills of north Georgia
- Home of Motul Petit Le Mans, the largest annual international sporting event in Georgia, with over two decades of history
- All-new Michelin Tower available to host events
- Birthplace of Formula Drift
- Host to Trans Am, The Mitty, MotoAmerica, and Ferrari Challenge
- Family friendly, park-like facility
- Kids 12 and under always enter for free
- Infield parking and camping for most spectator events

VISIT ROADATLANTA.COM

FALL RACING ACTION

SEPTEMBER 2-3
WERA



Two-wheeled fans still have a chance to catch some WERA competition at Michelin Raceway this year, as this group of machines returns in September! These motorcycle competitors get to experience the use of all the power and handling that their machines were designed for at one of the most picturesque racetracks in the world, all while putting on a great show for fans!

SEPTEMBER 22-24
HSR Fall Historics



The annual HSR Fall Historics takes on the 12 turns of Michelin Raceway Road Atlanta September 22nd through 24th, in what is sure to be a festive weekend of vintage racing! Join us for a unique opportunity to see historic race cars restored to their original specs and competing at Michelin Raceway, just as they did years and even decades ago.

NOVEMBER 3-5
SCCA ARRC



The Sports Car Club of America (SCCA) Atlanta Region will conclude their 2023 season back here in November for the SCCA American Road Race of Champions (ARRC). Of all the groups running at Michelin Raceway Road Atlanta, SCCA encompasses the widest variety of competition vehicles, so there's something for everyone to enjoy!

DECEMBER 2-3
NASA



The National Auto Sport Association (NASA) joins us again in June and then December for the NASA Santa's Toy Run race weekend to round out their 2023 calendar! With high-performance street cars and race cars alike, you'll witness thrilling competition and variety. At NASA events, there's something for everyone to enjoy!

DECEMBER 8-10
24 Hours of Lemons



Ever had dreams of becoming a race car driver but don't quite have the funding to back that endeavor? You're in luck! The 24 Hours of Lemons, coming to Michelin Raceway December 8th through 10th, is an amazing opportunity to grab your crew and outfit a race car valued at just \$500 or less to compete during this two-day enduro.



26th ANNUAL

MOTUL PETIT LE MANS OCTOBER 11 - 14

Witness these remarkable pieces of art and machinery in action and battling for the IMSA WeatherTech SportsCar championship title!

Mark your calendars now! The 26th Annual Motul Petit Le Mans - October 11th through 14th - is going to be one for the history books, as the all-new GTP class of cars will compete at Michelin Raceway Road Atlanta for the first time! Be a part of history as fans witness these remarkable pieces of art and machinery in action battling for the IMSA WeatherTech SportsCar Championship title!

Fans can experience four days of racing and fan festivities, as gates open on Wednesday, October 11th to kick off the action-packed event. Four separate series will share track time throughout the

world-renowned weekend, including the IMSA Michelin Pilot Challenge in the FOX Factory 120 on Friday, the IMSA VP Racing SportsCar Challenge, the Idemitsu Mazda MX-5 Cup Challenge presented by BFGoodrich, and the headlining WeatherTech Championship for the 10-hour Motul Petit Le Mans on Saturday! Saturday's championship decider finishes under the north Georgia stars and also serves as the season finale for the IMSA Michelin Endurance Cup.

While the non-stop on-track competition is sure to keep you entertained throughout the Motul Petit Le Mans weekend, there is so much more to



experience here at Michelin Raceway Road Atlanta during this spectacular four-day festival. Fans can shop, dine and drink in the Fan Zone, as well as check out the many interactive manufacturer and other displays. A number of manufacturer-specific car corrals, including Corvette and Porsche, will be available for fans to peruse, and Thursday night features a night practice session that really highlights the beauty and skill that's to come during the night racing sessions on Saturday. Every single ticketholder can be a part of the ultimate fan experience – the grid walk on Saturday morning – which happens on the actual track racing surface

right before the green flag drops on the 10-hour endurance classic. The paddocks are open to all during the event weekend and an autograph session gives fans the opportunity to meet their racing heroes. Camping is available for those that don't want to miss out on a single second of the Motul Petit Le Mans experience and to make this event as family friendly as possible, kids 12 and under always enter for free.

As one of the top motorsports destinations in the world and the greatest fall tradition in the southeast, the 26th Annual Motul Petit Le Mans is the place to be October 11th through 14th. We'll see you soon!



