



2014 Presidents Report

My year-end report brings to a close a second year as President of The Canadian Association of Rallysport, a year that has been very busy, but not until I started to write this update, did I realize just how much we have accomplished over the past 12 months. Of course it would never happen without great teamwork and everyone pitching in. On that note I have to express my sincere appreciation for all of the support, help and hard work that we've had from all corners of the rally community and in particular all of the members of the CARS extended board.

Subaru Canada & Yokohama Tires Canada

In 2014, the Canadian Rally Championship continued to enjoy the support of Subaru Canada as presenting sponsor and Yokohama Tires (Canada) as supporting sponsor. Their partnerships have been cornerstones of the Canadian Rally Championship, through their direct support. As well, Subaru's contingency and vehicle rebate programs that have provided direct assistance to competitors and members of CARS clubs.

I would like to offer my sincere thanks, on behalf of all our competitors, organizers and member clubs, to our corporate partners for their continued involvement with rallying in Canada.

Media Production

In 2014 we engaged Formula Photographic/Bowes Media/Dean Campbell Editorial, as our Media production company, with the intent of moving to the next level of exposure and product quality. I think everyone involved in the sport, has seen the outcome of this move with the TV, online video and social media content that has been produced, it has been simply outstanding. The contract that our media production company has negotiated with TSN and RDS is better than previous years with a total of 120 airings of the 6 CRC events.

Delivering value to our sponsors

A major driving force for the media production changes has been our desire to secure the ongoing support of Subaru Canada and Yokohama Tire (Canada) by providing better value for their sponsorship dollars. Also to help us improve the commercial value of the CARS and CRC brand, attract new sponsors and actually be able to fund improvements for the overall good of Rallysport in Canada.

It is our hope that Organizers and Competitors are also able to take advantage of the improved exposure that the CRC, CARS and Rallysport in general is getting, to enhance their following and sponsorship support.



Marketing of CARS and the CRC

2014 also saw a change in the way we are managing our marketing effort. Keith Morison, who had been the CARS Marketing Manager for a number of years, decided that it was time for a change, both for himself and for the way CARS was marketing itself. Taking his lead we decided to start involving more people in the CARS and CRC marketing effort. The first step was to engage Warwick Patterson as our Promoter; Warwick will lead the promotional efforts aimed at increasing our sponsorship and advertising sales. The intent is to support these efforts with other folks interested in helping CARS secure support and as such Ian Wright has stepped forward and will be helping with CARS & CRC sales activity in Ontario.

To support the promotional activity we have established a Sponsorship Committee that consists of Terry Epp (Series Manager), John Hall (President), Martin Burnley (Treasurer) and Warwick Patterson (Promoter) The Sponsorship Committee will manage the overall direction and provide the CARS primary contact person to each of our sponsors. Terry Epp is the primary contact for Subaru and Martin Burnley is the primary contact for Yokohama.

Federal Not for Profit Corporations act

In 2014 we implemented the new Federal Not for Profit Corporations Act requirements, which included us registering the new by-laws that were adopted at the January 2014 EGM in Quebec City.

In a related move we have recently implemented a major revamp of section 4 of the GCR's that more clearly defines the roles and responsibilities of the Regional Directors and Organizers when conducting CARS sanctioned events.

Fiscal responsibility

Martin Burnley continues to help the board be fiscally aware and responsible. Currently, Martin reports on our financial position on a quarterly basis. This year, we established a balanced budget that was dependent upon a certain amount of sponsorship income. During the year it became apparent that we had an income shortfall, we implemented a budget contingency plan that immediately looked at all expenditures and identified activity that we could either eliminate or delay. The contingency plan helped us save our way out of a large budget deficit. Then with late in the year TV ad sales in hand, I am pleased to report that we have been able to meet the plan and end the year just in the black.

For 2015 we are aiming for a balanced budget and not anticipating any significant rate increases to either competitors or clubs.

Technical Rules Committee changes

2014 saw changes in the Technical Rules Committee when Darryl Malone stepped down and Warren Haywood took over the role as Technical Director. Over the years as Technical Director, Darryl made many contributions to the sport and its good to know that he continues to be active

in his RSO region. Warren is a great addition to the extended board and I look forward to his continued involvement and support.

Re-Start rules implemented

Re-Start rules were implemented in 2014. We had to make a few adjustments along the way. Teams are now able to re-start a rally after what would have been in the past, a DNF. The response from competitors and organizers to the new re-start rules has been very positive.

National Rally Cross & Rally Sprint rules

Ross Wood led a team of Rallycross and Rallysprint organizers in 2014 in re-writing their rules. As a result we now have section 28 Rally Cross and Section 29 Rally Sprint that are truly national rule sets. At the time of writing the new rules are out for rally community input so we should see the final product implemented in time for the 2015 season.

