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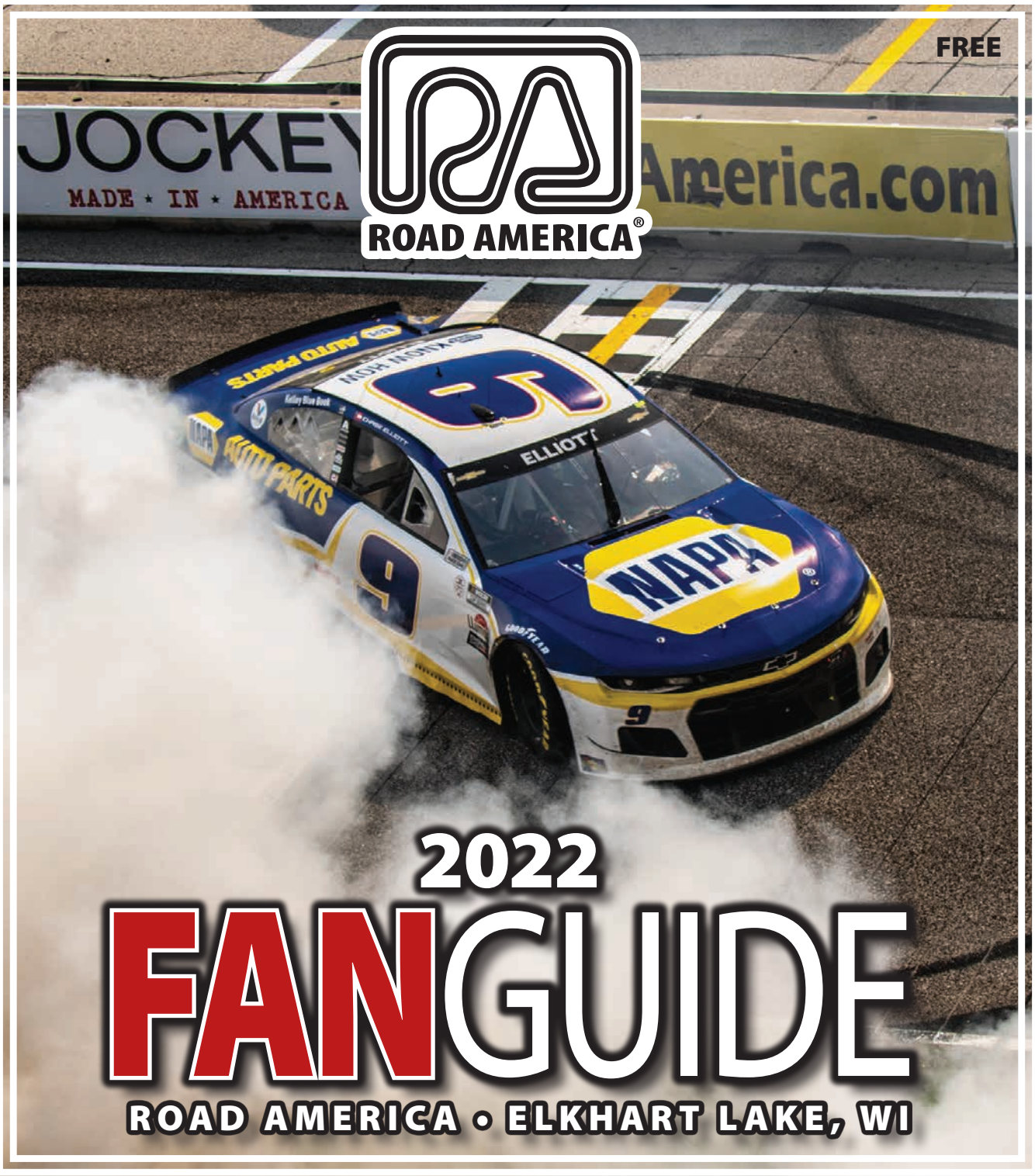


# 2022 FANGUIDE

## ROAD AMERICA • ELKHART LAKE, WI

CHEVROLET
The official vehicle of Road America

America's National Park of Speed

www.RoadAmerica.com

EVENT SCHEDULES

# SOME WINNERS GET SPRAYED WITH CHAMPAGNE. OTHERS PREFER MUD.

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# 2022 ROAD AMERICA FAN GUIDE

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Dennis Murphy / Murphoto, Justin Walsh and Randy Erdman


**Road America Race Programs for 2022 are produced in cooperation between Road America and Wisconsin Media Group**
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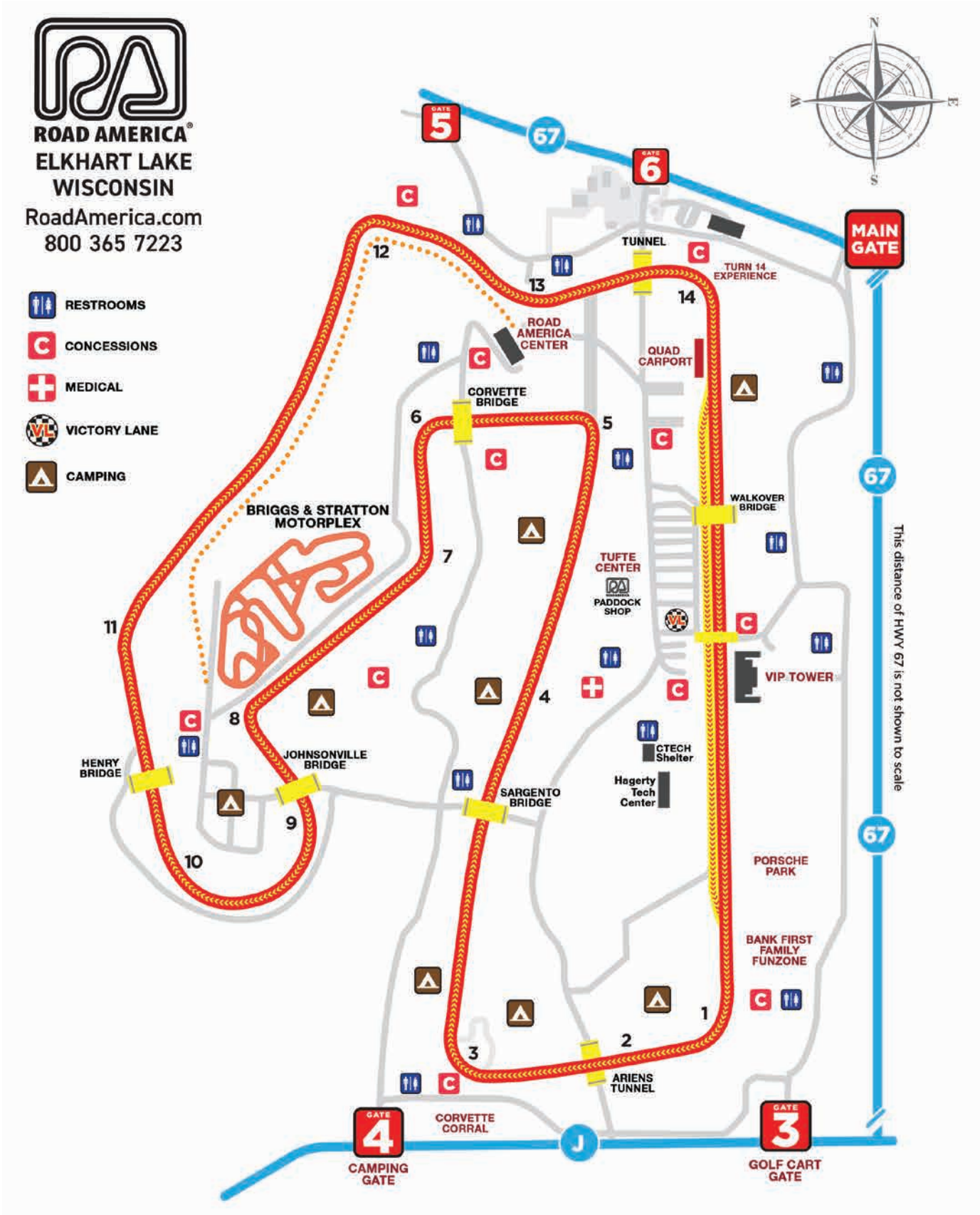
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GATE 4
CAMPING GATE
GATE 3
GOLF CART GATE
J
This distance of HWY 67 is not shown to scale

# Excitement ahead!

## Road America to host racing 9 weekends, multiple series events in 2022

Road America announced its 2022 season schedule which includes stops for every major North American race series. Nine events are on the 2022 season schedule for Road America, and you won't want to miss a minute of the action.