FOX FACTORY 120 HIGHLIGHTS

- 120-minute race on Friday of Motul Petit Le Mans race week
- Features the IMSA Michelin Pilot Challenge
- Witness the GS and TCR classes competing with over 10 different manufacturers, including Chevrolet, BMW, Audi, Aston Martin, Mercedes-AMG, McLaren, Porsche and more
- FOX Factory's tech center is located on Michelin Raceway property, just outside the main gates



Fans can shop, dine and drink in the Fan Zone, as well as check out the many interactive manufacturer and other displays.



MOTUL PETIT LE MANS FEATURE RACES

Although the 10-hour IMSA WeatherTech Championship finale on Saturday, October 14th is the main event of the Motul Petit Le Mans race weekend, the non-stop on-track action also features three additional racing series! Starting on Wednesday, fans

can enjoy competition and season finale races from three additional series, including the IMSA Michelin Pilot Challenge in Friday afternoon's FOX Factory 120. Exciting action will be on display from two additional series as well – the IMSA VP Racing SportsCar

Challenge and the Idemitsu Mazda MX-5 Cup presented by BFGoodrich Tires. This weekend could serve as the championship decider for all series competing, so don't miss your chance to see champions crowned on more than just Saturday!



SPACE IS LIMITED!

EXPERIENCE THE ALL NEW PODIUM CLUB



ALL-INCLUSIVE UPSCALE HOSPITALITY CLUB IN THE MICHELIN TOWER

Enjoy your favorite sporting event by joining an exclusive club tailored to all sports car enthusiasts who want an unforgettable, all-inclusive experience at one of the premier road racing courses in the world. The Podium Club is the ideal place to take a break and indulge with food and drink in a comfortable, climate-controlled setting with excellent viewing and live race coverage.



\$800 per person (tax included)
To make your next Michelin Raceway experience the most memorable. Visit roadatlanta.com to purchase your Podium Club package.

ALL-INCLUSIVE PACKAGE INCLUDES:

- 4-day super ticket (Wed-Sat)
- Club and rooftop access Thursday evening through Saturday
- Infield Parking
- Thursday Evening Wine Night (3 hours) to include light hors d'oeuvres
- Light breakfast, lunch buffet and snacks on Friday
- Light breakfast, lunch buffet, dinner buffet and snacks on Saturday
- All-inclusive soda and water inside club
- All-inclusive beer, wine, and spirits inside club
- Exclusive Podium Club gift (1 per guest)
- Exclusive Podium Club Member hat (1 per guest)
- Special guest appearances

TICKETS ON SALE NOW!

VISIT ROADATLANTA.COM
OR CALL 800.849.7223.

TICKETS FOR ALL EVENTS ON SALE AT THE GATE.

Ticket	Advance	Gate
4-Day Superticket: (Wed/Thurs/Fri/Sat)	\$95	\$110
4-Day Superticket Military	\$55	\$55
2-Day Superticket: (Fri/Sat)	\$85	\$100
1-Day Superticket: (Sat)	\$75	\$90
Podium Club: All-inclusive Package	\$800	

Kids 12 and under are **FREE** at all events (when accompanied by a paid adult.)



IMPORTANT:

There is a \$10.00 processing fee. Children 12 and under are free.

Please call 1-800-849-7223 for more information.



ROUND FOUR OF THE IMSA MICHELIN ENDURANCE CUP

Motul Petit Le Mans also serves as the season finale of the IMSA Michelin Endurance Cup (IMEC), which is the culmination of the four IMSA endurance races comprised of 52 hours of competition and decides the victor of this season-long championship. The IMEC tallies points from the four endurance rounds throughout the season – Daytona, Sebring, Watkins Glen and Michelin Raceway – to decide the winner of this prestigious and coveted title.

FOX FACTORY 120

The FOX Factory 120, which unfolds on Friday of Motul Petit Le Mans race week, is a 120-minute sprint to the checkered flag

featuring the IMSA Michelin Pilot Challenge. This 2-hour competition serves as the season finale and championship decider for the IMSA Michelin Pilot Challenge and showcases manufacturers from the likes of Chevrolet, BMW, McLaren, Audi, Mercedes-AMG, Aston Martin and more!