Type of Route Presentation

Section 14 of the rulebook was updated to reflect current practices with respect to reconnaissance, pace notes and organizer supplied notes. The revised rules acknowledge that use of previous pace notes and updating of them is acceptable.

Start order using speed factors & seed combination

After two years of data gathering and much consultation, the board has adopted the same speed factor tool as used by Rally America. Effective Jan 1st 2015 the start order for CRC national rallies will be established using a competitor's speed factor in conjunction with seed.

Goodbye to Group 5

It has been a long process of moving the CRC to a simplified 4-class structure. With the elimination of Group 5 effective Dec 31st 2014 we did have a few 2WD cars that did not fit into the original O2WD class criteria. This did not sit well with the board and adjustments have been made to the O2WD class to accommodate the vast majority of what had originally been Group 5 cars.

CRC iOS and Android app launched

In late November, just in time for Tall Pines we launched an iPhone and Android app that brings all of our social media outlets together in one place and makes all of the up to-date information available on your smartphone.

2014 Goals update

GOALS FOR 2014

(Specific actions in support of the vision, mission and objectives/values over the next year)

RULES

1. Technical Rules Committee (TRC) will meet on a routine basis to research, review and propose technical rule changes including;
 - i. Issue rules to clarify model range definition **100%**
 - ~~ii.~~ ii. Address request for use of studded tires in national events
 - ~~iii.~~ iii. Implement noise limits to rally cars on transit **100%**
 - ~~iii.~~ iv. Revise minimum weights of P4WD cars **100%**
 - ~~iv.~~ v. Clarify concept of generation within a model as it relates to updating/backdating **100%**
 - ~~v.~~ vi. Clarify restrictor use in O2WD **100%**
 - ~~vi.~~ vii. Clarify air filter housing requirements for production class **100%**
2. Administrative Rules Committee (ARC) will meet on a routine basis to research, review and propose administrative rule changes including;
 - i. Updated Rally Cross & Rally Sprint rules **100%**
 - ii. Implementation of Re-Start rules **100%**
 - iii. Review Single event regional license rules **100%**
 - iv. Implement a speed factor tool to complement the seeding system **100%**
 - v. Produce a safety plan template for use by Rally X and rally Sprint event organizers **20%**
 - vi. Establish a minimum age for workers in the Hot Zone and for shakedown and media rides **100%**
 - vii. Review requirement for foreign competitor local club membership to score championship points **100%**

LEGAL

1. Ensure compliance with Federal Not-For-Profit Corporation legislation through registration of articles of continuance and by-laws that comply with the legislation. **100%**

SAFETY

1. Conduct a complete review of the Safety Guidelines. Identify required safety practices and recommended safety guidelines. **50%**
2. Organize training and/or training materials for both Stewards and Organizers, implement a national checklist. **10%**
3. Determine if the use of Speed Factor in conjunction with the current seeding system is to be implemented. Compare the RA speed factor system with the system developed by Peter Watt/Martin Headland. **100%**

4. Continue testing of Rally-Safe and other vehicle tracking systems and make implementation proposal. 50%
5. Better define the “Hot Zone” 100%

COMMUNICATION

1. Continue development and improvements to CARS website. 20%
2. Issue quarterly communications from the President. 100%
3. Have online videos of each CRC event. 100%
4. Implement real time scoring, standings, speed factor rankings, etc. 20%
5. Active use of social media for updates at all events. 100%

MARKETING & SPONSORSHIP

1. Develop a promotional package that outlines the value proposition for current and potential sponsors and supporters of the Canadian Rally Championship, the Event Organizers and our Competitors. Show the value of supporting one, two or all levels of the sport and synergies achieved through combined multi level sponsorship. 50%
2. Maximize the value of the Canadian Rally Championship by increasing its exposure and fan following by partnering with the best media production companies. 100%
3. Increase the number and level of corporate sponsorship to allow for improved promotion and value of the Canadian Rally Championship. 10%
4. Have online sponsor videos ready for posting within two weeks of the event. 100%
5. Provide measurable and valuable exposure for sponsors, competitors and organizers through a combination of broadcast TV and an increasing online presence. 100%

GROWTH

1. Generate income in excess of that needed to fund the promotional and broadcast material, allowing for selective growth and improvement related spending. 30%
2. Attract more Quebec regional teams into the national series by working closely with CRQ; look at how Quebec national events can host a regional component. 30%
3. Achieve a more evenly distributed Canadian Rally Championship event calendar ... too many events in October/November, too few in first half of the year. Work to have one event in the March thru June time window. 20%
4. Encourage new competitors to rally;
 - i. Increase overall entry levels through better promotion of the sport 25%

5. Mailing to all license and permit holders with final standings summary, TV schedule, schedule for next year and a reminder to renew license. 0%
6. Increase promotional assistance from CARS to CRC events;
 - i. Offer some TV promotion of the host community
 - ii. Providing option for organizer to sell a TV advertising spot to their host community
 - iii. Providing on-stage advertising space to ensure online and TV exposure.

