



America's National Park of Speed™



ABOUT ROAD AMERICA

Established in 1955, Road America is located midway between Milwaukee and Green Bay in Elkhart Lake, Wisconsin. Its legendary four-mile, 14-turn road circuit has challenged the world's best racers for over 60 years. The 640-acre, park-like grounds offer amazing viewing opportunities, fantastic concessions, and high-speed excitement to thousands of spectators each year. In addition to public race weekends, Road America offers group adventure programs, karting and supermoto at the CTECH Motorplex, and the Road America Motorcycle and Driving Schools.

LOCATION DETAILS:

N7390 State Highway 67, Plymouth, WI 53073

15 minutes from the Sheboygan County Airport

1 hour North of Milwaukee

1 hour South of Green Bay

2½ hours North of Chicago



Elkhart Lake, Wisconsin

800-365-7223

RoadAmerica.com



ROAD AMERICA FAST FACTS

- 1) RA stock was first offered and sold in 1954 with ground breaking for Road America in April of 1955. The first race took place in September of 1955.
- 2) Road America was founded by **Mr. Clif Tufte**, an engineer by training. Clif is known historically as “Mr. Road America” and is credited with the dream & vision of the original configuration including current site of the circuit & complex today.
- 3) Road America is a corporation with 500 plus stockholders and is guided by a 12 member board of directors. RA employs over 20 full time staff. The seasonal payroll swells to over 500 during the height of racing season June thru August.
- 4) An independent economic impact survey was commissioned in 2015 by Road America and performed by Lakeland College. Findings of this study show an annual conservative first tier economic impact of Road America for Sheboygan County and State of Wisconsin to be approximately **\$74 million dollars per year direct impact to the region.**
- 5) Road America is one of the fastest permanent road racing circuits in the world. Road America is 4.048 miles in length with 14 turns and multiple elevation changes. Road America is situated on 640 natural acres of rolling hills in Wisconsin’s Kettle Moraine and is known as “**America’s National Park of Speed™**”.
- 6) Each year, Road America entertains over 800,000 visitors in addition to competitors at its site in Sheboygan County, April through October and hosts over 500 events a year with 9 major televised races.
- 7) Since being founded, Road America has helped hundreds of local and Midwest charities through monetary donations, in-kind goods / services and on-site fundraising opportunities. For example, between 1981 and 2017 the Road America walk/run event generated over \$3 million dollars for the American Cancer Society!
- 8) 2016 marked the return of open-wheel IndyCars to Road America after a 9 year absence. 100,000 people attended on-site with another million plus watching the event on television.
- 9) Road America continues to add new and exciting offerings such as: 4 Miles of Fitness Events at Road America, a 18-hole disc golf course, and 4-Mile Dinner Series.
- 10) Newest non-motorsport event: TOUGH MUDDER® Wisconsin
- 11) Road America’s Mission: To develop a year-round facility and programs which provide the best motorsport and entertainment experience for all our customers.

Come for the Experience, Stay for the Race!

AMENITIES

Road Course

- » Length: 4.048 miles / Width: 30 feet
- » Material: Paved asphalt
- » Pit Lane: Paved asphalt
- » Three configurations available: front half, back half, full track
- » Victory Lane with 19' HD digital backdrop and PA
- » Closed circuit TV system
- » Twenty-seven track surveillance cameras
- » T14-T1: 4000'+ including steep uphill and front straight away
- » T3-T5: Moraine Sweep - slight downhill section, 3600'+
- » T11-T12: Kettle Bottoms - slight downhill, 2500'+

Motorplex

- » Located inside of Road America's 4-mile road racing circuit
- » 1 mile combination of paved and dirt track used for karting, supermoto and autocross
- » One-of-a-kind facility constructed into a hillside, offering many challenging twists and turns including over 50 feet of elevation change
- » Wireless safety lights
- » Great for manufacturer Ride and Drives

