



ROADATLANTA.COM | SPRING 2023

MICHELIN RACEWAY Road Atlanta



MARCH 24-26

SpeedTour



APRIL 21-23



APRIL 28-30

THE
HSC
MITTY



MAY 11-13

DRIFT ATLANTA
PRESENTED BY BUD LIGHT NEXT



MAY 19-21



FERRARI
CHALLENGE



FULL 2023 EVENT SCHEDULE INSIDE

MAR. 24-26



APR. 21-23



APR. 28-30



MAY 11-13



MAY 19-21



SEPT. 22-24



OCT. 11-14



2023

As we welcome in a new year full of new possibilities, Michelin Raceway Road Atlanta would like to welcome you back to the racetrack in 2023!

In addition to the exhilarating events that you've come to expect as part of the annual calendar at Michelin Raceway, we've added even more events this year to showcase a variety of different motorsports competition and beyond. Michelin Raceway Road Atlanta is your one-stop shop to witness everything from two-wheeled action to vintage racing, tire-smoking professional drifting and top-tier sportscar racing, club racing and dozens of Ferrari's prancing horses on the track together and so much more!

Although our lineup of spectator events are among the highlights of the calendar here at Michelin Raceway, the 2023 schedule is full of track days and car clubs that fans can sign up with and be given exclusive access to take their own personal vehicles onto the track.

The major spectator season at Michelin Raceway ramps up in March with the Atlanta SpeedTour featuring the Tran Am Series March 24th through 26th, followed by superbike battles at the MotoAmerica weekend, April 21st through 23rd. The 45th Annual HSR Mitty takes over the following weekend, April 28th through 30th for some classic car competition. Drift Atlanta presented by Bud Light NEXT has been expanded to a three-day event this year,



which will run May 11th through 13th. New for 2023, Ferrari Challenge joins the lineup May 19th through 21st and will showcase these exotic sportscar for a full weekend. April and May are full of can't-miss events here at the track, so make your plans now to be here and enjoy all this motorsport action with us!

Once the temperatures start dropping in the fall, the IMSA WeatherTech Sportscar Championship transporters start rolling in for the main feature of the 2023 calendar – the 26th Annual Motul Petit Le Mans! This four-day sportscar event, which falls October 11th through 14th this year, includes action from four different series of racing, culminating in a 10-hour battle of strategy, talent, preparation and a little bit of luck as the checkered flag falls on the IMSA season.

Come be a part of the iconic racing and legendary memories that have been synonymous with Michelin Raceway Road Atlanta for over five decades! ■

SPECTATOR SCHEDULE

World Racing LeagueFeb. 10-12
SCCA MajorsMar. 10-12
Trans Am / SVRAMar. 24-26
MotoAmericaApril 21-23
HSR MittyApril 28-30
Drift AtlantaMay 11-13
Ferrari ChallengeMay 19-21
WERA Cycle JamMay 26-28
NASAJune 10-11
SCCA Summer SizzleJuly 22-23
World Racing LeagueJul 28-30
WERASept. 2-3
Atlanta Historic Races ... Sept. 22-24
Motul Petit Le Mans Oct. 11-14
SCCA ARRCNov. 3-5
NASADec. 2-3
24 Hours of LemonsDec. 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 750 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

