



ROADATLANTA.COM | SPRING 2024

MARCH 22-24



APRIL 19-21



**MICHELIN
RACEWAY
Road Atlanta**

APRIL 26-28



MAY 9-11



FULL 2024 EVENT SCHEDULE INSIDE

2024

SPECTATOR SCHEDULE

SCCA Majors
MARCH 8-10

Atlanta Speedtour/Trans Am
MARCH 22-24

MotoAmerica
APRIL 19-21

HSR The Mitty
APRIL 26-28

Drift Atlanta
MAY 9-11

WERA Cycle Jam
MAY 24-26

NASA
JUNE 8-9

SCCA Summer Sizzle
JULY 20-21

World Racing League
JULY 26-28

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



As the green flag falls on another adrenaline-filled competition season at Michelin Raceway Road Atlanta in 2024, we're delighted to get to welcome you back to the track for our full lineup of spectator events!

Michelin Raceway Road Atlanta has been an automotive icon since 1970 and this year, we're planning on furthering that legacy once again. From two-wheeled thrills to vintage racing, club events, American muscle cars, top-tier drifting, world-class sportscar endurance racing and much more, we're bringing the horsepower to you! Although our major spectator events are among the highlights of our 2024 calendar, fans can participate in the action by signing up with any and all of the various track days and car clubs that also make their way to Michelin Raceway throughout the year.

First on the list of major spectator events this season is the Road Atlanta SpeedTour, March 22nd through 24th, which features

the Trans Am Series and Sportscar Vintage Racing Association (SVRA). Next up, join us for MotoAmerica Superbikes April 19th through 21st, tailed by the HSR The Mitty the following weekend. Drift Atlanta puts on an amazing show of tire smoking and precision sliding, May 9th through 11th, for an expanded three-day event.

This jam-packed spring season leads into cooler fall temperatures and the return of Motul Petit Le Mans, October 9th through 12th, as the IMSA WeatherTech SportsCar Championship makes it's final stop of 2024 at Michelin Raceway to crown champions. This four-day event culminates with a 10-hour battle of strategy as the likes of Corvette, Porsche, BMW, McLaren, Lexus, Ferrari, Lamborghini and more go toe-to-toe to try and fight their way to the top step of the podium.

Come witness some iconic racing and make some legendary memories at Michelin Raceway Road Atlanta, where all are welcome and kids 12 and under always enter free!



■ 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 Ga.

VISIT ROADATLANTA.COM FOR MORE INFORMATION

TRACK DAYS & CAR CLUBS

February 17-18	Just Track It
February 23	Hooked on Driving
February 24-25	Chin Track Days
February 26	Driving Club
March 1-3	BMW Club of America
March 15	Driving Club
March 16-17	Chin Track Days
March 26	Driving Club
April 3	Driving Club
April 5-7	Lexus Performance Driving
April 8	Chin Track Days
April 9-10	David Murry Track Day
April 12-14	Porsche Club of America
April 30-May 1	Smokies GT
May 3	Driving Club
May 4-5	Chin Track Days
May 18-19	Jzilla
May 21	Driving Club
May 21	Track Night in America
June 1-2	Porsche Club of America
June 6	Driving Club
June 7	Just Track It
June 10-12	Skip Barber Racing School
June 13-14	Racing for ALS
June 15-16	Jzilla
June 21	Driving Club
June 21	Track Night in America
June 22-23	Chin Track Days
July 11-12	Driving Club
July 13-14	Just Track It
July 19	Track Night in America
July 24	Driving Club
July 25	Max Track Time
August 3-4	Atlanta Driving Society
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 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

March 29-30	PRE
April 22	Aprilia
May 23	N2
June 29-30	N2
July 6-7	Sport Bike Track Time
August 17-18	N2
August 30	N2

SCCA • NASA • WERA • HSR

Fans have access to numerous club events throughout the year, where they can join as both a spectator and a participant!

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. The HSR Fall Historics in September offers an additional opportunity for fans with a love for vintage cars to experience these classics on track.