"America's National Park of Speed is poised and ready for another amazing summer full of thrills and excitement. Our schedule is loaded with weekends full of cars and motorcycles ranging from vintage to state-of-the-art," said Road America's President and General Manager, Mike Kertscher. "We look forward to hosting the MotoAmerica Series, NTT INDYCAR SERIES, NASCAR Cup Series, NASCAR Xfinity Series, the IMSA WeatherTech® SportsCar Championship which will also feature a 4-hour Michelin Pilot Challenge race. Plus weekends featuring the World Challenge Series, Sports Car Club of America, and three separate vintage events in 2022. Event tickets for the 2022 season will be available on October 4, and season passes are now available at an amazing value."

**THE 2022 ROAD AMERICA SEASON SCHEDULE IS AS FOLLOWS:**

**May 20-22 - SVRA Vintage Festival Weekend**

The SVRA Vintage Festival Weekend at Road America celebrates automotive racing's glorious past. This vintage racing event brings the past back to life with the sights, sounds and smells from motorsport's pioneering age both on and off the track.

**June 3-5 - MotoAmerica Superbike Weekend and Vintage MotoFest**

MotoAmerica Superbikes races are returning to America's National Park of Speed, Road America. Attend the practice and qualifying bike racing on Friday, June 3 and experience all-day racing on Saturday and Sunday with eight classes of road racing. Motorcycle classes include Medallia

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Superbikes, Supersport, Stock 1000, Twins Cup, SuperbikeTrackGear.com Junior Cup, Mission King of the Baggers, Royal Enfield Women's Build. Train.Race. plus Mini Cup by Motul.

**June 9-12 - NTT INDYCAR SERIES**

The NTT INDYCAR SERIES Sonsio Grand Prix presented by AMR takes center stage at Road America as an international lineup of drivers will have their chance to battle it out for glory on one of the world's most majestic road courses.

**June 17-19 - WeatherTech Chicago Region SCCA June Sprints**

The June Sprints have been held every year at Road America since 1956. The 67th WeatherTech® Chicago Region SCCA June Sprints® at Road America will feature everything from showroom stock to highly modified purpose-built race cars from nine distinct race groups.

**June 30-July 3 - NASCAR Cup Series Kwik Trip 250 presented by Jockey Made in America and NASCAR Xfinity Series HENRY 180**

The NASCAR Cup Series Kwik Trip 250 presented by JOCKEY Made in America returns to Road America in Elkhart Lake, Wisconsin for the July 4th weekend. NASCAR races feature thrilling door-to-door and wheel-to-wheel action through stage racing, which ensures more highlight-reel moments during a race, increases the sense of urgency, and emphasizes aggressive racing and strategy.

**July 14-17 - WeatherTech International Challenge with Brian Redman (AAR Eagle feature)**

A mid-summer favorite, the WeatherTech International Challenge with Brian Redman at Road America is one of the largest vintage racing events in the United States. The WeatherTech International Challenge road race features over 400 cars competing in several groups. The 2022 event at Road America will also feature a special All American Racers (AAR) Eagle racer reunion. AAR designed and built just 158 Eagle racing cars between 1965 and 2012.

**August 4-7 - IMSA SportsCar Weekend**

The IMSA SportsCar Championship and IMSA Michelin Pilot Challenge return to Road America's four-mile circuit for what will be one of the most incredible weekends of sports car racing in the world. Fans will get to experience the 4-hour IMSA Michelin Pilot Challenge race on Saturday followed by the WeatherTech SportsCar Championship race on Sunday.

**August 19-21 - World Challenge**

The SRO GT World Challenge America headlines an all sportscar weekend at Road America. This weekend of thrilling sportscar racing will bring exotic GT3 machinery from global brands like Acura, Aston Martin, Audi, BMW, Ferrari, Lamborghini, McLaren, Mercedes-AMG, and Porsche. These performance racing machines will take to the popular 4-mile, 14-turn road race circuit as part of a global championship spanning Europe, Asia, Australia, and America.

**September 16-18 - Ariens Art on Wheels Vintage Weekend**

This vintage race weekend typically draws more than 300 vintage and historic race cars across 11 groups to run over the three-day race event. The fan-friendly paddock is open to spectators for close-up views of amazing racing machines prepared to era specifications

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## Victory Park SUBDIVISION

**Village of Elkhart Lake**

Victory Park is a premier 56 lot subdivision launched in 2021 that is conveniently located within walking distance to all the downtown resort amenities in the Village of Elkhart Lake.

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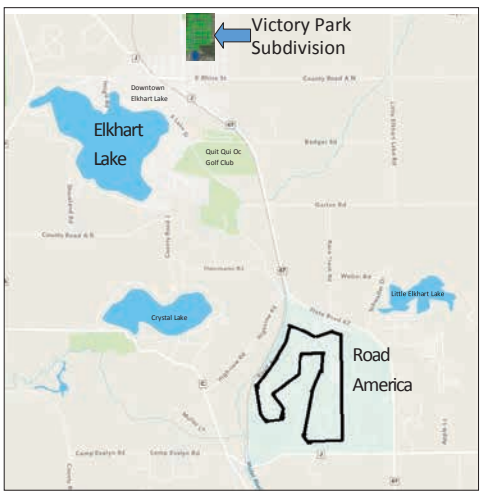

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# Lodging On-Site

Save gas and money while resting comfortably. Relax in the luxury of our top-quality accommodations designed to let you check-in and chill out! Walk to and from your favorite viewing location at your leisure or simply relax on your back deck with a wonderful view of one of our most famous turns. The campfires, the laughs, the racing, the sights, smells and the check-off your bucket list is waiting for you.

## The Chalet at Road America

This luxurious hillside chalet, tucked in the woods on the Road America grounds, offers five bedrooms with 4 1/2 baths. The Chalet is situated on over 30 secluded acres with plenty of room to roam and enjoy nature after a day at the races. The Road America Chalet also includes a spacious gathering area, fireplace, comfortable seating areas, and a magnificent view of the rolling countryside.

The Chalet provides all the amenities of home with plenty of space for your group to enjoy your stay in comfort.

## Cabins

If you have the need for speed, make sure to check out our cozy cabin rentals right here at Road America. Located conveniently within walking distance to your favorite viewing location, our cabins are the perfect 'Race Place' for you and your group.

Whether you need lodging for one person or a group, Road America offers several options for race fans. In addition to The Chalet and on-site cabin options, consider camping at or bringing your RV to Road America! Visit our Camping Info page at roadamerica.com for all the details.

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Paddock Restroom/
Display Area

# Site Improvements

Road America continues to reinvest funds into the facility. Some of the larger improvements for 2021 included a new Turn 5 hospitality area, an expanded Gate 3 entrance, a paddock restroom and display area, and replacing the timing and scoring building at the Briggs & Stratton Motorplex while paving the access road outside of turns 7 & 8.

During 2021 we launched several projects which will be completed in 2022. These include a complete upgrade to the Johnsonville Bridge between Turns 8 and 9, safety enhancements to Turn 9 and 11 and a new restroom adjacent to Fireman's Hill.