TRACK DAYS & CAR CLUBS

February 3-4	ChampCar Endurance Series
February 9	Max Track Time
February 10-12	World Racing League
February 18-19	Just Track It
February 25-26	Chin Track Days
February 27	Driving Club
March 3-5	BMW Club of America
March 7-8	Allen Berg Racing School
March 17	Driving Club
March 18-19	Chin Track Days
March 28	Driving Club
March 31-Apr. 2	Lexus Performance Driving
April 6	Driving Club
April 10	Chin Track Days
April 11-12	David Murry Track Day
April 14-16	Porsche Club of America
May 5	Driving Club
May 6-7	Chin Track Days
May 8	One Lap Of America
May 31	Driving Club/ TNiA
June 1-2	Racing for ALS
June 3-4	Porsche Club of America
June 7-8	Allen Berg Racing School
June 9	Just Track It
June 17-18	Jzilla
June 23	Driving Club / TNiA
June 24-25	Chin Track Days
June 26	Atlanta Driving Society
June 29	Driving Club
July 13	Driving Club
July 15-16	Just Track It
July 25	Driving Club
July 27	Max Track Time
July 28-30	World Racing League
August 11	Driving Club
August 12-13	Chin
August 19-20	Jzilla
August 25-27	BMW Club
August 30	Driving Club
September 1	N2
September 8	Driving Club
September 9-10	Just Track It
September 11	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 23-Nov 1	AMG Driving Academy
November 9	Driving Club
November 11-12	VDCA / Clash Race
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
MOTORCYCLE	
April 7-8	PRE
May 25	N2
July 1-2	N2
July 8-9	Sport Bike Track Time
August 4-6	Track Day Winner
September 15-17	Track Day Winner

SCCA • NASA • WERA • HSR

Michelin Raceway Road Atlanta fans are lucky to have plenty of local and regional club events to be a part of, both as a participant and a spectator.

The Sports Car Club of America (SCCA), National Auto Sport Association (NASA) and WERA Motorcycle Racing are organizations that come to the track many times throughout the year and put

on an excellent show of amateur and professional competition, instruction for novices and much more. These events are great to bring the whole family to see – and eventually participate in! Fans with vintage cars or a love for vintage cars can enjoy being a part of the HSR Fall Historics in October. Whatever your automotive inclination, Michelin Raceway has a fit for you!



In 2023, World Racing League joins the Michelin Raceway Road Atlanta annual calendar with not just one, but two competition weekends featuring professional racing on an amateur budget! **February 10-12 and July 28-30**, come out and get your adrenaline pumping with this multi-class endurance racing.



The Atlanta SpeedTour featuring the Trans Am Series returns to Michelin Raceway Road Atlanta **March 24th through 26th** as the third stop on the 2023 Trans Am Championship schedule. Fans can expect to see pure American muscle take to the track throughout the weekend, as well as be a part of various fan activities in the infield. Trans Am is joined by the Sportscar Vintage Racing Association (SVRA) during this thrilling weekend of road racing, which also provides the opportunity to see vintage racing mingled into the schedule. As with all Michelin Raceway events, this is a great one to bring the whole family out to!





MOTOAMERICA APRIL 21-23

The MotoAmerica Superbikes at Michelin Raceway Road Atlanta weekend brings some of the most intense two-wheeled competition on the planet, as these competitors battle around the 2.54-mile course, hitting over 190 miles per hour!

Six hotly contested classes of road racing - Medallia Superbikes, Supersport, Yuasa Stock 1000, Junior Cup, REV'IT! Twins Cup, and Mission King of the Baggers - share the track over various practices, qualifying sessions and races throughout the weekend.

The on-track action is sure to keep you on the edge of your seat, but the party doesn't stop there! The infield will be packed with a Kids Zone with free carnival games, as well as camping and VIP packages, an open paddock, grid walk, stunt show and more, plus kids 12 and under enter free at the gate! You won't want to miss this thrilling weekend of two-wheeled beasts and inter-class rivalries at MotoAmerica, April 21st through 23rd!

TICKETS NOW ON SALE!



THE HSR MITY

NASCAR stock cars are the featured marque at this 45th running of this historic event April 28th through 30th

THE MITY APRIL 28-30

The HSR Mitty celebrates the 45th running of this historic event April 28th through 30th, as some of the coolest living history in motorsports graces the 12 turns of Michelin Raceway Road Atlanta, just as some of these cars did back in the 70's in their original state! NASCAR stock cars are the featured marque at

this year's Mitty, so fans can enjoy the rich history of this category as these cars are restored back to their original racing specs and once again compete for the win. This one-of-a-kind automotive celebration brings something for all to enjoy.

TICKETS NOW ON SALE!



DRIFT ATLANTA

PRESENTED BY BUD LIGHT NEXT



MAY 11-13

Drift Atlanta presented by Bud Light NEXT returns to its roots, May 11th through 13th, as Formula DRIFT competition comes squealing to the racetrack where it held its first-ever event in 2004!

