



WELCOME TO MICHELIN RACEWAY ROAD ATLANTA

Everything that makes Road Atlanta distinct remains intact for 2019. There are two major changes though to help enhance the facility.

The track was renamed Michelin Raceway Road Atlanta last October. This marks the first time globally that Michelin has secured naming rights of a racetrack. It's close to home, too, as the Braselton, Ga. venue is located about 100 miles from Michelin North America's headquarters in Greenville, S.C.

Additionally, the new 52,000-square-foot Michelin Tower will be dedicated this week. With nearly one dozen hospitality suites plus a new media center, broadcast center and Race Control, the tower is expected to be a state-of-the-art facility. The tower also features a rooftop viewing deck and a fully equipped catering kitchen built into the structure.

MICHELIN IN IMSA, THROUGH YEAR ONE

The 2019 IMSA season finale concludes IMSA's milestone 50th anniversary season, and also wraps Michelin's first year of its long-term relationship as the Official Tire of IMSA. The performance every time has been proven thus far on track through 11 weekends:

- 14 different automotive brands that have won at least one race
- 16 different automotive brands that have set at least one qualifying or race lap record
- More than 160,000 laps completed
- More than 530,000 miles completed

Beyond the on-track activity and performance, Michelin has also expanded its overall scope of activities:

- Michelin has hosted its dealers at events. These dealers can receive hot pit tours, Michelin workshop tours, team garage tours, IMSA ride-along laps, pit stand tours, and podium visits
- MICHELIN Pilot Experience this weekend will highlight the #WomenInDrive storyline
- Michelin has highlighted the women in IMSA this season, and their roles and jobs in the paddock

FUEL THE PASSION

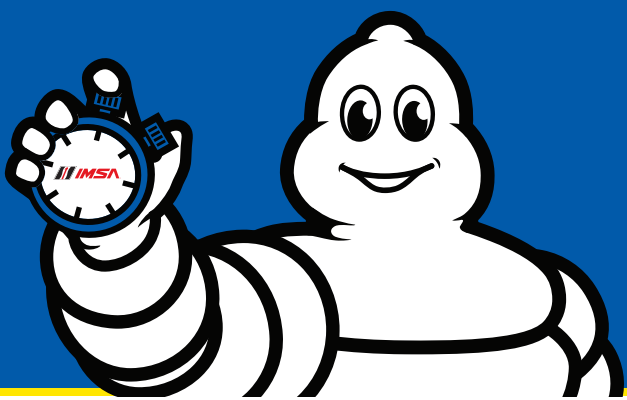
WITH THE MICHELIN® PILOT® FAMILY OF TIRES



THE MICHELIN® PILOT® SPORT CUP 2 TIRE THE MICHELIN® PILOT® SUPER SPORT TIRE THE MICHELIN® PILOT® SPORT 4 S TIRE THE MICHELIN® PILOT® SPORT A/S 3+ TIRE

From the track to the street, perform on all roads with our legendary collection of ultra-high-performance tires. The MICHELIN® Pilot® family of tires is inspired by, and shares design elements with, Michelin's endurance race tires.