Motorplex Timing
& Scoring Building

Gate 3

Path
Outside
Turn 7 & 8


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**2022 events**

July 3
**Ducktona Family Festival**

October 20
**Ladies Nite Out**

December 3
**Main Street Memories & Holiday Parade**

June 8 & 22
July 13 & 27
August 10 & 24
**Summer Concert Series**

Parker John's BBQ & PIZZA

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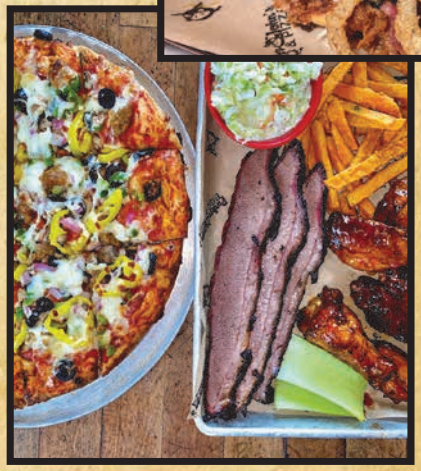
- IN-HOUSE DINING
- ALL YOU CAN EAT NIGHTS
- ALL DAY HAPPY HOUR SUNDAY - THURSDAY
- OUTDOOR DINING

CONCESSIONS LOCATED AT ROAD AMERICA'S MAIN PADDOCK



OTHER LOCATIONS IN KIEL, MENASHA, GREEN BAY & OSHKOSH

View Menu

# NASCAR Cup Series returns to Road America June 30-July 3

The NASCAR Cup Series will return over the Fourth of July holiday weekend for the Kwik Trip 250 presented by JOCKEY Made in America. Fans are encouraged to get their tickets and reserve camping early as Road America officials expect another incredible crowd.

"NASCAR has already seen tremendous crowds at the first few events in '22, and our weekend, June 30 through July 3, is already showing strong sales," said Mike Kertscher, Road America's President and General Manager. "The on-track intensity is going to ramp up even more for this year's race as NASCAR's Next-Gen cars will battle on America's favorite road course for the first time. If you're planning to enjoy the weekend, get your tickets and camping soon as spots are filling up fast."

Road America also wants to remind fans that off-site parking will be FREE, and a shuttle will be available both to and from the track on race day. Anyone expecting to park on the grounds should get their tickets and parking early as parking on race day (Sunday Only) will sell out.

Race day, July 3, will feature NASCAR Cup's incredible wheel-to-wheel racing when the green flag drops for the Kwik Trip 250 presented by JOCKEY Made in America. The NASCAR Cup Series features thrilling door-to-door and wheel-to-wheel action through stage racing, which ensures more highlight-reel moments during a race, increases the sense of urgency, and emphasizes aggressive racing strategy. Fans will have the opportunity to watch NASCAR's future stars, such as Cole Custer, Tyler Reddick, Christopher Bell, and Erik Jones, battle it out with superstars such as Kyle Busch, Martin Truex Jr., and 2021 Road America Winner, Chase Elliott.

The NASCAR Cup Series Kwik Trip 250 presented by JOCKEY Made in America on July 3 will be joined by the NASCAR XFINITY Series Henry 180 on July 2. The event will also be bolstered by the Trans Am Series by Pirelli and the Mazda MX-5 Cup, which will host multiple races during the weekend.

Bring the entire family to Road America to celebrate the July 4th weekend! Kids 16 and under get free general admission to all Road America season racing events with a paying adult at the gate, even for the NASCAR Cup Series!

Ticket prices vary by day, starting at just $30! Additional VIP experiences are also available at the Turn 14 Experience and the Tufte Center.

All campers are also encouraged to decorate their sites according to a pre-determined theme to enter the Kunes RV Most Awesome Camping Contest!

There will be karting all weekend at the Briggs & Stratton Motorplex, Pace Car Rides, a Family Fun Zone in Turn 1, and Road America's Disc Golf Course will be open all weekend.

Fans have two quick, convenient methods to buy tickets, camping, golf carts, VIP experiences, and more:

Visit www.roadamerica.com for tickets 24/7. Print your tickets to save time and enjoy a contactless experience at the gates.

Phone: Call 800-365-RACE or 920-892-4576 between 8 a.m. – 5 p.m. Monday through Friday, and 8 a.m. – noon on Saturday.

# FOOD & BEVERAGE

Road America is known across the race tracks in America for having the best quality food with endless variety to choose from during race weekends. No fan needs to go hungry when they are watching a race at Road America! Concession stands and open hours vary by event. Event specific details are noted on the event pages.

**PARKER JOHN'S BBQ AND WINGS – LOCATED IN THE PADDOCK**

Parker John's operates several restaurants near the track and, now, you can enjoy their delicious BBQ right at Road America. Specialties include hickory smoked pulled pork, jumbo smoked chicken wings, massive loaded baked potatoes, famous Wisconsin fried cheese curds, soft-serve ice cream, beer, soda & water .

**PLYMOUTH OPTIMISTS – LOCATED INSIDE TURN 6**

Specialties include steak sandwiches, hot pretzels, nachos with cheese, a selection of 10 different beers, soda & water.

**ELKHART LAKE LIONS – LOCATED AT THE TOP OF THE HILL OVERLOOKING TURNS 5 AND 13**

Specialties include steamed cob of corn with butter and your choice of seasonings, chicken tenders, onion rings, French fries, cheese curds, mozzarella sticks, 1/3 lb. schnitzel burger sandwich with pepper jack cheese and brat burgers, Breakfast items include sausage, egg and cheese sandwich, ham, egg and cheese sandwich, egg and sausage sandwich, hash browns, and Torke coffee. They will also be serving root beer floats made with Cedar Crest ice cream, beer, soda & water

**LAKELAND UNIVERSITY'S LAUNCH PAD – STUDENT OPERATED - LOCATED OUTSIDE TURN 12**

The Launch Pad, operated by Lakeland University Student-Run Businesses, is cooking up all your track favorites. Support young entrepreneurs! Visit the Launch Pad, above Turn 12. Specialties include, smoked pork, wings with bourbon bbq sauce, all-day breakfast, 1/3lb burgers, Johnsonville brats, nachos, featured specials each weekend, beer, soda & water.

**THE GEAR BOX – LOCATED ON THE MIDWAY**

Enjoy views of Turns 5 and 14 from the large patio and bench seating area. An ATM and ice are also available at The Gear Box concession stand.

Specialties include famous egger sandwiches, made-to-order omelets, awesome RGP potatoes, roasted sweet corn, signature T.K.A sandwich, Gearbox melt, wood-fired pulled pork & brisket cooked in an on-site BBQ pit, beer, soda & water.

**GEAR BOX II – LOCATED BY THE CAROUSEL AND MOTORPLEX KARTING TRACK**

Campers, let them do your cooking for you! They also offer campfire wood while supplies last. An ATM and ice are also available at The Gear Box II concession stand.

Specialties include famous egger sandwiches, all-you-can-eat pancakes,

wood-fired pork, Gearbox melt signature sandwich, beer, soda & water.

**ALTONA AT TURN 14**

The Legendary Altona Supper Club of New Holstein is located at the last Turn (Turn 14). Come say hi to the Altona Staff and get some great food & beverages for a great price!

Specialties include famous patty melts, brats, hamburgers, pizza, BBQ pulled pork, ham & cheese, mac & cheese, chef salads, beer, soda & water.

**LOS AMIGOS LOCOS AT TURN 1**

Head on down to Los Amigos Locos on the outside corner of Turn 1 to experience the track's only authentic Mexican cuisine. Let the kids enjoy the Family Fun Zone next door to Los Amigos and some of our kid-friendly items on the menu. Specialties include street tacos, carnitas tacos, chicken quesadillas, churros, breakfast tacos & sandwiches, kids Items: grilled cheese, hot dogs, french fries, hand-scooped ice cream and treats, liquor (margaritas, bloody marys), beer, soda & water.

**PERL'S ON THE HILL**

Enjoy the view from the top of the hill and see racing action from Turns 6, 7, 8, and 9 up at Perl's on the Hill. Find a seat under the covered patio dining space and enjoy a day of fast racing and great food.

Specialties include track's largest nacho grande, walking taco, Cedar Crest ice cream in a waffle cone, breakfast sandwiches all day, beer, soda & water.

**ANTOINETTE'S AT WIN TUNNEL – NEAR THE VIP TOWER ALONG THE FRONT STRAIGHT**

Antoinette's at the Win Tunnel featuring all your track favorites including their fair famous mac & cheese and specialty cocktails! Visit Antoinette's at the win tunnel next to the VIP tower when you're at Road America and at Antoinette's main location in downtown Plymouth.