FINANCES

1. Achieve a balanced budget by 2015 100%
2. Significantly reduce the deficit budget in 2014 100%
3. Develop and implement a capital planning process 50%
4. Provide quarterly financial reports to the CARS board 100%

MISC

1. Initiate project to digitize the CARS history files in Georgetown storage facility. 25%
2. Eliminate Georgetown storage facility 100%

2015 Goals

Planning has started for our 2015 goals but currently I do not have details to report, the list will include some of the following items;

1. 2016 CRC schedule.
2. Retaining existing sponsorship by continuing to show increasing value.
3. Gaining new sponsors and increasing sponsorship base.
4. Development and implementation of a new CARS/CRC website.
5. Implement new Rally Cross regulations.
6. Implement new Rally Sprint regulations.
7. Determine plans relative to Rallysafe utilization.

2014 Canadian Rally Championship Results

My congratulations go to the following individuals and manufacturers on winning their respective championships

Overall Champions

Driver: Antoine L'Estage
Co-Driver: tbd
Manufacturer: Mitsubishi

2WD Champions

Driver: tbd
Co-Driver: tbd
Manufacturer: tbd

P4WD Champions

Driver: Boris
Co-Driver: tbd
Manufacturer: tbd

P2WD Champions

Driver: tbd
Co-Driver: tbd
Manufacturer: tbd

Ladies Cup

tbd

Novice Driver

tbd

The CARS Organization

I would like to recognize and thank the Extended Board of Directors and other members of the CARS organization. It is important to note that these individuals devote a great deal of time to the business of the association and it would not be what it is without their efforts. My sincere thanks go to each of you.

2014 Elected Regional Directors

Atlantic Region Director:	Clarke Paynter	
RSQ Director:	Ivan Butikofer	Vice President
RSO Director:	Peter Watt	
Rally West Director:	Eric Grochowski	
RPM Director:	Martin Burnley	Secretary / Treasurer

2014 Extended Board members

CRC Series Manager:	Terry Epp
Marketing Manager:	Keith Morrison (until Oct 2014)
CARS office Manager:	Debbie Dyer
Organizers Representative:	Ross Wood
Technical Director:	Darryl Malone (until July 2014 then) Warren Haywood
Competitors Representative:	Chris Martin

Other key support roles in 2014

Translator: Pierre Racine

Medical Delegate:	Dr. Robert Labrie
Statistician:	George Dewar
Regional Event Reviewer:	Peter Gulliver

2014 Stewards

My thanks to a very knowledgeable group of individuals who offered their time to act as stewards at our CRC events;

Nancy Beaulieu	Tom Burgess	Martin Headland
Jean-Francois Guite	Peter Gulliver	Alasdair Robertson
Josh Keatley	BGilles Lacroix	Donald Leblanc
Martin Loveridge	Alan Perry	Luc Piche
Vitor Sequeira	Phillippe Corbeil	Donald Leblanc
Patrick Rainville		

Committees

We have three standing committees and a number of project related committees. The members, all of who deserve huge thanks for the work they have done this year.

Technical Rules Committee (standing committee)

Jorge Dascollas	Antoine L'Estage	Warren Haywood (chair)
Frank Sprongl	Paul Westwick	

Administrative Rules Committee (standing committee)

Terry Epp	John Hall (chair)	Ross Wood
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Sponsorship Committee

Terry Epp	John Hall (chair)	Martin Burnley
Warwick Patterson		

Safety guideline committee

Alain Bergeron	John Blaber	Alasdair Robertson
Ross Wood (chair)		

Steward management system committee

Alain Bergeron	Ivan Butikofer (chair)	Terry Epp
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The elected board appoints the CARS President for a one-year term. I have indicated that I am willing to let my name stand for another year, but I would encourage anyone from the rally community with an interest in leadership and betterment of the sport, to let it be known. If the board appoints me as President for 2015 it is still very important that others interested in the

Presidents role get or stay involved with CARS, a regional board, a volunteer group or in some other way, get yourself known and gain experience.

In the meantime I'm looking forward to another great year for our sport in 2015.

John Hall
President
Canadian Association of Rallysport