EVENT CARD



MOTUL PETIT LE MANS

OFFICIAL TIRE | 

**THURSDAY,
OCTOBER 10 –
SATURDAY,
OCTOBER 12
2019**

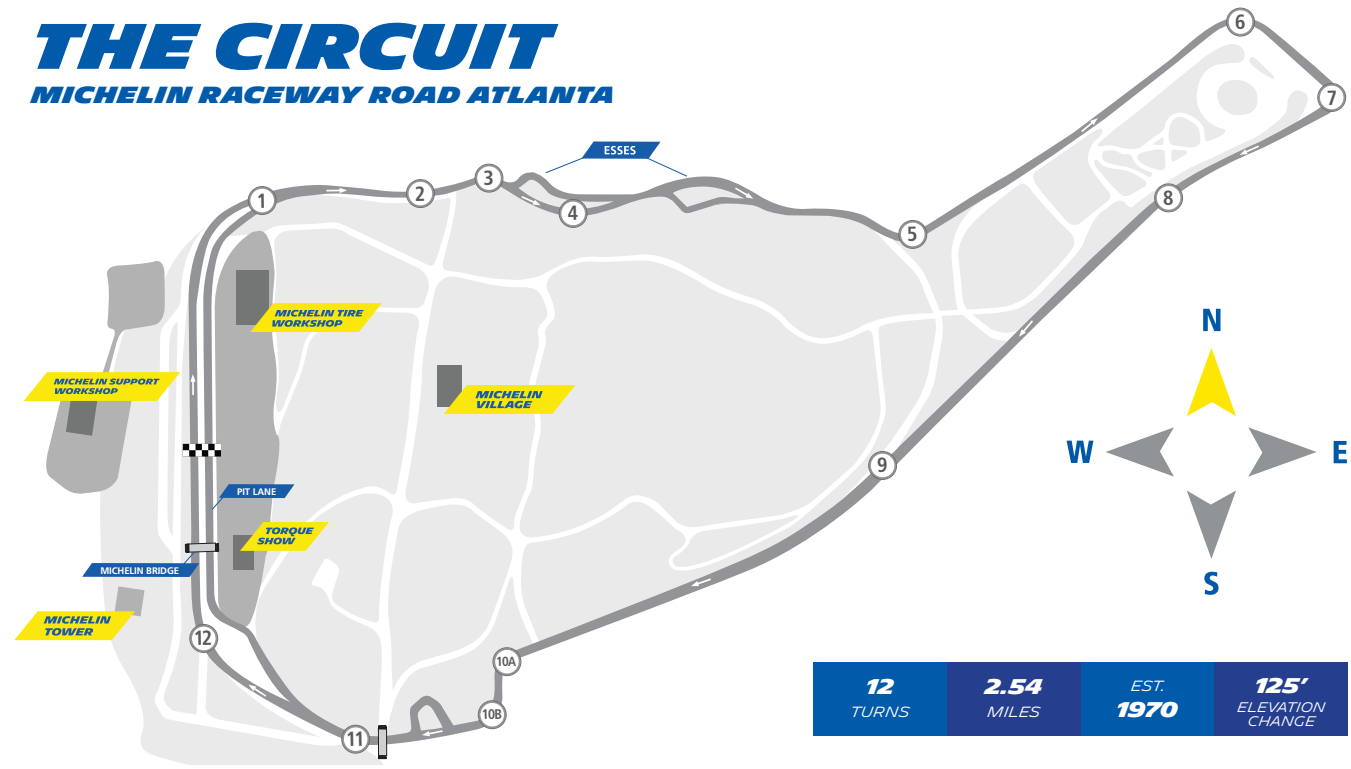
ROUND 12
IMSA WEATHERTECH
SPORTSCAR CHAMPIONSHIP

ROUND 10
IMSA MICHELIN PILOT CHALLENGE

ROUND 6
IMSA PROTOTYPE CHALLENGE

**MICHELIN RACEWAY ROAD ATLANTA,
BRASELTON, GA.**





2018 RACE

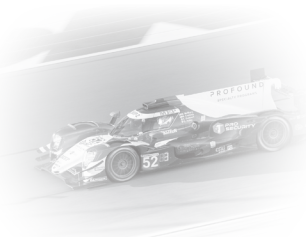
2018 POLESITTERS	
P	Pipo Derani, 1:10:437, No. 22 Extreme Speed Nissan DPi
GTLM	John Edwards, 1:17:006, No. 24 BMW M8 GTE
GTD	Daniel Serra, 1:19:695, No. 63 Scuderia Corsa Ferrari 488 GT3
GS	Paul Holton, 1:28:326, No. 76 Compass McLaren 570s GT4
TCR	Tom O’Gorman, 1:29:840, No. 12 eEuroparts.com Audi RS3 LMS TCR
LMP3	T.J. Fischer, 1:19:169, No. 47 Forty7 Motorsports Norma M30
2018 WINNERS	
P	Renger van der Zande, Jordan Taylor, Ryan Hunter-Reay, No. 10 Konica Minolta Cadillac DPi
GTLM	Patrick Pilet, Nick Tandy, Fred Makowiecki, No. 911 Porsche 911 RSR
GTD	Cooper MacNeil, Daniel Serra, Gunnar Jeannette, No. 63 Scuderia Corsa Ferrari 488 GT3
GS	James Clay, Tyler Cooke, No. 82 Bimmerworld BMW M4 GT4
TCR	Kenton Koch, Tom O’Gorman, No. 12 eEuroparts.com Audi RS3 LMS TCR
LMP3	Austin McCusker, T.J. Fischer, No. 47 Forty7 Motorsports Norma M30