Specialties include fair famous mac & cheese including original mac, chicken bacon ranch mac, buffalo mac, oink mac, pork truffle mac, and Johnsonville brat mac, breakfast sandwiches and wraps, hamburgers, brats, deluxe chicken, BBQ pulled pork pretzel, hot dogs, French fries, Sargento cheese curds, loaded bloody Marys, specialty cocktails, beer, soda & water.

**ANTOINETTE'S AT TURN 3**

Antoinette's at Turn 3 features their famous broasted chicken and other delicious food items. Enjoy your food while watching the cars race into turn 3! Visit Antoinette's at Turn 3 across from the Corvette Corral and at their downtown Plymouth location.

Specialties include broasted chicken, breakfast sandwiches and wraps, hamburger, brat, deluxe chicken, BBQ pulled pork pretzel, hot dogs, French fries, Sargento cheese curds, beer, soda & water

If anything is for sure – COME HUNGRY!

After the Race Enjoy

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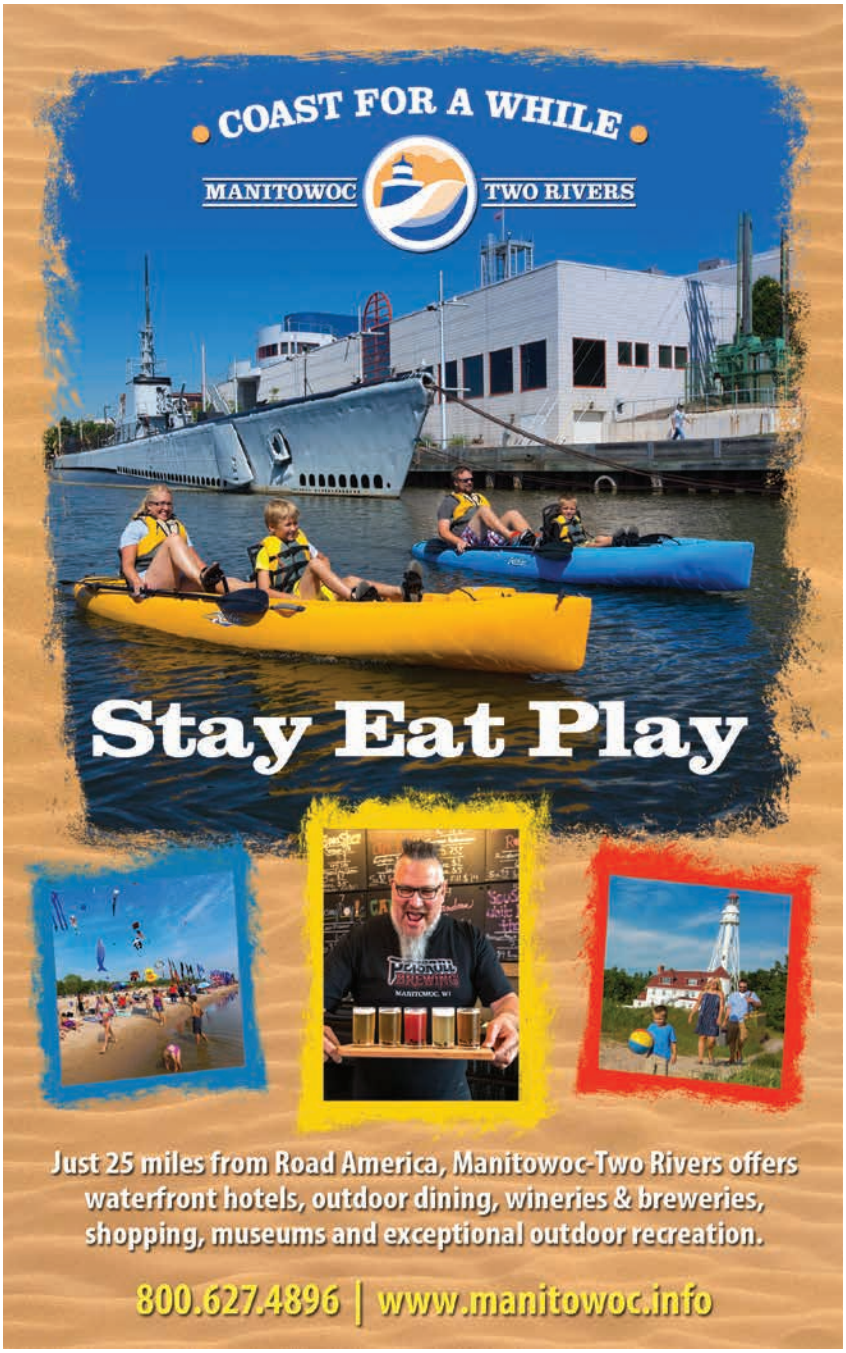
# Road America Specialty License Plate

Road America specialty license plates are available through the Wisconsin Department of Transportation (WisDOT). This new license plate design option features the iconic 4.048-mile track outline with Road America lettering in white over a solid black background.

The Road America special recognition plates are an excellent way for Road America and Wisconsin motorsports fans to share their passion for America's National Park of Speed. As one of the most storied and recognizable symbols of the track, the 4-mile, 14-turn outline was an easy choice to be the principal feature of the newly stamped license plate. The Road America plate fee will include an issuance fee of $15. Personalized plates are available for an additional $15 every year. There is no donation fee for this plate and all Wisconsin motorists will be able to apply for this plate.

Road America fans wishing to personalize their plates can have one to six characters on their plates and they must be ordered online, as DMV Customer Service Centers do not issue special or personalized license plates.

The Paddock Shop at Road America has new metal license plate frames to further customize your vehicle!



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# Area Business Directory

## ATTRACTIONS & RECREATION

| | | | | | | |
|---|---|---|---|---|---|---|
| Elkhart Lake's Road America Inc. | N7390 Hwy. 67 | Plymouth | WI | 53073 | 800-365-7223 | roadamerica.com |
| LevelUp Racing School | PO Box 217 | Elkhart Lake | WI | 53020 | 920-838-6612 | LevelUpRacingSchool.com |
| Plymouth Cheese Counter | 113 E Mill Street | Plymouth | WI | 53073 | 920-892-2012 | cheesecapitaloftheworld.com |

## AUTOMOTIVE SALES & REPAIR

| | | | | | | |
|---|---|---|---|---|---|---|
| The Throttlestop | 20 Victory Lane | Elkhart Lake | WI | 53020 | 920-876-2277 | thethrottlestop.net |
| Van Horn Automotive | W5073 Cty Road O | Plymouth | WI | 53073 | 920-892-6466 | VanHornAuto.com |

## CAMPING

| | | | | | | |
|---|---|---|---|---|---|---|
| Kunes RV, Cleveland | 14369 Westview Road | Cleveland | WI | 53015 | 920-693-2150 | kunesrv.com |
| Kunes RV, Sheboygan | 8120 S. Frontage Road | Sheboygan | WI | 53081 | 920-564-2381 | kunesrv.com |
| Road America On-Site Camping | N7390 Hwy. 67 | Plymouth | WI | 53073 | 800-365-7223 | roadamerica.com |