SPOTLIGHT ON MOTUL

Motul has been the cornerstone partner of Motul Petit Le Mans since the event's 20th anniversary in 2018, so we'd like to take an extra opportunity to express our gratitude to Motul for this long-standing relationship. Without their support and activation, this incredible race weekend would not be what it is. Motul's ties with the 24 Hours of Le Mans in France gave way

to their successful entitlement partnership with the Motul Petit Le Mans, as well as an amazing partnership with IMSA. Motul manufactures high-performance motor oils and lubricants, and you can witness the superiority of their products as the IMSA WeatherTech Championship cars take to the track, as every one of those machines is powered by Motul oil.

BMW RETURNS AS OFFICIAL PACE CAR

Michelin Raceway Road Atlanta welcomes BMW back as the Official Pace Car of Motul Petit Le Mans! As the pace car of the IMSA WeatherTech Championship 10-hour endurance race, a BMW will be leading the leading field of competitors as they head to the green flag of this legendary race!

MICHELIN
RACEWAY
Road Atlanta



2022 MOTUL PETIT LE MANS RECAP



The 25th running of the Motul Petit Le Mans was another wild ride, as the threat of a major hurricane making landfall in the Southeast during race week impacted planning and preparation heading into the IMSA WeatherTech SportsCar Championship finale. Although the possibility of severely inclement weather persisted, it did not materialize during the event and teams, officials, track staff and fans were pleasantly surprised with a beautiful race weekend in north Georgia.

Forty-three cars between the five different competition classes took the green flag on Saturday, as a record crowd looked on in anticipation for the final running of the Daytona Prototype international (DPI) class. Overall

victory was claimed by the No. 60 Meyer Shank Racing Acura ARX-05, piloted by Tom Blomqvist, Oliver Jarvis and Helio Castroneves. In crossing the finish line first at Motul Petit Le Mans, the No. 60 also clinched the team championship, as well as the driver's title for season-long drivers Blomqvist and Jarvis.

In Le Mans Prototype 2 (LMP2), the No. 8 Tower Motorsport ORECA LMP2 07 completed a three-peat at Motul Petit Le Mans, winning the LMP2 class race for the third straight year and sewing up the driver and team championships in the process.

Drivers John Farano, Louis Deletraz and Rui Pinto de Andrade of Tower Motorsport collectively led 59 of the final 66 laps to take the LMP2 victory.

The Le Mans Prototype 3 (LMP3) class victory was claimed by Jarett Andretti, Gabby Chaves and Josh Burdon in the No. 36 Andretti Autosport Ligier JS P320.

After leading much of the 10-hour race in the GTD PRO class, No. 14 Vasser Sullivan Lexus RC F GT3 driver Jack Hawksworth was caught in a late-race scuffle and surrendered first place to the No. 62 Risi Competizione Ferrari 488 GT3. The Ferrari crossed the finish line first but was moved

to the back of the class results post-race for driver Daniel Serra exceeding the limit of driving four hours within a six-hour period. The penalty put Hawksworth, Ben Barnicoat and Kyle Kirkwood in the No. 14 Vasser Sullivan Lexus atop the GTD PRO podium, securing the first WeatherTech Championship endurance race win for the team and Lexus.

Gradient Racing put an exclamation point on a huge day for Acura by taking top honors in the GT Daytona (GTD) class. Co-drivers Kyffin Simpson, Till Bechtolsheimer, and Mario Farnbacher teamed up to vanquish the 15-car GTD field in the No. 66 Acura NSX GT3, holding off the No. 70 Inception Racing McLaren 720S GT3 during a tense 30-minute battle until the 10-hour race ended under caution.

MICHELIN TOWER

THE ULTIMATE HOSPITALITY EXPERIENCE



Michelin Tower Available for Year-Round Rental

The Michelin Tower, which stands five stories tall directly along the front straight at the track, is home to many hospitality and rental options throughout the year. The 300-person Podium Club on the ground level can accommodate a variety of events including holiday parties, corporate events and meetings, product launches, wedding receptions, banquets, luncheons and so much

more. If you're looking for a smaller space to host guests, the third and fourth floors of the Tower include private suites for up to 45 people. The rooftop deck (pictured right), which provides sweeping views of the front straight, infield paddock and Turns 1 and 12, is also available to rent year-round. Customizable catering packages and various options are available with all rentals.



