

Road America Adventure Programs

PROGRAM CATALOG

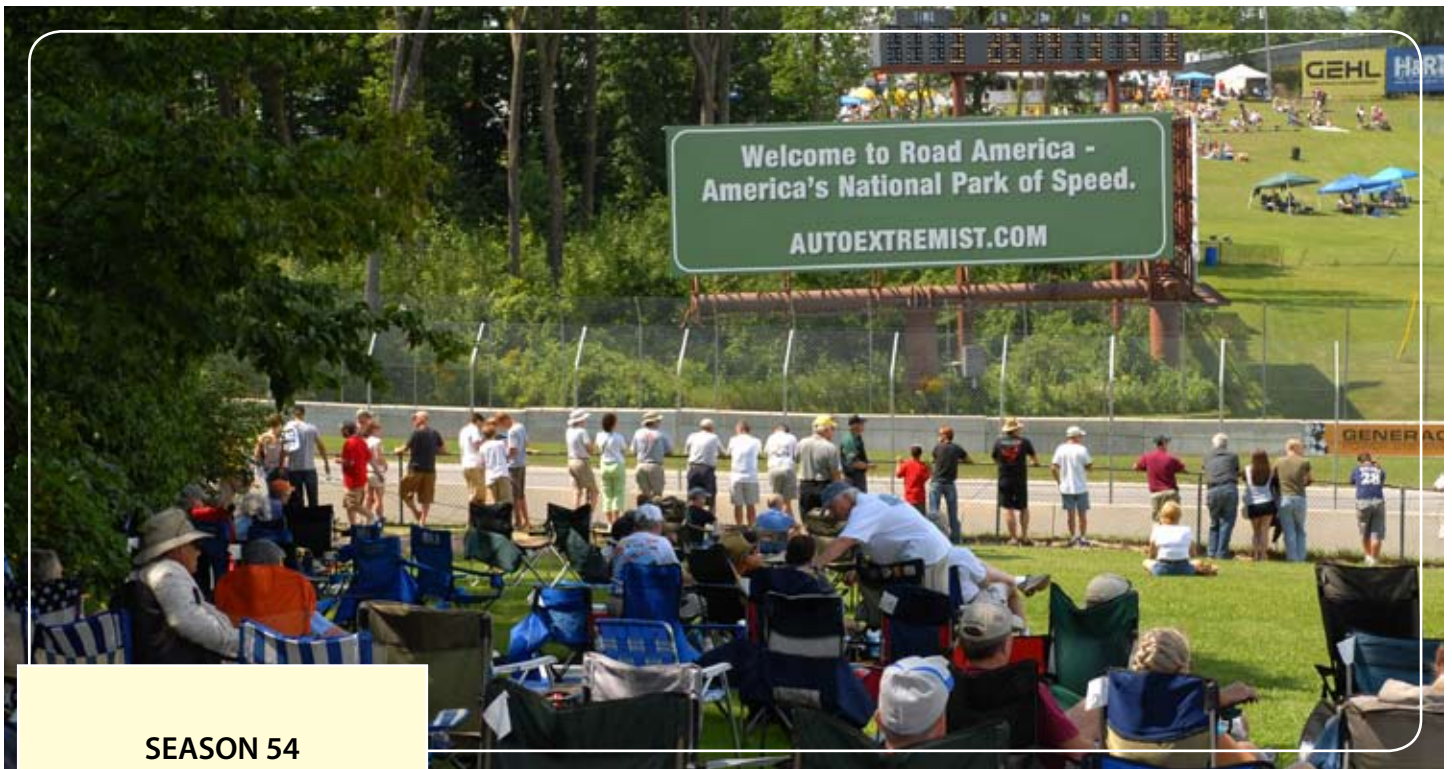
Winter / Spring 2009



Situated on 640 grassy acres in the rolling, wooded hills of Wisconsin's Kettle Moraine is Road America, an internationally-known motorsports complex.

With one of the country's longest road racing circuits, this world-acclaimed facility has been hosting motorsports events and enthusiasts since 1955. But, more than just a day at the races, Road America offers a wide range of opportunities for group events of all sizes. From small events of 6 people to massive events of 10,000+, we're confident in our ability to provide you with a program that fits your budget while exceeding your expectations.

This catalog lists most of our programs, but there are always more being developed and we enjoy incorporating customer ideas and suggestions. We look forward to creating your one-of-a-kind group event!