## DINING & ENTERTAINMENT

| | | | | | | |
|---|---|---|---|---|---|---|
| Culvers | 2318 Eastern Avenue | Plymouth | WI | 53073 | 920-893-2663 | culvers.com |
| Fork & Dagger Ale Haus | 901 Fremont Street | Kiel | WI | 53042 | 920-286-6500 | forkanddaggeralehaus.com |
| Lake Street Cafe | 21 S. Lake Street | Elkhart Lake | WI | 53020 | 920-876-2142 | lakestreetcafe.com |
| Log Cabin Inn | 633 Madison Avenue | Howards Grove | WI | 53083 | 920-565-2712 | logcabinfood.com |
| Millhome Supper Club | 16524 Lax Chapel Road | Kiel | WI | 53042 | 920-894-7414 | millhomesupperclub.com |
| Pacifico Mexican Bar & Grill | 506 East Mill Street | Plymouth | WI | 53073 | 920-449-5160 | pacificoplymouth.com |
| Paddock Club | 61 S. Lake Street | Elkhart Lake | WI | 53020 | 920-876-3288 | paddockclubelkhartlake.com |
| Parker John's BBQ & Pizza, Kiel | 819 Service Road | Kiel | WI | 53042 | 920-894-7499 | parkerjohns.com |
| Parker John's BBQ & Pizza, Sheboygan | 705 Riverfront Drive | Sheboygan` | WI | 53081 | 920-453-0299 | parkerjohns.com |
| Siebkens | 284 S. Lake Street | Elkhart Lake | WI | 53020 | 920-876-2600 | siebkens.com |
| Stone Dagger Pizzeria | 707 W. Park Avenue | Kiel | WI | 53042 | 920-286-6232 | stonedaggerpizza.com |

## LODGING

| | | | | | | |
|---|---|---|---|---|---|---|
| AmericInn | 1708 Eastern Avenue | Plymouth | WI | 53073 | 920-892-2669 | americinn.com/hotels/wi/ |
| Baymont Inn & Suites | 678 Walton Drive | Plymouth | WI | 53073 | 920-893-6781 | baymontinns.com |
| Days Inn, Fond du Lac | 107 N Pioneer Road | Fond du Lac | WI | 54935 | 920-923-6790 | daysinn.com/hotel/06747 |
| The Fig & The Pheasant | 52 South Stafford Street | Plymouth | WI | 53073 | 920-893-0552 | thefigandthepheasant.com |
| The Harborview | 135 E. Grand Avenue | Port Washington | WI | 53074 | 262-284-9461 | TheHarborview.com |
| The Osthoff Resort | 101 Osthoff Avenue | Elkhart Lake | WI | 53020 | 920-876-3366 | osthoff.com |

## RETAILERS

| | | | | | | |
|---|---|---|---|---|---|---|
| Johnsonville Market Place | N6877 Rio Road | Sheboygan Falls | WI | 53085 | 920-453-5678 | johnsonvillemarketplace.com |
| Plymouth Piggly Wiggly | 1411 Eastern Avenue | Plymouth | WI | 53073 | 920-893-0741 | shopthepig.com |
| The Paddock Shop | Road America Race Track | Plymouth | WI | 53073 | 800-365-7223 | roadamerica.com |

## SERVICES

| | | | | | | |
|---|---|---|---|---|---|---|
| Confidential Security Corp | 8723 N Industrial Road | Peoria | IL | 309-691-0909 | | confidentialsecurity.com |
| Laziboy Car Wash & Detailing | 1404 Eastern Avenue | Plymouth | WI | 53073 | 920-893-0130 | laziboycarwash.com |
| Professional Plating | 705 Northway Drive | Brillion | WI | 54110 | 920-756-2153 | proplating.com |
| Sargento Foods | One Persnickety Place | Plymouth | WI | 53073 | 800-CHEESES | sargento.com |
| Werner Homes | 4539 S Taylor Drive | Sheboygan | WI | 53081 | 920-458-4104 | wernerhomes.com |

## TOURISM

| | | | | | | |
|---|---|---|---|---|---|---|
| Elkhart Lake Tourism | 41 E Rhine Street | Elkhart Lake | WI | 53020 | 877-355-4278 | elkhartlake.com |
| Historic Race Circuits Preservation Society | PO Box 51 | Elkhart Lake | WI | 53020 | 630-240-4288 | HistoricRaceCircuits.com |
| Manitowoc Visitors Bureau | 4221 Calumet Ave | Manitowoc | WI | 54220 | 800-627-4896 | manitowoc.info |
| Plymouth Chamber of Commerce | 647 Walton Drive | Plymouth | WI | 53703 | 888-693-8263 | plymouthwisconsin.com |
| Sheboygan Falls Chamber-Main St. | 504 Broadway | Sheboygan Falls | WI | 53085 | 920-467-6206 | sheboyganfalls.org |

# 2022 ROAD AMERICA OFFICIAL CORPORATE PARTNERS

Learn more about Road America Partnership Opportunities by calling 920.893.3704 or email marketing@roadamerica.com

# Road America Ticket Promotions

**SEASON PASSES**

Get your 2022 Road America Season Pass today enjoy over 50 days of on-track action at America's National Park of Speed! Already the most affordable motorsports entertainment option in Wisconsin, the Road America 2022 Season Pass is only available for a limited time and includes:

- General Admission to all 2022 public events
- NASCAR Cup on-site parking pass
- Half Price on Morning Drives and Sunset Cruises
- Access to Specific Club Events

Season Passes are $625 through June 30, 2022. An $850 value for the individual tickets alone plus the added Season Pass Holder benefits!

One promotion is valid per person/cannot be combined with other offers.

**16 YEARS OLD & UNDER FREE ADMISSION**

Children 16 years old and younger receive free general admission to all Road America season racing events, 4 Miles of Fitness and Winter Autocross with a PAYING Adult.

**MILITARY FREE ADMISSION**

Road America is proud to offer free general admission for Veterans, Active Military, Reserves and Retired Members with ID for select racing events. Please present your military ID at the gate to receive free general admission for these 2022 events:

- SVRA Vintage Festival Weekend
- WeatherTech Chicago Region SCCA June Sprints
- Ariens Art on Wheels Vintage Weekend Featuring VSCDA

**STUDENT DISCOUNT**

All college students can receive $10 off the cost of general admission racing events by showing their student ID at the gate.


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# Spectating at Road America

Spectating is simply better than most tracks due to the access, and it's quicker to get around and watch from different vantage points. Modern racetracks seem to be built to keep the fans outside and make them walk the longest way around. Road America is not one of those tracks as you can move about the property freely from all over the inside of the facility. When you walk from section to section and it feels like you're entering different ecosystems.

## Where Are Some Popular Viewing Locations?

### TURN 5

This turn ranks among Road America's top vantage points. The tight corner is a prime overtaking spot and leads to the dramatic climb up to Turn 6. While plopping down in the grassy meadow to the drivers' right of the corner is a popular option, you can also try the hillside between Turns 5 and 6.

For an added bonus, you'll be able to track the cars half a lap later as they pop up from Thunder Valley and whistle through Turn 13 into Turn 14 before commencing their climb up the start/finish straightaway.

### TURN 3 TO TURN 5

There's little to be gleaned in terms of who's going fast and why. From Turn 3 to Turn 5, the cars steam past at top speed. The sheer sensations of seeing, hearing, and – yes – feeling high performance cars flashing through the forest is not to be missed.

### CANADA CORNER (TURN 12)

A tight bend at the end of a long straight section, with amazing viewing angles. It's a great spot for overtakes and challenging for the drivers, who must negotiate a slight left turn under heavy braking, before making the sharp right turn through the apex.

### THUNDER VALLEY (TURN 13)

Out of Canada Corner, drivers open the throttle to blast through a section named for the way the engine sounds reverberate against the forest and signage. It's a spectacular way to get close to the cars as they launch out of the corner under full acceleration. Both this section and Canada Corner are on the shaded, heavily wooded path that provides a welcome relief from the mid-day sun.

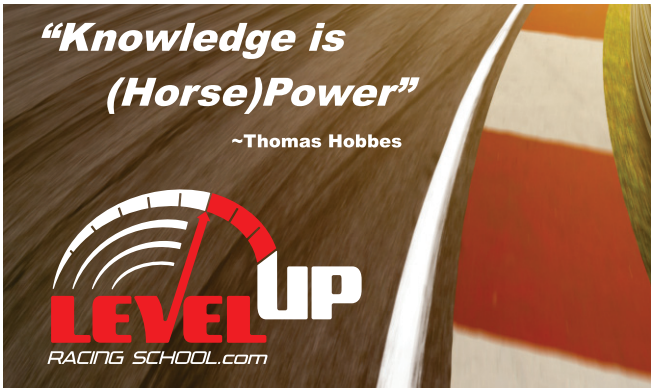
### ROAD AMERICA STRAIGHT

Even the main straight at Road America is uniquely challenging. Drivers approach the start/finish line and flag-stand blind and must crest a steep uphill section before it comes into view.

