

History of Sno*Drift Rally

- 1973 First SCCA performance rally in USA as a National near Grayling, Michigan
- Long running in the 70s & 80s as a National event near Grayling, Michigan
- 1997 & 1999 brought back as a 60% National event in Montmorency County, Michigan
- 2000—2002 ran as a Full National event Television Coverage on Speed Channel.
- 2003 Full National event, 2-day event, Television coverage on Speed Channel. **Awarded “ProRally of the Year” by SCCA**
- 2004 Full National event, 2-day event w/ lots of snow, Television coverage on Speed Channel
- 2005 First event sanctioned by Rally America, 2-day national and regional championship Television coverage on Outdoor Life (OLN) – **Awarded “Rally of the Year” again**
- 2006—2010 Two-day National and Regional championship events. Television coverage included in the X Games pre-event show on ABC. Sno*Drift Chairman selected to chair the 2006 X Games Rally Car Racing event on ABC/ESPN
- 2011: Once again Sno*Drift is awarded “Rally of the Year”
- 2012: 2-day National and Regional Championship event with close to 50 entrants expected. The event starts in Lewiston on Friday, continues centered in Atlanta all day Saturday, and finishes in Hillman Saturday night.**

Impact on Local Businesses

Sno*Drift brings nearly 8,000 people into Montmorency County and surrounding areas. Each team consists of two competitors plus their service crew (generally three or more). It can take 250 - 350 volunteer workers to make a rally run smoothly and more than several hundred spectators drive in to view the spectacle.

All lodging in Montmorency County fills rather quickly for this event and people are now being referred to Gaylord, Alpena, Onaway, Mio, Rose City, and West Branch for additional lodging.

Volunteers

There's no such thing as too many workers! Volunteers are what make this event happen. No experience is necessary. It's the best way to get involved, see the cars up close, and meet the drivers. Folks interested in working the event should call Barbara Steencken at (248) 685-2773, e-mail her at workers@sno-drift.org, or show up for Worker Registration at the Atlanta Senior Center at 11780 M-33 North on Thursday, January 26th 1:00 p.m.– 9:00 p.m. or Friday, January 27th 8:00 a.m. – 12:00 Noon. There will be a Thank-You party for workers on Saturday night, in Hillman, after the rally. Competitor awards will be distributed at the party.

A Workers School will be held in Atlanta early in January if you are interested in becoming more involved with the rally. Watch the Montmorency Tribune for further details closer to the date.



Spectating

Cars will be on display in Lewiston on Friday January 27th. This is a great chance to see all of the cars before the race starts with another opportunity on Friday evening at service in Lewiston. All Saturday service areas will be at the new High School in Atlanta and provide an opportunity to see the cars and meet the drivers. This year **Sno*Drift** will host at least ten Spectator Areas. Last year **Sno*Drift** Spectator Areas really filled up with enthusiastic crowds and are expected to do so this year as well. The competitors are inspired by cheering crowds. Dress warmly!

Two of the Spectator Areas will be Super Special Stages that will be run on Saturday afternoon. These will provide an unprecedented chance to see the cars in action throughout a whole stage. Watch for more details closer to the event.

Spectator Guides are again being distributed in the Montmorency County Tribune and will be available in Atlanta and surrounding areas on Friday and Saturday.

Communications

Volunteer Ham Radio Operators provide communications for the rally. **Sno*Drift** net will be running on a local. Any licensed Ham Radio Operators interested in participating should contact Pete Gladysz, K8PGJ, at email radio@sno-drift.org. Please check www.sno-drift.org for radio updates closer to the event.

Sno*Drift Rally

Information: (734) 421-8614
Montmorency County, Michigan
Lewiston - Atlanta - Hillman
www.sno-drift.org
www.rally-america.com

Sno*Drift Rally

JANUARY 27-28,
2012

**Real Cars...
Real Roads...
Real Fast...**



Photo credit: www.WorldRallySport.com | Mike Proulx



So what is Performance Rally or Rally Car Racing?

Quite simply, it is a flat-out competition over closed sections of rural roads by modified production automobiles. It is different than most car races in that:

- Competitors race one car at a time against the clock, usually at one-minute intervals.
- Competition is done on limited access roads, blocked off from "civilian" traffic, rather than on prepared tracks.
- Events can be several hundred miles long, often lasting for several days.
- Each car has a driver and a co-driver (or navigator).

In-between competition stages, the cars travel over public roads and are required to obey all traffic laws.



Photo credit: www.WorldRallySport.com | Mike Proulx



The Events

Each year the National Rally Championship consists of 6 events held throughout the United States. The Regional Championship rally series is comprised of nearly 50 events per year across the country. The series is sanctioned by Rally America (www.rally-america.com).

Contingency awards for independent entries are provided by Mazda, Subaru and a host of rally specific and mainstream companies. Most National Rally events feature one or two Regional Rally support events, enabling the entry-level or regional performance rallyist to run directly against the national series teams.



Photo credit: www.WorldRallySport.com | Mike Proulx

The Course

Each team is given a route book just prior to the start of the event that describes the course in detail with diagrams of turns, notations of water crossing, jumps, and spectators, etc. The co-driver (navigator) uses this book as well as local maps, odometers, and even computers to keep the driver on course and on time.

Transit sections are portions of the event in which the team travels to get from the finish of one stage to the start of the next stage in modified production vehicles (street legal).

Special Stages are where the real competition takes place. The roads are usually unpaved or seasonal roads, logging trails, mountain roads, or desert tracks. Checkpoints and traffic controls close all "civilian" access to the stages. The cars arrive at the "Arrival Time Control" or "ATC" and leave in one-minute intervals. Timing is to the second until the competitors reach the "Finish Time Control" or "FTC". A transit section takes them to the next ATC. At the end of the rally, all of the stage times are added up and the fastest car wins. That, in its essence, is what Performance Rally is all about.



Photo credit: www.WorldRallySport.com | Mike Proulx

The Cars

Most popular are small American and imported sedans such as: Subaru, Neon, Audi, Ford, VW, Hyundai, Mazda, Mitsubishi, and Toyota. All vehicles must be street legal with modifications dependent on the

class you choose to run. The endurance required for Performance Rally makes it an excellent showcase for manufacturers.

Competition Classes

Teams are grouped into classes to allow different types of vehicles to compete on an even basis. All competitors are seeking an overall win but teams in each class compete against each other for class points and trophies. There is money to be won in Rally America Performance Rally events along with lots of "bragging rights". Sno*Drift also includes a "Sno*Attack" competition which features only two wheel drive cars.



Photo credit: www.WorldRallySport.com | Mike Proulx

Community Support

Thank you, to the Montmorency County Sheriff's Department, the Montmorency County Road Commission, Atlanta Senior Center, Atlanta Schools, Tri-Township Ambulance, and Briley and Albert Townships for their support and assistance.