For more information or to reserve space in the Michelin Tower at Michelin Raceway Road Atlanta, contact: towerrentals@roadatlanta.com or call 770.967.6143



Corporate Events

The Michelin Tower at Michelin Raceway Road Atlanta is an ideal venue to host your team for a variety of corporate functions. Whether you'd like to practice team building with a bit of world-class racing as the backdrop, plan a corporate lunch in one of our many suites, or unveil a new product in a unique setting, the possibilities are endless.

The conference room within the Michelin Tower is also an excellent space to hold smaller executive meetings, complete with all the necessary technology to facilitate presentations

Michelin Tower Suites

- Capacity: 30-45 person
- 822 Sq. Ft – 1,196 Sq. Ft.
- 10 suites total
- Wi-fi access
- Full service catering options from exclusive caterer, Proof of the Pudding
- Food service areas and bars
- Security included



OPTIONS

The Michelin Tower is a unique space that's ready to make your vision to come to life. Michelin Raceway Road Atlanta has a wide variety of preferred vendors to help with every aspect of your event, whether your needs are limited or more extravagant. With the Tower serving as blank slate, renters can customize the following and more:

• Décor

Choose from Michelin Raceway's roster of florists, table, linen and chair vendor, balloon artist, etc or bring in your own vendor to really make the space come to life.

• Audio/Visual Needs

From DJs to live bands, building-wide audio to specific room-by-room music choices, televisions galore for presentations and a portable microphone system, our A/V experts can get you set.

• Catering

Our Atlanta-based in-house caterer, Proof of the Pudding, is well-known for the fabulous cuisine and beautiful plating and packaging they prepare. Their catalogue ranges from boxed lunches to fine dining and everything in between.

• Drinks and bar locations

Proof of the Pudding also serves beer, wine and spirits in the Michelin Tower. You can customize a cocktail for your event or choose from an exceptional selection of beer and wine. The Michelin Tower bars are mobile and can be placed according to your needs throughout the Podium Club, in the suites or on the rooftop.

Sample menu available by request



Weddings

The Michelin Tower is the perfect blend of unique location and elegant setting to create your perfect big day! Whether you're planning a smaller wedding or inviting hundreds of guests, looking for a reception-only space or hosting ceremony and reception together, or want a mix of indoor and outdoor spaces, the Michelin Tower is ready to fulfill all your wedding dreams!

Michelin Raceway Road Atlanta works with many preferred vendors in the area that would make your wedding celebration a turn-key event. If you're looking for a beautiful venue where you don't have to lift a finger on your special day, you've come to the right place!





DIRECTIONS



5300 Winder Highway
Braselton, Georgia 30517

FOLLOW US ON:



Located on Hwy 53,
Exit 129 off I-85.

From I-985 take Exit 16 if traveling
North, Exit 17 if traveling South.

The Official MRRA App

Download our app and stay informed about
all our events, sales, promotions and more!



PREFERRED PARTNERS

When you start making your travel plans to attend an event at Michelin Raceway Road Atlanta, we highly encourage you to make reservations at one of these properties:



BY WYNDHAM
BRASELTON

200 Kaival Lane
Braselton, GA 30517
706-684-3266
wyndhamhotels.com



**Baymont Inn
& Suites**
Braselton
770-988-6224
wyndhamhotels.com



Best Western Plus
Oakwood
770-535-8080
bestwestern.com



Best Western Plus
Duluth/Sugarloaf
678-957-0500
bestwestern.com



**Country Inn
& Suites**
Braselton
470-403-2756
countryinns.com



Hilton Garden Inn
Gainesville
770-532-3396
gainesvillega.hgi.com



Chick-fil-A
2600 Old Winder Hwy
Braselton, GA 30517
770-967-0053
cfarestaurant.com



Brasleton Brewing Co.
9859 Davis Street
Braselton, GA 30517
706-684-0686
brasletonbrewing.com



Big Burritos
3652 Wallis Rd.
Flowery Branch, GA 30542
678-989-7214
bigburritosmexicangrill.com



Jack's
1929 Highway 211
Hoschton, GA
770-867-5225
jacksbraseltonga.com



Jacks Public House
6332 Grand Hickory Dr.
Braselton, GA
770-967-8377
jeffreysportsgrill.com



Sonny's BBQ
1905 Buford Mill Drive
Buford, GA 30519
770-312-7048
sonnysbbq.com