This exciting new format for 2023 includes three whole days of Formula DRIFT competition, which is unlike any other motorsport in the world. In addition to the intense runs from FD teams, every

ticket includes access to Global Time Attack and GT Celebration competition, which runs earlier in the day than Formula DRIFT.

Gates will now open on Thursday for an extended schedule and even more wheel-to-wheel battles from these three series. Fans can witness dynamic runs by some of the drifting's top competitors as they weave through Turn 10 and the purpose-built keyhole on their way

back up to the start/finish line. This amazing show of precision driving, smoking tires and fan involvement combine as one of the most diverse automotive parties in the world.

Global Time Attack and GT Celebration share the weekend, as GTA competitors push their cars to the max in hopes of laying down the fastest lap time and taking home top honors. GT

Celebration takes professionally raced sports cars that have recently concluded their seasons and gives them a second home to continue their competition life.

This three-day celebration of car culture in its purest form is going to be quite a thrill - tickets are on sale now!



MAY 19-21



FERRARI CHALLENGE

TROFEO PIRELLI

Ferrari Challenge makes its triumphant return to Michelin Raceway Road Atlanta for an insane showdown of exotic sportscar in their natural habitat! Ferraris were meant to be raced, and racing is just what they'll do May 19th through 21st at Michelin Raceway.

This single-make series for Ferraris only is the pinnacle of where luxury meets performance, and these competitors plan on giving fans quite the show. These top-level sprint races will awe and inspire fans, so come check out this unique opportunity to see Ferrari vs. Ferrari.



MOTUL PETIT LE MANS OCTOBER 11-14



The 26th Annual Motul Petit Le Mans, October 11th through 14th, is an event like no other. This four-day festival of speed provides entertainment for diehard racing fans and casual spectators alike, with the backdrop of an internationally renowned world-class sportscar endurance race.

This year, fans will be treated to the historic debut of the GTP class within the IMSA WeatherTech Sportscar Championship, the new top class of the series that will race for the championship title, along with the other four classes of competition, on Saturday, October 14th.

Gates open for this thrilling spectacle on Wednesday, October 11th, for three days of practices, qualifying sessions and races

ahead of the main event – the 26th Annual Motul Petit Le Mans 10-hour endurance showdown featuring the WeatherTech Championship. Teams from the likes of Corvette, Porsche, Cadillac, BMW, Ferrari, Lexus, Aston Martin and more will battle it out into the darkness for the highly coveted Motul Petit Le Mans title and the season-long championship.

Three additional series will also be vying for titles on track during this epic weekend, as the IMSA Michelin Pilot Challenge competitors duke it out during the FOX Factory 120 on Friday of race week, with further races from the IMSA VP Racing Sportscar Challenge, and the idemitsu Mazda MX-5 Cup presented by BFGoodrich.



Three additional series will also be vying for titles on track during this epic weekend.



In 2023 fans will be treated to the historic debut of the GTP class within the IMSA WeatherTech Sportscar Championship, the new top class of the series that will race for the championship title.



To make this event even more family-friendly, kids 12 and under always enter for free with an adult ticketed admission. Each ticket includes access to the open paddocks to get up close and personal to the racing teams, as well as the open grid on race morning, where fans can stand on the racing surface. Browsing the various car corrals on property, as well as a packed Fan Zone with plenty of food and drinks options, are also available

to all guests. Fans aren't restricted to a single seat during this beloved event, as the nearly 750-acre facility is open to spectators to take in the race from may different amazing vantage points.

Come and see for yourself why this fall tradition has become a bucket list item for so many around the world – get your tickets now for the 26th Annual Motul Petit Le Mans in October!



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.



MICHELIN RACEWAY Road Atlanta

\$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



MICHELIN TOWER

THE ULTIMATE HOSPITALITY EXPERIENCE



MICHELIN
RACEWAY
Road Atlanta

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
770-867-8100
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
770-868-5419
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



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



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



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