Off Road

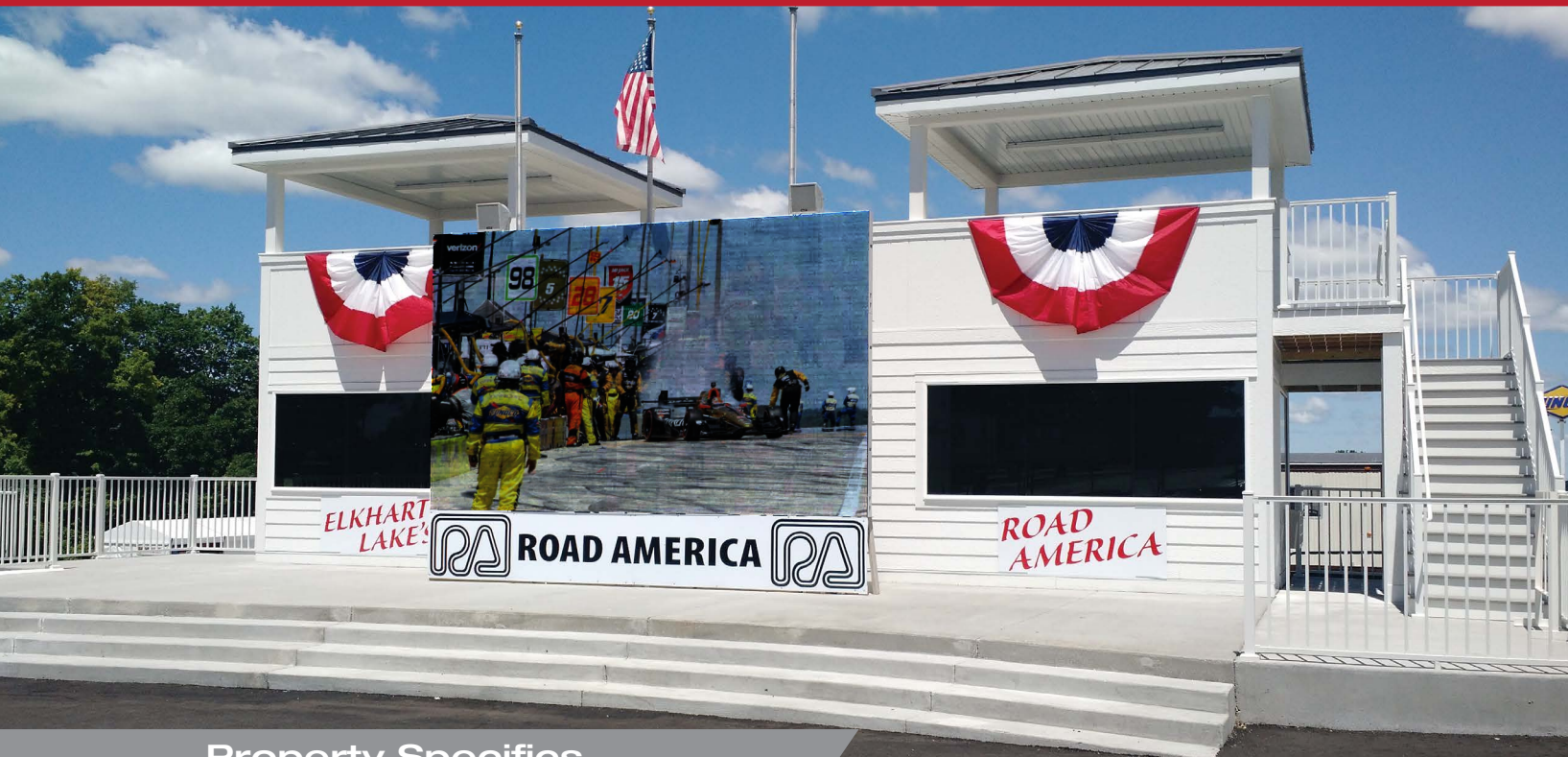
- » Seven off-road trails varying in difficulty
- » Over 12 miles of trails on a variety of surfaces – grass, gravel, rock, wooded, mud, sand
- » Off-road track includes inclines/declines, rocky road, banked turns, mogul road, mud pit

Track Record

- » Saturday, 19 August, 2000
- » 1:39.866 minutes
- » 145.924 mph (234.791 kph)
- » Dario Franchitti, 2000 Team Kool
- » Green Honda Reynard
- » CART Championship Race