### THE CAROUSEL (TURNS 9 & 10)

Head to the inside of The Carousel at Road America to watch and time the cars as they accelerate out of Turn 8, pass under the bridge, and arc gently downhill through 240 degrees of race track before passing directly below you en route to one of the most famous turns in motorsports "The Kink."

The bridge is a convenient point to start your watch, and you'll easily find a bush, tree, or some other (stationary) feature on the exit of the turn to serve as the finish line for your "section timing" exercise; one that will make abundantly clear which cars are gaining (or losing) time negotiating The Carousel and thus carrying the

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For more information about our menu and entertainment schedule,
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most speed into The Kink on down through Kettle Bottoms to Canada Corner.

**OUTSIDE OF TURN 7**

Stand eye level with the track surface and can look straight through the apex. From there you can watch the cars turn in, roll slightly, change direction and maybe even induce some slip from the rear as they make their way around.

You're low enough to see daylight under the race cars and close enough to hear the tires. You can see the suspension at work, and pick out which drivers are committed, and who's using the curbs. The best part is that like most of the great spots at Road America, you don't need special accreditation to see this, it's open to everyone.


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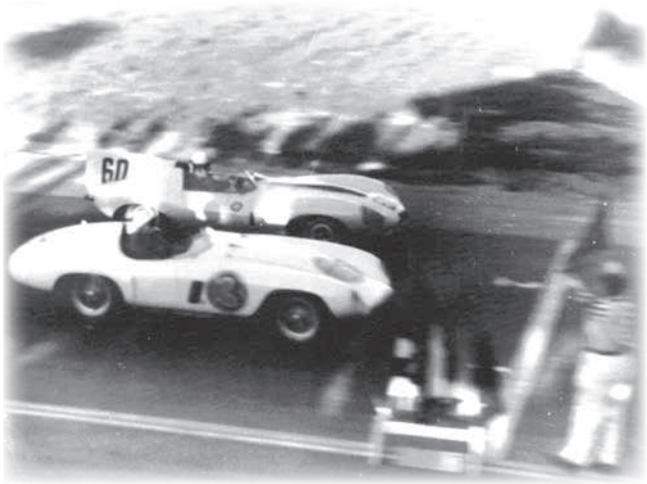
# A brief history of Road America

In the early 1950's, sports car races were being run on the streets in and around Elkhart Lake. When the state legislature banned racing on public roads, a man named Clif Tufte organized a group of influential local citizens and leaders of the Chicago Region of the Sports Car Club of America (SCCA). This group developed plans and sold stock to build a permanent racecourse. The overall vision of Road America grew out of the dreams of Tufte, a highway engineer, who chose 525 acres of Wisconsin farmland outside the Village of Elkhart Lake for the track.

Tufte's dream became a reality in April 1955. The natural topography of the glacial Kettle Moraine area was utilized for the track, sweeping around rolling hills and plunging through ravines. By September 10, 1955, the track's first SCCA national race weekend was held. At 4.048 miles in length, with 14 turns, the track is virtually the same today as it was when it was first laid out and is revered the world over as one of the world's finest and most challenging road courses.



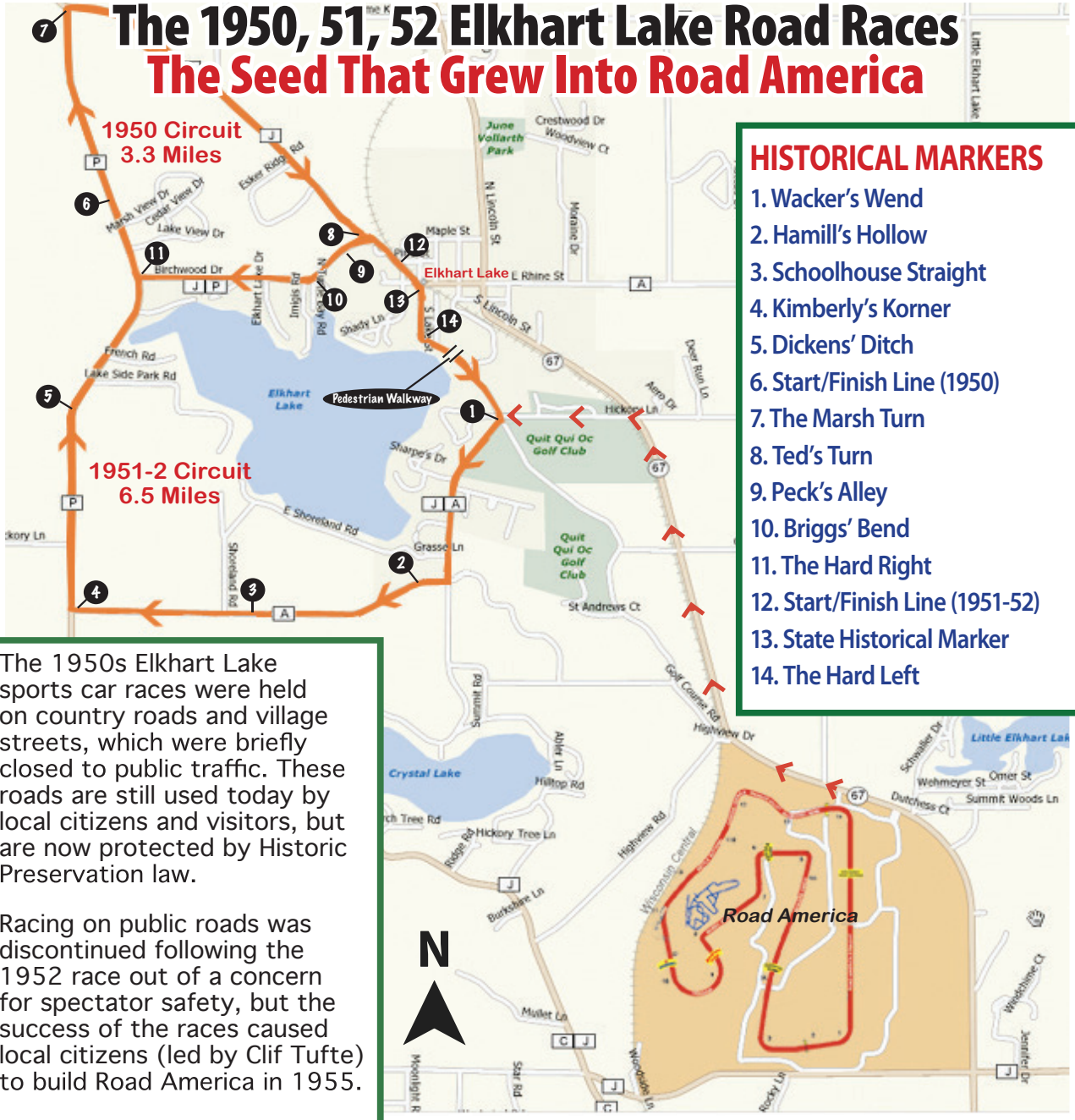

Today, the 640-acre, park-like grounds offer amazing viewing opportunities, fantastic concessions and high-speed excitement to thousands of spectators each year. In addition to public race weekends, Road America offers group event programs, the Briggs & Stratton Motorplex for karting and supermoto, and the Road America Motorcycle and Advanced Driving Schools.

Millions of dollars in improvements have been made throughout the years, but the original 4.048-mile, 14-turn configuration has never been altered. In 2005, Elkhart Lake's Road America, Inc. celebrated its 50th anniversary. Its history was documented in a book, "Road America: Celebrating 50 Years of Road Racing" by Tom Schultz. Celebrities such as David Letterman, Tom Cruise, Patrick Dempsey, Tim Allen, Ashley Judd, and the late Paul Newman have visited this venue, not only for the great racing but also for the scenic surroundings of this resort community.

Road America is big business, attracting 800,000 visitors a year from every corner of the world.

