



ROADATLANTA.COM | FALL 2024

MICHELIN RACEWAY Road Atlanta



27th ANNUAL OCTOBER 9-12, 2024



27th ANNUAL MOTUL PETIT LE MANS COMING OCTOBER 9-12

FALL SPECTATOR SCHEDULE

WERA

AUG. 31-SEPT. 1

HSR Fall Historics

SEPTEMBER 20-22

Motul Petit Le Mans

OCTOBER 9-12

SCCA ARRC

NOVEMBER 1-3

NASA

DECEMBER 7-8

24 Hours of Lemons

DECEMBER 13-15

TRACK DAYS & CAR CLUBS

August 3-4	Driving Club
August 8	Driving Club
August 23	Driving Club
August 24-25	Chin Track Days
September 4-5	Max Track Time
September 6	Driving Club
September 7-8	Just Track It
September 11-12	Apex
September 14-15	Jzilla
September 24	Driving Club
September 25-26	David Murry Track Day
September 27-29	Porsche Club of America
Sept. 30-Oct. 3	Apex
October 5-6	Chin Track Days
October 15	Driving Club Under the Lights
October 19-20	Chin Track Days
October 22-29	AMG Driving Academy
November 7	Driving Club
November 8	Hooked on Driving
November 9-10	VDCA
November 11-14	Skip Barber
November 15-17	BMW Club of America
November 19	Driving Club
November 23-24	MVP Track Time
Nov. 30-Dec. 1	Chin Track Days
December 2	Driving Club
December 6	Just Track It
December 16	Jzilla
MOTORCYCLE	
August 9-10	Evolve GT
August 11	ASRA
August 17-18	N2
August 30	N2

SCHEDULE IS SUBJECT TO CHANGE



As 2024 continues to heat up, so does the on-track action at Michelin Raceway Road Atlanta!

Whether you're coming as a spectator or a participant, the remaining schedule for this year has plenty for everyone to enjoy! From club racing track days to vintage racing and beyond, the paddock will be full every week from now through December. These events include fan favorites – such as the 27th Annual Motul Petit Le Mans in October – and competitor days that are sure to satisfy your need for speed.



Don't miss your chance to partake in the many fan experiences, the thrilling competition and the motorsport camaraderie that's part of each and every race weekend at Michelin Raceway. We can't wait to share what's still to come in 2024 with you!



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



Our multi-purpose motor sports facility is situated on 1000 park-like acres in the rolling hills of Northeast Georgia.



FALL RACING ACTION!

AUGUST 31-SEPTEMBER 1
WERA

Two-wheeled fans still have a chance to catch some WERA competition at Michelin Raceway this year, as this group of racers returns August 31st through September 1st! 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 20-22
HSR Fall Historics

The HSR Fall Historics returns to Michelin Raceway September 20th through 22nd for their annual fall event, where guests can join us for a unique weekend of vintage racing! These historic racecars are restored to their original specs and will compete on the 2.54-mile Michelin Raceway circuit, just as they did in their previous glory days!



NOVEMBER 1-3
SCCA ARRC

The Sports Car Club of America (SCCA) Atlanta Region will wrap their season 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 7-8
NASA

The National Auto Sport Association (NASA) joins us again in December for the NASA Santa's Toy Run race weekend to cap off their spectacular 2024 season! 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 13-15
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 13th through 15th, is an incredible opportunity to grab your crew and outfit a racecar valued at just \$500 or less to compete during this two-day enduro.



27th ANNUAL MOTUL PETIT LE MANS OCTOBER 9-12



Join us for all there is to see and do at the 27th Annual Motul Petit Le Mans!

This October brings one of the most celebrated fall traditions in motorsports – the 27th Annual Motul Petit Le Mans! This four-day festival of speed features five different racing series on track throughout the weekend, culminating with the 10-hour IMSA WeatherTech SportsCar Championship season finale on Saturday, October 12th.

Starting on Wednesday, October 9th when the gates open, spectators can witness the non-stop track action including practices, qualifying sessions and races from the **IMSA Michelin Pilot Challenge in the FOX Factory 120**, **VP Racing SportsCar Challenge**, **Whelen Mazda MX-5 Cup presented by Michelin** and the **Porsche Carrera Cup North America**. This is all in addition to the main event – the world-renowned Motul Petit Le Mans endurance that serves as the championship decider for the WeatherTech Championship. Fans can experience the fight to the finish under a blanket of north Georgia stars.