SEASON 54 2009 SCHEDULE

May 15-17

**Spring Vintage Weekend (SVRA)
& Saturday Family Tailgate Party**

June 4-7

Suzuki Motorcycle Weekend

June 12-14

Vintage Motorcycles (AHRMA)

June 18-21

Chicago Region SCCA June Sprints®

July 16-19

**Kohler International Challenge
with Brian Redman (SVRA-vintage)**

August 13-16

**American Le Mans Series
SPEED World Challenge**

September 11-13

**Elkhart Lake Vintage Festival®
(VSCDA-vintage)**

September 24-27

SCCA National Championships®

ROAD AMERICA Tours & Demonstrations

<i>Group Size</i>	Minimum of 6
<i>Program Length</i>	1 hour
<i>Age Group</i>	All ages
<i>Location</i>	Full facility

The National Park of Speed Tour is a guided tour of the entire Road America facility. Participants are shuttled on 8-seat golf cars while being treated to general information about the facility's design and usage, and the events and activities it hosts. This tour is a great addition to any Adventure Program. \$25 per person.

The Behind the Scenes Tour explains the infrastructure of Road America and what it takes to host a large racing event. The group will visit the VIP Tower which is the facility's heart of race day operations. Guests will view Race Control with its 16-screen fiber optic monitoring system, the Media Center and VIP Hospitality Suites.

The Incident Protocol & Procedures Demo introduces participants to an RA Safety/Rescue Team and shows them a crash-scene simulation where they learn how the incident response system works from flagging and communications at the site, to race control management and safety team action. The demonstration includes extracting a driver from wreckage using modern vehicle extraction tools. This is a very interesting demonstration which covers the entire safety process from A to Z.

The Extraction Demonstration shows how the safety team uses its T and T extrication devices. Learn how the tools are used and the different techniques needed to properly extract a driver from wreckage. Sit back and relax as the team goes to work and cuts the vehicle into pieces—participants will also be given the opportunity to cut through a piece of the vehicle. We supply the vehicle!

The In Car/On-Track Tour allows participants the opportunity to drive their own vehicles around RA's famous 4-mile road course. Each participant vehicle is equipped with a two-way radio so they can hear a turn-by-turn, feature by feature description of each area as it is approached on the race track. Learn the track as you are introduced to some of the most famous turns in motorsports.

The All-Access Paddock Tour is conducted in conjunction with any major racing event. Depending on the event, participants will see everything from priceless vintage racecars to today's most advanced two or four wheel racing machines. This tour is combined with a short presentation from one of our participating race teams. This tour can easily be combined with your favorite Road America event.

Geocaching Adventure Program

<i>Group Size</i>	Minimum of 6
<i>Program Length</i>	3-4 hours
<i>Age Group</i>	All
<i>Location</i>	Road America grounds
<i>Required Attire</i>	Long pants, tennis shoes

This technology-driven scavenger hunt is great for team-building. The object of the program is simple: find all of the assigned treasures (caches) in the shortest amount of distance possible. The group receives a program overview and instruction in using a GPS device (Global Positioning System). Then teams are formed and each is given a unique list of GPS coordinates, and a golf cart so they can set off on their treasure hunt to retrieve as many caches (treasures) as they can in the allotted time period. Caches can include a Road America collectible or a fun item related to your company. Each team is assigned a golf cart to assist them in their travels.



Paintball Adventure Program

<i>Group Size</i>	Minimum of 10
<i>Program Length</i>	3-4 hours
<i>Age Group</i>	14 and older
<i>Location</i>	Road America paintball range
<i>Required Attire</i>	Long pants, long sleeve shirt, tennis shoes

The Paintball Adventure Program is a bold, different alternative to routine sales meetings and typical employee parties. It is designed for groups that want to combine team-building and leadership training with adventure, excitement, and competition. The program coordinator trains participants in paint gun use and strategies. All gear and equipment is supplied including 500 paint balls per person.



Road America Adventure Programs spark camaraderie in an environment of healthy competition and experience-based accomplishment.

Participants leave with lasting memories and a desire to do it all over again.