WEATHERTECH SCHEDULE

THURSDAY, OCTOBER 10	
2:15–2:30pm	Prototype Challenge Qualifying
4:35–5:10pm	MICHELIN Pilot Challenge Qualifying
FRIDAY, OCTOBER 11	
12:30–1:15pm	MICHELIN Pilot Challenge Pre-Race
1:25–3:25pm	MICHELIN Pilot Challenge Race
2:00–2:45pm	WeatherTech Autograph Session
3:55–5:00pm	WeatherTech Championship Qualifying
SATURDAY, OCTOBER 12	
10:35–11:55am	WeatherTech Championship Pre-Race
12:05–10:05pm	WeatherTech Championship Race

TIRE ALLOCATIONS:

WeatherTech Championship		Prototype Challenge	
DPI	24 Sets-IMSA Medium	LMP3	5 Sets-MICHELIN® Pilot® Sport GT S8M and S9M
LMP2	24 Sets-IMSA Medium		
GTLM	22 Sets-GTLM Range		
GTD	20 Sets-MICHELIN® Pilot® Sport GT S9M		
MICHELIN Pilot Challenge			
GS	5 Sets-MICHELIN® Pilot® Sport GT S8M		
TCR	4 Sets-MICHELIN® Pilot® Sport GT S9M		



Michelin is giving away 50 sets of tires to fans this year to recognize and pay tribute to IMSA's 50th anniversary season in 2019. To enter for a chance to win, scan the code:



IMSA SEASON TO DATE AND CHAMPIONSHIP PRIMER

There are a bevy of championships on the line at Michelin Raceway Road Atlanta. IMSA's WeatherTech SportsCar Championship, MICHELIN Pilot Challenge and Prototype Challenge series all have their season finales. Additionally, the IMSA Michelin Endurance Cup is on the line, with points awarded at the four, eight and ten-hour intervals of the Motul Petit Le Mans race.

Most class leaders hold sufficient enough leads where they only need to start the race to clinch their championship.

But other titles are significantly closer, where only a handful of points cover multiple drivers and manufacturers.

To view the full championship picture heading into Michelin Raceway Road Atlanta, check out Michelin North America's motorsports website here:



FOR THE FANS



What helps fuel Michelin Raceway Road Atlanta? It's the fans' fervent passion at Motul Petit Le Mans. Thanks to the vision of the late Dr. Don Panoz and longtime IMSA President Scott Atherton, Petit Le Mans has become a staple of the endurance racing calendar over more than 20 years.

Michelin congratulates Atherton on his recent retirement announcement and thanks him for his immeasurable contribution to the sport.

The grid walk at the track is the longest of the year, with an hour (10:45 to 11:45am) for fans to walk up and down the field and see their favorite teams, cars and drivers.

Motul Petit Le Mans race coverage starts on the NBC network before shifting to the NBC Sports app and NBCSN. Find out just after 10pm EDT who's captured the championships and race wins.

IMSA ON NBC SPORTS SCHEDULE

SATURDAY, Oct. 12

Motul Petit Le Mans, Michelin Raceway Road Atlanta, 12:00pm, 3:00pm, & 5:30pm (EDT)

STAY TUNED TO THE TORQUE SHOW ON SOCIAL MEDIA FOR ROAD ATLANTA AIR TIMES

TorqueShowLive

TorqueShowLive

TorqueShowLive

FOLLOW MICHELIN ON SOCIAL MEDIA

MichelinUSA and MichelinMotorsport

MichelinUSA and MichelinRaceUSA

MichelinUSA and MichelinMotorsport

MichelinRacingUSA.com

IMSA Radio & Broadcast Schedule

Sirius 138, XM 202, SiriusXM Online 972