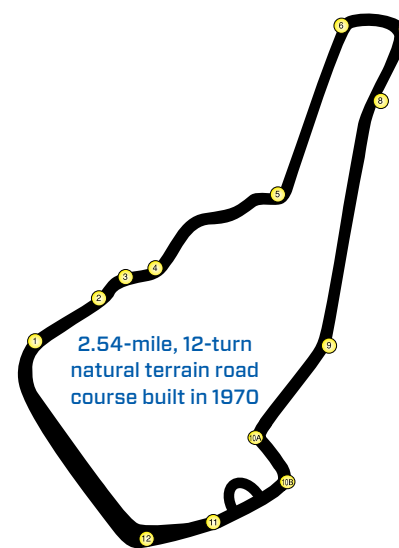
The on-track action at Motul Petit Le Mans is the main attraction, but the fan activities throughout the event are sure to keep you busy and entertained when

you're not sitting trackside. Explore the Fan Zone, where you can find food trucks, bars, merchandise, interactive manufacturer displays and more. Take a stroll through the various car corrals in the infield, including Corvette and Porsche, where you're sure to find fellow manufacturer-specific enthusiasts and lots of automotive eye candy.



Set your spot for Thursday night practice, where the beauty of night racing is on full display as the IMSA WeatherTech Championship competitors practice for Saturday's race into the darkness. Every single ticketholder on property 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 fans all weekend and an autograph session allows fans to meet their racing heroes. Camping is available for the entire event and kids 12 and under always enter for free, so it's easy to bring the whole family out.

Join us for the motorsports spectacle that is the 27th Annual Motul Petit Le Mans, October 9th through 12th!



■ BMW Returns as Official Pace Car of Motul Petit Le Mans



Michelin Raceway Road Atlanta welcomes BMW back once again as the Official Pace Car of Motul Petit Le Mans! BMW's partnership with this event and within the top ranks of the IMSA WeatherTech SportsCar Championship runs deep, as a BMW races in three of the four classes. A BMW will lead the full field of IMSA WeatherTech Championship competitors to the green flag and will pace any caution periods for the duration of the 10-hour endurance race.

■ Mission Foods



As one of the newest additions to Michelin Raceway's family of partners, Mission Foods might have a short history in that role so far but their impact has been impressive. The track's "Official Tortilla Chip" has brought many smiles to the faces of motorsports fans across the country, and now Mission Foods' presence here at Michelin Raceway is continuing to grow. Snag a bag of motorcycle and racecar-shaped tortilla chips and experience for yourself the #2Fast2Tasty difference!



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



- Autograph Session
- Open Grid
- Open Paddock
- Thurs. Night Practice
- Fan Zone



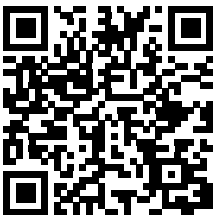
Fans can shop, dine and drink in the Fan Zone, as well as check out the many interactive manufacturer and other displays.

TICKETS NOW ON SALE!
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)	\$100	\$115
4-Day Superticket Military	\$55	\$55
2-Day Superticket: (Fri/Sat)	\$90	\$105
1-Day Superticket: (Sat)	\$80	\$95
Podium Club: All-inclusive Package	\$800	

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



SCAN TO PURCHASE TICKETS

IMPORTANT:

ADVANCE SALES END OCTOBER 6 AT MIDNIGHT.
There is a \$10.00 processing fee.
Children 12 and under are free.
Please call 1-800-849-7223 for more information.



Spotlight on Motul



Motul has been a long-standing partner of Michelin Raceway for many years and was the very first entitlement sponsor for Motul Petit Le Mans in 2018 at the 20th anniversary race. Without the team behind Motul products, this spectacular event weekend would not be what it is, so we'd like to express our gratitude for Motul's support over the years. Motul manufactures high-performance motor oils and lubricants, and you can witness the superiority of their products in the WeatherTech Championship cars, as every one of those machines is powered by Motul oil.



2023 MOTUL PETIT LE MANS RECAP

The 26th Annual Motul Petit Le Mans hailed the start of a new era in sportscar racing at Michelin Raceway Road Atlanta with a nostalgic nod to the past, as the newest class of IMSA WeatherTech Championship cars - Grand Touring Prototype (GTP) - made their north Georgia racing debut.

The GTP class's first official race laps at Michelin Raceway harkened back to some of the glory days of sportscar racing in the eighties and nineties, when IMSA competed with a class of the same name. The class name



was resurrected and brought back to the IMSA WeatherTech Championship as the top class once again in 2023.