ADDITIONAL AMENITIES AND SPECIFICS



Property Specifics

- » 640 acres of park-like grounds
- » Seven large asphalt paved areas
- » Over 10 miles of paved access roads capable of simulating a variety of real world conditions including intersections, bridges, tunnels and hills
- » Five separate gated entrances
- » Large overhead video screen and small screen on each ticket booth at main gate
- » Gate houses with power and internet
- » Public address system reaching majority of property
- » FM transmitting capability
- » Seven big screens
- » 11 concession stands
- » Tent and Motorhome Camping Sites
- » Golf car rentals
- » Shuttles
- » Paddock Shop
- » Family Fun Zone



HOSPITALITY / PROGRAMS / SCHOOLS / SPACES

Hospitality

- » VIP suites
- » Trackside tents
- » Skybox suites
- » Mobile party bars
- » Award-winning catering

Group Adventure Programs

- » Driving
- » Driving Olympics
- » Racing
- » Motorcycling
- » Off Road
- » Champagne Slalom
- » Pace Car Rides
- » Sunset Cruise
- » Venue Tours
- » Geocaching
- » Paintball
- » Trap Shooting
- » Disc Golf
- » Outdoor Movie
- » 4-Mile Dinner Series

Road America Schools

- » Teen Driving
- » High Performance Driving *Levels 1 & 2*
- » Winter Driving
- » Motorcycle Basic Rider Course
- » Scooter Basic Rider Course
- » Motorcycle Street Skills Course *Levels 1 & 2*
- » Dirtbike Course
- » Supermoto



Meeting & Banquet Space

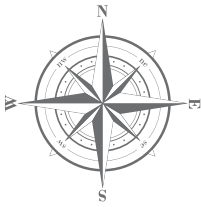
» Flexible function spaces and acres of open space for temporary structures



Room Name	Room Dimensions	Room Size sq ft	Room Capacity				
			Reception	Banquet (rounds)	Banquet (rectangles)	Theater	U-Shape / Hollow Square
Eagles Nest	38' x 11'	418	42	32	40	46	10
Lester Building	175' x 30'	5,250	525	432	520	583	126
Medical Meeting Room	40' x 30'	1,200	120	96	120	133	29
Motorplex Meeting Room	40' x 30'	1,200	120	96	120	133	29
Hagerty Tech Center	208' x 40'	8,320	832	688	832	924	200
Tufte Center	98' x 47'	4,606	461	376	456	511	111
Paddock Patio	49' x 25'	1,225	123	96	120	136	29
Registration Building Upper East	20' x 18'	360	36	24	32	40	9
Registration Building Upper West	18' x 18'	324	33	24	32	36	8
Registration Building Upper Total	38' x 18'	684	68	56	64	76	16
Registration Building Lower	29' x 18'	522	52	40	48	58	13
Road America Center North	140' x 70'	9,800	980	800	976	1,088	235
VIP Suites <i>Note Suites 1 & 2 connect to patios</i>	28' x 47'	1,316	50	NA	NA	NA	NA
VIP Patio North / South	NA	2,500	250	200	248	278	40
VIP Rooftop	142' x 41'	5,822	582	480	576	646	166
Chalet Function Room	40' x 30'	1,200	120	96	120	133	29