# The 1950, 51, 52 Elkhart Lake Road Races

## The Seed That Grew Into Road America




### HISTORICAL MARKERS

1. Wacker's Wend
2. Hamill's Hollow
3. Schoolhouse Straight
4. Kimberly's Korner
5. Dickens' Ditch
6. Start/Finish Line (1950)
7. The Marsh Turn
8. Ted's Turn
9. Peck's Alley
10. Briggs' Bend
11. The Hard Right
12. Start/Finish Line (1951-52)
13. State Historical Marker
14. The Hard Left

The 1950s Elkhart Lake sports car races were held on country roads and village streets, which were briefly closed to public traffic. These roads are still used today by local citizens and visitors, but are now protected by Historic Preservation law.

Racing on public roads was discontinued following the 1952 race out of a concern for spectator safety, but the success of the races caused local citizens (led by Clif Tufte) to build Road America in 1955.

The Historic Race Circuits are located just a few minutes northwest of Road America. Follow the map to drive the Circuits essentially as they were in the 1950s. Pause to read the Historical Markers.

Learn more on our website.

**The Historic Race Circuits.**
**ENJOY. PRESERVE. PROTECT.**

**Become a member.**

ELKHART LAKE HISTORIC RACE CIRCUITS PRESERVATION SOCIETY 1950 - 1952 MEMBER 2022

Sponsored by the Elkhart Lake Historic Race Circuits Preservation Society.
www.HistoricRaceCircuits.com

Economic impact studies show that Road America, its events and visitors generate more than $100 million dollars annually each year. Over 425 events are held annually at Road America, often running multiple activities on the same day incorporating the four-mile track, the interior Briggs & Stratton Motorplex and the beautiful grounds surrounding the facility.

THE FIRST RACE - In 1955 the SCCA granted a sanction for an SCCA National, the highest form of road racing in the country at the time, held September 10 and 11. The feature, a 148-mile race for the era's large sports racing cars, became a duel between two men and their cars. Sherwood Johnson of Rye, N.Y., was one of the country's best drivers. He was driving semi-works D Jaguar for the Briggs Cunningham team. Phil Hill of Santa Monica, Calif., a rising racing star on the west coast, took to the track in a Ferrari Monza. For 37 laps Johnston and Hill were inseparable but then began to fight for the lead during the last six laps. As they approached the finish line on the last lap, Hill inched ahead and barely won the race. Phil Hill's average speed was 80.2 mph.

THE FIRST PROFESSIONAL RACE WEEKEND - The first professional race weekend was the August 1956 NASCAR Grand National race. At the time NASCAR was just a regional southern series and not widely popular. Well under 10,000 spectators attended the two-day event. On Saturday Paul Goldsmith won in a Jaguar Mk., VII sedan with a winning speed of 59.2 mph. The Sunday race was run in the rain and was a display of spinouts and hay bale bashing. The day's winner was Tim Flock in a Mercury at a speed of 71.4 mph.

ROAD AMERICA®

# FAST FAMILY FUN 2022

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**MAY 20-22**
SVRA Vintage
Festival Weekend

**JUNE 3-5**
MotoAmerica
Superbike Series
& Vintage MotoFest

**JUNE 9-12**
NTT INDYCAR SERIES
Sonsio Grand Prix
Presented by AMR

**JUNE 17-19**
WeatherTech
Chicago Region
SCCA June Sprints

**JUNE 30-JULY 3**
NASCAR Cup Series KWIK Trip 250
Presented by JOCKEY Made in America &
NASCAR Xfinity Series Henry 180

**JULY 14-17**
WeatherTech® International Challenge
with Brian Redman

**AUGUST 4-7**
IMSA SportsCar Weekend

**AUGUST 19-21**
World Challenge

**SEPTEMBER 16-18**
Ariens Art on Wheels Vintage Weekend
featuring VSCDA

# Distinguish yourself and make a lasting impact with a Road America sponsorship

Road America Sponsorship allows your company to distinguish itself and enhance its brand in high impact, experiential ways that have a more profound, lasting impact on potential customers than other forms of traditional advertising. According to recent economic impact studies, motorsport fans are the most brand-loyal when compared to fans of any other sport. Every event attendee is a potential customer, since Road America offers more opportunities to reach these attendees than any other facility in Wisconsin. Road America's loyal and active attendees are 2.5 times more likely to be in higher-earning groups within the top percentages for purchasing power.

Road America welcomes over 800,000 attendees each year and nationally-known racing competitors who enjoy camping and RV-ing for several days on our 640-acre, park-like grounds in Elkhart Lake, Wisconsin. Out-of-town and regional guests frequently take advantage of beautiful Elkhart Lake, Wisconsin and the surrounding area. Road America, America's National Park of Speed, is a pillar of our community and a strong supporter of other local attractions like premium golf courses, fine dining, scenic driving routes and so much more. Leveraging Road America motorsports sponsorship as a marketing tool is remarkably cost-effective, offering high brand exposure and extensive audience reach through broadcast, print, and digital marketing.

Choose from a variety of different sponsor opportunities at Road America:

- Raceway Signage (static and digital) to create awareness and drive brand recognition
- Event Tickets to support promotional efforts
- Premium Hospitality to reward key stakeholders
- Showcase Products to engage with potential customers during events – a maximum-impact marketing activation
- Promotional Activities during corporate retreats and other events to expand reach beyond racing events
- Magnify Brand Exposure using advertising and product identity opportunities in international and national live telecast, radio, print, and digital marketing

**EVENT ENTITLEMENTS**

Road America Event Entitlement Sponsorships tie your company's name to exciting, world-renowned racing events. In addition to on-site exposure, race weekend title sponsorship takes the forefront in printed materials, pre- and post-event publicity, advertising, and television broadcasts.

**CATEGORY SPONSORSHIPS**

Road America has fantastic category sponsors and with plenty of room for more! Current category sponsorship partners include well-known consumer brands covering automotive and motorcycle manufacturers, convenience stores and gas stations, clothing brands, food and beverage companies and many more.

**LANDMARK ENTITLEMENTS**

Many of Road America's landmark features carry the names of major corporate sponsors. They have truly become "fixtures" in the minds of on-site spectators, television audiences and the racing community.

Based on your marketing goals, Road America can provide tailored sponsorship packages covering Event Entitlement Sponsorship for a specific race, Category Sponsorship for a specific product, Landmark Sponsorship for one of our treasured and recognized locations on the property, or a dedicated brand presence at the raceway. Road America can work with you to customize a package that will meet your national, regional and local marketing objectives effectively and successfully.

# Volunteer Programs

Earn money for your 501(c)3 organization through R.A.C.E (Road America Community Exploration) Volunteer Program) during public event weekends.

As a Road America volunteer group, you will have the opportunity to provide assistance during our upcoming public weekend events to earn money for your organization. We hope that this partnership will provide mutually beneficial as you help us deliver the best experience to our guests.

The Road America Mission is to support local charitable organizations with an opportunity to give back to the community by raising funds while helping our guests experiencing the exciting environment of Road America.

**STAFF COMMITMENT**

A minimum staff needed for each event is 10 people in your group. All group members must be 16 years or older. Volunteering assignments will be assigned based on need

Volunteer opportunities include Customer service, Hospitality and Security areas.

# Family Fun Zone

Bank First's Family Fun Zone is a dedicated outdoor space at Turn 1 on Saturday and Sundays from 10 a.m.-3 p.m. for children's activities during six major races. Geared for kids ages 12 and under, the fun zone area gives children and families STEM-related activities to enjoy for free at Road America's 4.048-mile race track. Children must be chaperoned.

Sign up in the Bank First Family Fun Zone during select Road America races to receive a FREE gift for each registered child age 12 and under. Plus, your child will receive an annual birthday postcard!

**DURING SELECT RACES:**

- WeatherTech Chicago Region SCCA June Sprints
- NTT INDYCAR SERIES Sonsio Grand Prix Presented by AMR
- NASCAR Cup Series KWIK TRIP 250 Presented by JOCKEY Made in America & NASCAR Xfinity Henry 180 (9:30 a.m.-3 p.m. during NASCAR weekend)
- WeatherTech International Challenge with Brian Redman
- IMSA SportsCar Weekend

**FAMILY FUN ZONE EVENTS**

Jean, the Balloon Lady, creates masterpiece balloon work in all your favorite characters and animals.