All Terrain Vehicle Adventure Program

<i>Group Size</i>	Minimum of 4
<i>Program Length</i>	3-4 hours
<i>Age Group</i>	16 and older, all levels of experience
<i>Location</i>	Road America Adventure Trails
<i>Required Attire</i>	Long pants, tennis shoes

Take in Road America's scenic beauty and glacial terrain from an ATV! This safe, guided program is great for first-time riders to experienced off-roaders. Road America is a Wisconsin DNR ATV safety-approved site with seven off-road trails that vary in difficulty. The outing begins with basic ATV training, followed by range exercises. Emphasis is placed on the capabilities of the machine, safe speed and operation. Once the basic exercises are complete the trail rides begin. Our experienced guides keep a careful eye on all of the riders to make sure they remain comfortable with the increasing difficulty of each trail.



4 X 4 Owner Adventure Program

<i>Group Size</i>	Minimum of 4 vehicles, provided by owners
<i>Program Length</i>	3-4 hours
<i>Age Group</i>	Drivers 16 and older, passengers of any age
<i>Location</i>	Road America Adventure Trails

Road America's 640 acre park-like setting features rolling glacial hills with abundant woods and natural foliage. Intertwined throughout this massive facility are miles of purpose-built off-road trails. Take advantage of these great trails with a guided scenic ride. Participants are required to bring their own vehicles, Jeeps and/or equivalent are suggested. We provide the group with a trail guide to lead you on your expedition. From mud to rocks this expedition provides some exciting 4-wheel challenges.





Karting Adventure Program

<i>Group Size</i>	Minimum of 6
<i>Program Length</i>	3-4 Hours
<i>Age Group</i>	16 and older
<i>Location</i>	Briggs & Stratton Motorplex
<i>Required Attire</i>	Long pants, tennis shoes

Our most popular program begins with a short meet and greet session followed by basic instruction by our professional racing instructors. Instruction covers how to get in and out of a kart, how the machine works, and the proper line around the track. During a tour of the track, instructors explain handling and braking techniques for each corner round the course. Once the tour is complete, the group is split into groups and sent out for 15-minute sessions.

Large Group Karting Adventure Program

<i>Group Size</i>	Minimum of 50
<i>Program Length</i>	2 hours
<i>Age Group</i>	14 and older
<i>Location</i>	Briggs & Stratton Motorplex
<i>Required Attire</i>	Long pants, tennis shoes

Experience karting in a budget-friendly large group format. Large groups have shorter sessions but more team competition as a timing and scoring system which allows participants to compare their lap times after each session. This great program can easily be set up with an emphasis on the fastest laps of the day. The unique fun filled speed adventure is one guests won't forget!

Kart Racing Adventure Program

<i>Group Size</i>	Minimum of 6
<i>Program Length</i>	3-4 hours
<i>Age Group</i>	16 and older
<i>Location</i>	Briggs & Stratton Motorplex
<i>Required Attire</i>	Long pants, tennis shoes

The emphasis of this karting program is racing technique and ways to fine tuning driving skills and shorten lap times. The program begins with a classroom portion that discusses safety, kart set-up, proper racing line, and vehicle dynamics. Then participants learn about the abilities of the purpose-built racing karts through a variety of exercises. Executing braking, turning and passing drills are sure to excite the race driver within. This great program helps novices and experienced drivers develop new skills or break bad habits. Multiple lapping sessions are conducted with a relay endurance race format or night format available.

Anyone who drives will appreciate the excitement of steering a speedy race kart on a curvy road-racing track. It's incredibly fun and suitable for all skill levels, from first-timers to repeat drivers.

Karting programs are held at Road America's Briggs & Stratton Motorplex, an on-site, purpose-built karting track with flexible course configurations and elevation changes.

The automatic karts are easy to operate and achieve speeds of up to 50mph! All helmets, gloves, jackets and other safety apparel/equipment are provided.



Road America Driving Adventure

<i>Group Size</i>	Minimum of 6
<i>Program Length</i>	4-5 hours
<i>Age Group</i>	16 and older
<i>Location</i>	Briggs & Stratton Motorplex / Skid Pad
<i>Required Attire</i>	Long pants, tennis shoes

The Road America Driving Adventure is designed to hone driving skills with behind-the-wheel fun. With an emphasis on defensive driving and a small side of racing technique, this corporate outing leaves guests talking for years to come. Classroom time covers vehicle dynamics and common mistakes people make while driving. Range time puts participants through various exercises giving them first-hand knowledge of car control. A team relay race concludes the day's events with a graduation ceremony and parting gifts.