The battle for the prestigious Motul Petit Le Mans race win boiled down to a straight fight between the No. 01 Cadillac Racing Cadillac GTP shared by Sebastien Bourdais, Renger van der Zande, and endurance driver Scott Dixon, and the No. 60 Acura GTP fielded by Meyer Shank Racing with Curb-Agajanian and drivers Tom Blomqvist, Colin Braun, and Helio Castro-



neves. Braun grabbed the lead from van der Zande with a strong restart following a caution with 30 minutes to go, and he held it to the finish to win the GTP class title, which occurred under caution after a pair of minor late-race incidents.



Ben Hanley led the No. 04 CrowdStrike Racing by APR ORECA to the Le Mans Prototype 2 (LMP2) class win with co-drivers George Kurtz and Nolan Siegel. The No. 35 TDS Racing ORECA LMP2 07 co-driven by Giedo van der Garde, John Falb and Josh Pierson came home second as the race finished under caution.

After swapping the Le Mans Prototype 3 (LMP3) lead mainly with the No. 74 Riley Motorsports Ligier JS P320 for the better part of 10 hours, Garrett Grist had the No. 30 Jr III Racing Ligier

in just the right place at the right time. Grist dove the No. 30 inside of the No. 74 in the left-hand Turn 10A, causing contact between the two cars that continued through right-hand Turn 10B. The result left the No. 74 with left-rear damage forcing it to pit while Grist cruised away to win the race.

The WeatherTech GTD PRO trio of Jules Gounon, Daniel Juncadella and Maro Engel in the No. 79 Mercedes-AMG GT3 car had one in-race penalty on a day that featured a bevy of them throughout the 52-car field. The car came alive



in the cooler night conditions and Juncadella held off the advances of Kevin Estre, in the No. 9 Pfaff Motorsports Porsche 911 GT3 R (992), to bring home the win.

In the GT Daytona (GTD) class, the trio of Loris Spinelli, Misha Goikhberg and Patrick Liddy incurred three drive-through penalties in their No. 78 Lamborghini Huracán GT3 EVO2 yet rallied through strategy and pace to secure the victory as the checkered flag fell on ten hours of intense competition.

SPACE IS LIMITED!

EXPERIENCE THE ALL NEW PODIUM CLUB

ALL-INCLUSIVE UPSCALE HOSPITALITY CLUB IN THE MICHELIN TOWER

PODIUM CLUB IN MICHELIN TOWER OPEN TO TICKETED GUESTS STARTING THURSDAY EVENING

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 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



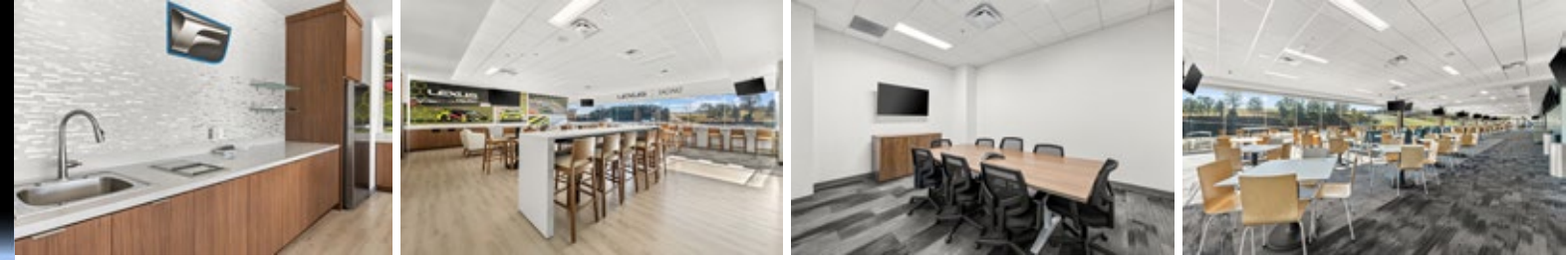
Michelin Tower Available for Year-Round Rental

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



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





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 MRRRA 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



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



The Guest Lodge
Gainesville
770-535-8100
guestlodgega.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



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



Mutt & Jeff's Smokehouse
Mobile Food Truck
Dawsonville, GA 30534
facebook.com/MuttAndJeffsSmokehouse



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



Umami Tavern
6323 Grand Hickory Dr.
Braselton, GA
678-828-9263
umamitavern.com