# GET ON TRACK AT ROAD AMERICA

Road America often gets ask, "How do I get on track?". The iconic 4.048-mile racetrack at Road America is available for rentals and special Road America program offerings like Sunset Cruising, Morning Drives and Pace Car Hot Laps. Car clubs, motorcycle clubs, and even karting clubs are frequent visitors to the Road America track. Road America offers numerous different programs to give access to the public to experience America's National Park of Speed and the 2021 USA Today Best NASCAR Track in America.

### ROAD AMERICA TRACK DAYS

Join Road America as we give owners of high-performance cars and sports cars (street-legal cars, please no race cars) the opportunity to drive their own vehicles on one of the greatest road courses in North America. As part of Road America Track Days, presented by Kelly Moss Road and Race, participants can learn something new, hone driving skills, and have fun. The cost to participate in Road America Track Days is $330 for Intermediate and Advance or $360 for the Novice group.

### MOTORPLEX OPEN TRACK DAYS

Open Track Days at the Briggs & Stratton Motorplex at Road America are the perfect opportunity to gain experience on either a motorcycle or kart. Track day participants are treated to plenty of track time without the pressure of organized racing. Track time is open to the public and is split evenly into run groups based on types of vehicles and experience levels.

### ROAD AMERICA TEST & TUNE DAYS

Join Road America as we give owners of high-performance race cars (non-street-legal) the opportunity to test their vehicles on the iconic 4.048-mile road course.

Road America Test & Tune (RATT) presented by Kelly Moss Road and Race is a semi-private test day where you can take your race car on track.

### SUNSET CRUISING

Get an up-close look at Road America's legendary race circuit from the comfort of your own car or motorcycle (on select dates). This on-track opportunity at Road America is a leisurely, low-speed, 3-lap experience of the iconic 4-mile track. It is the perfect opportunity for drivers, families, and friends of all ages to experience, first-hand the 2021 Best NASCAR Track in America as voted on by USA Today readers. Sunset Cruising at Road America is the ultimate experience for the lifetime race fan to see the track from the drivers' perspective.

### PACE CAR HOT LAPS

If you have the need for speed, then a fast ride in a Road America Pace Car is the cure. Road America's experienced drivers will strap you into one of our official pace cars for an unforgettable experience. You will be treated to two white-knuckle laps around the track filled with all the sensations that real racers feel when behind the wheel. It's a lot of fun and remember to bring family and friends for this one-of-a-kind experience. Limited space is available and advance registration is required.

### KARTING CLUB

Kart racing is one of the least expensive forms of motorsports where many of today's top racing talents have started their careers. Karting at Road America is a safe, affordable, and extremely challenging sport that takes place at the Briggs & Stratton Motorplex. Karting runs on select weeknight and weekend dates from May to September at Road America in Elkhart Lake, Wisconsin. For over 20 years, the Road America Karting Club has organized competitive kart racing in a family-friendly atmosphere.

**PUBLIC KARTING**

Try your hand at karting at the Briggs & Stratton Motorplex during select 2022 season race weekends at Road America! Enjoy thrilling rides around the motorplex track reaching speeds of up to 40 mph!

Enhance your race weekend festivities by reserving your spot today!

**SUPERMOTO SERIES**

The Road America SuperMoto Series is a select group of racers participating in the fastest growing form of competition on two wheels! The Series is comprised of 2 Race Groups: SuperMoto and Mini Bike. The SuperMoto Group consists of 5 classes: Beginner, Amateur, Expert, Sportsman, and Veteran. The Mini Bike Group will consist of 3 classes: Mini Kids, Mini Lite, and Mini Heavy. The SuperMoto Series runs a 5 race schedule on Sundays having 5 different race configurations. All race configurations will be utilizing the full track (approx .8 of a mile).

**4 MILES OF FITNESS**

4 Miles of Fitness at Road America is a safe, affordable way to get in shape while spending time with family and friends. 4 Miles of Fitness takes place on Road America's iconic 4.048-mile racetrack. The use of the track is open to cyclists, walkers, and runners. The price is $5 at the gate per person (cash only). Purchase an 8 visit pass for $25 or purchase a season-long membership for $60. Youth 16 and under are free with a paying adult.

4 Miles of Fitness events run every Monday and Wednesday night May – August from 6 p.m. – 8 p.m. and 5:30 p.m. – 7:30 p.m. in September.

**RUNS, WALKS & CYCLING**

Established in 1955, Road America is located midway between Milwaukee and Green Bay in Elkhart Lake, Wisconsin. This legendary 4-mile, 14-turn road circuit has challenged the world's best racers for over 60 years. The 640-acre, park-like grounds offer an amazing setting for charity runs, walks, and cycling events for thousands of participants annually.

**ENDURAFEST AT ROAD AMERICA**

This epic bicycling and running race event takes place during the overnight hours of 7 p.m. – 7 a.m. each August at Road America. The race track gives bicycle riders the opportunity to race on the same pavement that's made history in the auto racing industry for years. The racing happens overnight on the partially illuminated track. Runners have the opportunity to race through the wooded trails and service roads adding another exciting factor to the event.

**ROAD AMERICA DRIVERS CLUB**

The Road America Drivers Club is an exclusive membership club for racing and driving enthusiasts. Members of the Road America Drivers Club have a sophisticated appreciation for America's National Park of Speed, one of North America's most revered motorsports race tracks. The Drivers Club gives members the opportunity to push their limits during exclusive test and tune sessions and track days through the same apexes as world-renown competitors like Andretti, Villeneuve, Newman, Penske, Rahal, Gurney, Posey, Donohue and Hobbs.

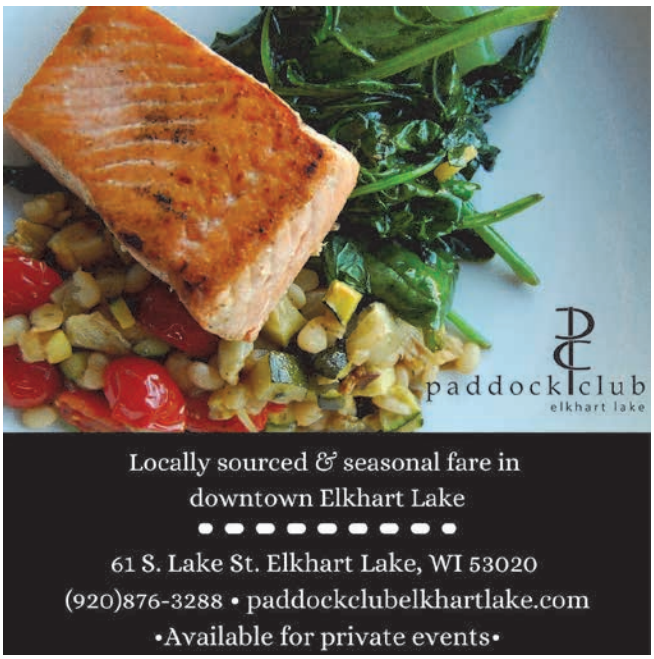
**MORNING DRIVE**

Motorsports enthusiasts can enjoy a morning of special activities at Road America, America's National Park of Speed. Join a select group of fans looking to gain the inside track of insider's knowledge at Road America's Morning Drive Series, sponsored by Torke Coffee. Morning Drive Series

programming varies by date, so make plans to attend the entire series. Each Morning Drive Series event runs from 8:30 a.m. to 12 p.m.

**WINTER AUTOCROSS SERIES**

The Winter Autocross Series at Road America was created for enthusiasts to push the performance of their car and themselves to the fullest. From the novice driver to the experienced autocrosser, Road America's Winter Autocross Series has a little something for everyone. This closed-course environment is the perfect place to hone those winter driving skills, using a variety of challenges that include; speed stop challenge, short autocross, and long autocross. We can't always promise snow and ice, but we can guarantee the weather and course conditions to be both unpredictable and challenging for any driver and machine.

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