Spec Racer Ford (SRF) Driving Adventure

<i>Group Size</i>	Minimum of 6
<i>Program Length</i>	8 hours
<i>Age Group</i>	18 and older
<i>Location</i>	Briggs & Stratton Motorplex / 4 Mile Road Course / Skid Pad

Take your driving to the next level in the Spec Racer Ford, an enclosed wheel, open cockpit, purpose built race car, powered by a Ford 1.9 liter, hemispherical head, 4 cylinder engine. The SRF is the largest class of road racing cars within the SCCA, and the country, and is raced by amateurs and pros alike. Classroom instruction covers vehicle dynamics, braking, turning, and auto crossing to prepare for the on-track experience. Lead Follows are conducted on RA's world-class road course. Learn the track, negotiating corners under the direction of professional instructors.



Motorcycling Adventure Program

<i>Group Size</i>	Minimum of 6
<i>Program Length</i>	3-4 hours
<i>Age Group</i>	16 and older
<i>Location</i>	Road America Motorcycle Range
<i>Required Attire</i>	Long pants, tennis shoes

Motorcycling across the country is growing at a record pace and this program suits the complete novice and seasoned veteran. Professional rider coaches introduce the group to the sport of motorcycling and focus on cycle-riding fundamentals. For the experienced riders the coaches have special skill tests will offer a few tricks of the trade. This program is conducted on our oversize 200' x 300' purpose built motorcycle training range. RA provides the bikes and all gear needed. Program content can be arranged for team competition.



Supermoto Adventure Program

<i>Group Size</i>	Minimum of 6
<i>Program Length</i>	3-4 hours
<i>Age Group</i>	14 and older
<i>Location</i>	Road America Motorcycle Range / Briggs & Stratton Motorplex
<i>Required Attire</i>	Long pants, tennis shoes

Supermoto is motorcycle sport that combines the techniques of traditional motocross racing with the skills of professional road racing. Each Supermoto bike is specially equipped with tires to handle both on and off-road riding. This program includes classroom time, and on-course skill exercises and slow speed activity using Suzuki DRZ 400s. The program alternates between the 0.9-mile paved road course, the motocross-style dirt section and the motorcycle training range. Each participant participates at their own comfort level. Rider Coaches offer constant guidance, advice and feedback.





Drive In Movie Adventure

<i>Group Size</i>	No maximum
<i>Program Length</i>	Depends on movie
<i>Age Group</i>	All
<i>Location</i>	Road America Movie Range

Just when you thought the drive-in movie days were gone and forgotten! Let Road America entertain your guests with a movie of your choice viewable on a huge 55 foot screen. Listen to the sound projected through large speakers at the base of the screen or through any FM car radio. Just sit back, relax, remember the old times, and don't forget to treat yourself to some popcorn! Great for company picnics and large gatherings, this event is sure to please.

Hiking Adventure

<i>Group Size</i>	Minimum of 6
<i>Program Length</i>	2-3 hours
<i>Age Group</i>	All
<i>Location</i>	Road America grounds
<i>Required Attire</i>	Proper outdoor clothing

This adventure program is a great way to view the entire Road America facility using Global Positioning System devices. Points of interest are programmed into the device enabling you to visit some of the best views Road America has to offer.

Dog Sledding Adventure

<i>Group Size</i>	Minimum of 6
<i>Program Length</i>	2-3 Hours
<i>Age Group</i>	All
<i>Location</i>	Road America

Let it snow! All ages will enjoy this unique insight into the history of dog sledding and the race that makes it famous, the Iditarod. Learn about the training and preparation that both man and his four-legged friend put into this hobby. See how the dog sledding equipment is used, from Klondike and Toboggan sleds to an antique freight sled. Each participant will have an opportunity to take a seat in the sled for the ride of their lives.

Snowshoeing Adventure

GROUP SIZE	Minimum of 6
PROGRAM LENGTH	Half Day (2-3 Hours)
AGE GROUP	All
LOCATION	Road America grounds
REQUIRED ATTIRE	Proper outdoor clothing

Learn the history of and how to of snowshoeing while exploring our 640 acre facility. This guided tour of our beautiful trails will lead you through some of the most scenic land Wisconsin has to offer. This wintertime program is a must for the outdoors friendly group. This is a great opportunity to get a glimpse of the track while it sleeps during the winter months.