July 26-28



World Racing League returns to Michelin Raceway Road Atlanta for one exciting weekend in 2024 as the seventh round on the annual WRL calendar! Bring the whole family to enjoy 16 hours of racing and 4 hours of practice and qualifying throughout the event, as multi-class endurance racing has something for everyone to enjoy!

Atlanta Speedtour/Trans Am March 22-24

The Atlanta SpeedTour featuring the Trans Am Series returns to Michelin Raceway Road Atlanta March 22nd through 24th as the second stop on the 2024 Trans Am Championship schedule. Come and enjoy the first beautiful days of spring weather in the South with American muscle cars as your weekend soundtrack, as Trans Am proudly boasts the likes of Camaros, Mustangs, Challengers, Vipers, Corvettes and more in competition. Guests can also experience the Sports car Vintage Racing Association (SVRA) on track during this thrilling weekend of road racing, as this series joins Trans Am in March.



MotoAmerica April 19-21

The MotoAmerica Superbike Speedfest at Michelin Raceway Road Atlanta rolls in to town April 19th through 21st for three days of adrenaline-packed two-wheeled action!

Five classes of road racing will compete, including Steel Commander Superbike, Mission King Of The Baggers, Supersport, Junior Cup, and Twins Cup. As at all Michelin Raceway events, the paddock is open and fans have the opportunity to meet over 120 riders. Bring the family for the Kids Zone, free carnival games, stunt show, bike show and incredible racing!



THE HSR MITTY

April 26-28

The 46th running of the Historic Sportscar Racing (HSR) The Mitty at Michelin Raceway Road Atlanta will showcase the Cars of Japan as the Featured Marque of HSR's longest running race, which comes to town April 26th through 28th this year. Prototype and production-based race cars from Japan from the last 50 years will take to the spotlight during HSR's second round of the 2024 season, including Saturday's Cars of Japan Feature Race that will be one of the highlight races of a packed 46th HSR The Mitty weekend schedule.



DRIFT ATLANTA MAY 9-11

FORMULA DRIFT



Drift Atlanta takes over Michelin Raceway Road Atlanta May 9th through 11th for three action-packed days of Formula DRIFT battles in 2024!

Experience the thrill of top-level drift competitors showcasing their skills at the birthplace of Formula DRIFT and be a part of all the additional fan offerings over the course of this three-day event, including an autograph session and an open paddock. 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 joins Formula DRIFT on this weekend, so fans will have even more to enjoy on the track.

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



27th ANNUAL MOTUL PETIT LE MANS OCTOBER 9-12



One of the greatest spectacles in endurance racing comes to Michelin Raceway Road Atlanta October 9th through 12th this year – join us for all there is to see and do at the 27th Annual Motul Petit Le Mans!

This four-day motorsports festival has something for everyone to enjoy, from the diehard sportscar fans to the casual eventgoers and everything in between! The GTP class made their debut in the IMSA WeatherTech SportsCar Championship last year, so guests can expect to see another all-out battle of these magnificent machines as they fight for the highly-covered Motul Petit Le Mans win and IMSA GTP championship title after 10 hours of wheel-to-wheel racing. This internationally renowned multi-class enduro also features three other classes of competition sharing the track – LMP2, GTD PRO and GTD.

Four additional racing series will also be vying for titles on track during this thrilling weekend, as the IMSA Michelin Pilot Challenge teams compete in the FOX

Factory 120 on Friday of race week, with further races from the VP Racing SportsCar Challenge, Whelen Mazda MX-5 Cup presented by Michelin and Porsche Carrera Cup North America.



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 moments before the green flag drops. All ticketed guests have access to browse the various car corrals in the infield, as well as shop, eat and drink at the Fan Zone. Fans aren't restricted to a single seat during this can't-miss event, as the nearly 1,000-acre facility is open to spectators to take in the race from many different vantage points.

Tickets now on sale at roadatlanta.com! Come and see for yourself why this fall tradition attracts automotive enthusiasts and thrill seekers from around the world – get your tickets now for the 27th 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 racing 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 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:

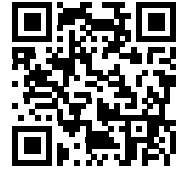


Located on Hwy 53,
Exit 129 off I-85.

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

The Official 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
cfrestaurant.com



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



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



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



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