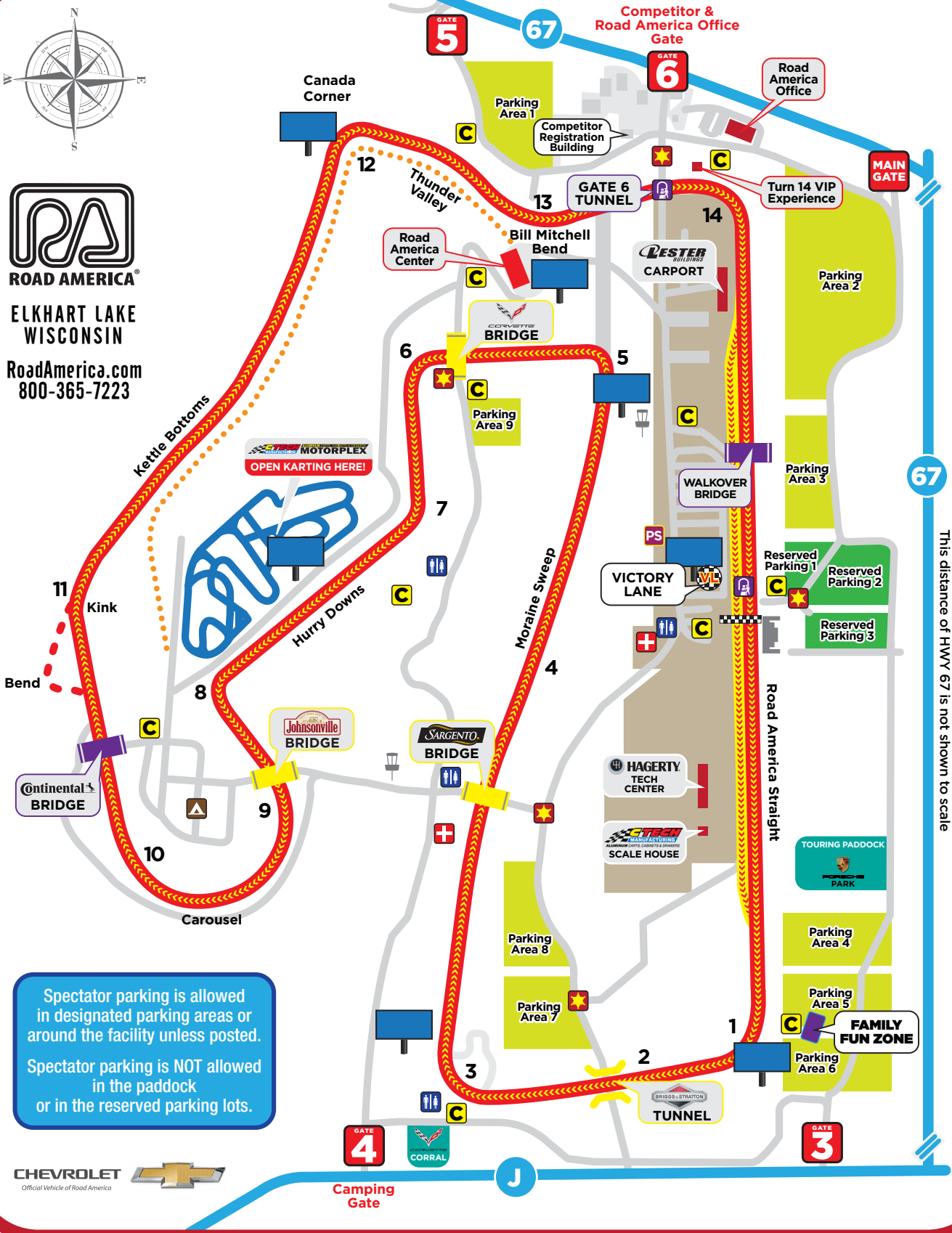
Road America is an incredibly user-friendly facility with lodging in close proximity making meeting and event planning almost effortless. Road America offers full-service F&B options provided by award-winning caterers and is able to work with you on customized boxed lunches, receptions, buffets, or plated meals during racing events, business meetings, employee retreats, family events, or weddings.

Please contact us at info@roadamerica.com for current venue availability.



ELKHART LAKE WISCONSIN

RoadAmerica.com
800-365-7223



Spectator parking is allowed in designated parking areas or around the facility unless posted. Spectator parking is NOT allowed in the paddock or in the reserved parking lots.



LEGEND

- Track
- Car Corral
- Pedestrian Bridge
- Security Point
- Medical
- Trail
- Pit Lane
- Reserved Parking
- Pedestrian Tunnel
- Concessions
- Campground
- Big Screen
- Parking
- Spectator Gates
- Traffic Bridge
- Paddock Shop
- Paddock
- Victory Lane
- Traffic Tunnel
- Restrooms
- VIP / Media Tower
- Disc Golf Course

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