Outdoor Survival Adventure

<i>Group Size</i>	Minimum of 6
<i>Program Length</i>	2-3 hours
<i>Age Group</i>	All
<i>Location</i>	Road America grounds
<i>Required Attire</i>	Proper outdoor clothing

This is another great program that allows groups to experience the peaceful and scenic land that Road America calls home. This informative program is great for all ages. Prepare yourself and your group for a survival situation. Learn firsthand how to gather food, build a shelter and most importantly how to start a fire without any matches. These are great techniques that could help you one day when you least expect it.

Off-Site Adventures

Haven't found a program that suits your needs—or maybe you're looking for something to do in combination with your Road America Adventure Program? Consider one of our Off-site Adventure Packages. Call to inquire about anyone of these great off-site adventures: Guided Fishing and Hunting Trips, High Ropes Course, Climbing Wall, Kayaking, Canoeing, Archery, BB Gun, and Area Tours.

Adventure Program Upgrades

These adventure program upgrades are great ways to enhance or customize any of our programs for your guests.

Hospitality

Let our full time hospitality staff treat you and your group to something special. All levels of hospitality are available. How about a wonderful lunch in the VIP tower, maybe a picnic will satisfy your groups needs. Whatever the case is we are confident we can provide you with the necessary services. Voted "Best Food" by the racing media 20 years running we take pride in delivering hospitality options to groups of any size. For more information on possibilities please call.

Road America Merchandise

All Road America merchandise is available to our corporate clients. Be sure to visit the 4-Mile Merchant our on-site and online souvenir store to select some great giveaways. From Hats and T-shirts to Beach Towels and Golf Balls we have it all. A special take home gift to your guests is sure to leave a lasting impression.

Winners Circle Group Photos

Capture the moment by having your group's picture taken in Road America's "Winner Circle". This 8" x 10" photo is a great way to cap off any program and will insure the memories are never forgotten.

Buy One Program Get the Second 20% OFF

Are you looking for a full day of Activities? Here is your chance. With the purchase of any one program get your second program of equal or lesser value discounted 20%. Programs must be run on the same day and are non transferable. This offer is not available for off-site programs.

Program offerings are subject to change at anytime, for up-to-date program information, including pricing and availability, please contact Road America. Programs are booked on a first-come, first-served basis and are subject to facility availability.

Pace Car Rides

The ultimate program addition. A must if you want to see every twist and turn of Road America. Let our experienced drivers take you for an unforgettable ride in one of our Toyota pace cars. Experience firsthand one of the country's premier Road Racing circuits. \$100 per person.

Picture CD

Have your day at the track photographed to show your friends and family. Let one of our track photographers capture the excitement as they follow your group throughout the day.

Road America Picture Frame

Now here is a great memento to treat your guests. A picture is worth a thousand words and what a better way to display an Adventure Program picture then in a Road America picture frame. These picture frames feature the Road America logo complemented with black and white checkers.





I just wanted to send you all a note thanking you for all your hard work last Tuesday for GE Healthcare's Global Staff meeting at Road America.

I think that the day was a great success and from the feedback that I hear we will be visiting Road America again very soon! Thanks again for all of your hard work, it was appreciated!

— GE Healthcare

The group truly had an awesome time at Road America and I am certain that we will be back for another outing!! You and your employees made us feel right at home. Everyone was so nice. We will be back for sure.

— T Wall Properties

Thank you again for a great event. Many of the participants are still talking about it and everyone enjoyed themselves. Knowing this group it doesn't surprise me that there was a cache missing or conveniently placed in the wrong spot. They are a very competitive group—hopefully the team who found it won their event too!

— Alta Resources

The Geocaching had to be our highlight. Oh my gosh, I didn't know adults of all ages could have such a good time. Males and females from thirties into sixties we all loved it.

— Forest Agency Inc., Oak Park, Illinois

I wanted to take this opportunity to say Thank You for the hospitality shown to our group yesterday. Everyone was talking about the racing non-stop throughout the night and will have stories to tell for quite a while.

I also appreciate you taking the time to show me around the facility. It's not everyday you get to ride on an actual racetrack and that will just enhance my whole "Racing Career." Road America is certainly a top notch destination and I will certainly recommend it to anyone who asks.

Please pass along our Thanks to your crew guys as well. They were fabulous to work with and made our experience that much more enjoyable.

— BOSS Products

We certainly enjoyed the activity. It was quite a team builder and even more fun than we could imagine. We'll be back....

— Solo Cup

**For more information about
Road America Adventure Programs
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