

# 2017 YEAR END PRESIDENTS REPORT

Canadian Association of Rally Sport

## The CRC 2017

### Perce Neige

The 2017 season started out with a very successful combined CRC and ARA event that drew a total of 47 entries including such greats as David Higgins, Travis Pastrana and our own Antoine L'Estage making for a great season opening spectacle.

### Rocky Mountain

Moving over to British Columbia the 2017 edition of the Rocky Mountain Rally was once again held in mountain town of Invermere and had 32 entries. The rally was particularly good to Brandon Semenuk and I as it gave Brandon his first CRC win.

### Baie des Chaleurs

For the second consecutive year the Rallye Baie des Chaleurs played host to the NACAM championship. The event drew 1 international competitor Ricardo Trivino from Mexico and two other entries from the USA Dave Wallingford and from Canada Jason Bailey. The event had 34 entries in all.



## CRC Sponsorship

In 2017 the CRC had a number of great companies support the championship and its competitors.

Below is a list of those companies. It is only with their support that we are able to produce the world class media coverage that we do. On behalf of CARS the CRC, competitors, event organizers, clubs and rally fans alike, thank you.

**Subaru Canada Inc**

**Motul USA Inc**

**Frontech Solutions inc.**

**DirtFish Rally School**



## Defi

2017 saw the second year that the Rallye Defi ran out of the single venue of Montpellier, QC. With 37 competitors the message seems to be that this was a good move. The roads were good and lots of Km.



## Pacific Forest

The year of the forest fires in BC caused the event to slide back a couple of weeks. This increased the risk of snow at the higher elevations and Merritt didn't disappoint with snow and ice on many of the stages. The rally had 33 teams participate.



# SUBARU

## Subaru Canada Inc.

Subaru have a long history of supporting rally in Canada. In 2017 we signed another two year agreement to continue that support of the Canadian Rally Championship as the "Championship Presenter" through until Feb 2019.

This means that they provide funding for a large portion of our CRC media program. This in of itself has huge spin-off benefits for events and competitors as they each work to garner sponsorship support.

But very importantly for the health of the sport, Subaru Canada Inc. provides a contingency program for competitors that just got significantly better. On Nov 20th 2017 we announced the details of the contingency program which includes larger prizes and an all new Rally Car build program. You can see the details of the program on the CRC website.

### Subaru Contingency Program

Subaru Canada Inc. are also continuing the new vehicle rebate program which provides members of CARS affiliated clubs with a \$750 rebate on the purchase of a new Subaru vehicle.



## Tall Pines

In 2017 a new title sponsor was welcomed to the newly named Lincoln Electric Rally of the Tall Pines. The Bancroft area had snow on the roads, warm weather, rain and more snow before the rally making the roads extremely challenging. Unfortunately the rally had only 24 entries.



## Big White

At the time of writing the Big White Winter Rally is still a week away. The last rally of the 2017 season usually provides some excellent snow conditions on the roads surrounding the Big White Ski Resort.

This year the organizers have added a new road called Ridge Rocket helping increase the stages to 171 Km. Currently the rally has 31 entries



## Motul USA Inc.

In early 2017 Motul joined the CRC as the "Official Lubricant Partner of the CRC" our agreement is for two years ending in Feb 2019.

The funding that Motul provide goes towards funding our ongoing media program.



## Frontech Solutions Inc

Frontech started doing work with the CRC in 2015 as we were developing the CRC website. Once the website and database structure was completed Frontech joined the CRC as the "Official Technology Partner of the CRC"

Today Frontech maintain the website and work on enhancements.

The CRC and CARS website has become a very active go-to place for Canadian rally information. In the past 30 days alone the site has had approx. 5,000 users viewing 35,000 pages in 7,800 sessions. The website is proving to be the central communication hub for the CRC and CARS.



## Competitor Rep

---

Jeremy Norris has served two years as the competitor representative on the CARS extended board and plans to step down at the end of 2017.

Thanks Jeremy for working with us over the past two years.

An announcement went out for competitors interested in acting as the competitor representative through 2018 and 2019, to put their name forward.

Candidates will be presented to the competitors base for a vote.

When the list of candidates is published please participate in choosing the next competitor representatives.

## Secretary Treasurer

---

In 2017 Martin Burnley stepped down from the position of Secretary Treasurer of CARS after doing the role for a few years.

Thanks Martin, I always appreciated your help in that role.

Chris Kremer volunteered to take on the role which was supported by the board.

Chris has been learning the role and doing a great job of monitoring our finances.



## DirtFish Rally School

---

DirtFish extended their support of the CRC for one more year to the end of 2017. DirtFish funding helps with the funding of our ongoing media program.

DirtFish do offer excellent driver training programs at their Snoqualmie facility in Washington.



## Concussion Test

---

In motorsport there is always the possibility of sustaining a concussion, in rally the first responder is often your following competitor. Under the leadership of Chris Kremer, a checklist has been developed that will allow another competitor to conduct an initial test for the possibility of a concussion. The test is included in the back of the route book and guides you through asking a few questions to help determine the likelihood a concussion.



## 50th CRC Win

At the Pacific Forest Rally in 2017 Antoine set a new record achieving his 50th CRC win.



## Use of CRC brand

Competitors have requested permission to use the CRC logo on team apparel. The following link takes you to the request form. Simply complete the form and send it to Debbie at the CARS office for permission

[request to use CRC logo](#)



## Technical Director

After serving for two years as Technical Director Warren Haywood stepped down from the role.

Thank you Warren for handling things and helping keep us on the straight and narrow.

Following our announcement for a new Technical Director in January 2017, Graham Bruce was appointed to the role of Technical Director in February.

Graham immediately assumed the lead on the O4WD project.

The mandate he was given was to develop revised O4WD rules that would;

1. Ensure that the O4WD class of the CRC continues to encourage a diversity of competition vehicles while introducing technology that will reduce the overall operating costs, reduce the need for the most expensive technology in order to compete and narrow the performance gap across the class.
2. Ensure that the P4WD class of the CRC is truly a production-based class for production 4WD cars readily available in North America.

Graham assembled a new technical team that has worked through numerous ideas and discussions to arrive at a proposed set of O4WD rules. The proposal has been reviewed by the board and is ready to go to two-week review by the rally community.

Before it goes out, the technical team are reviewing the P4WD rules to make sure that they fit appropriately within the intent of the production class and don't conflict with the O4WD rules.

Once the P4WD rules have been reviewed by the board both O4WD and P4WD rules will go for competitor review and input, probably before the end of December and in time for some discussion at the AGM competitor's round table meeting.

## CRC & CARS website

The website has now been in use for 18 months and is running really well. All of the start-up bugs seemed to have been worked out thanks to the guys over at Frontech Solutions Inc.

All of the information you need about the CRC and CARS is on the website.

This is the CRC homepage. It has all of the main information about the CRC, the latest news articles, latest video, next event information, the calendar, details on who's entered the next event and competitor profiles.

Over the past 12 months the website has had 35,000 users who viewed 280,000 pages.

### CRC Homepage

Standings by class for competitors and manufacturers is available on this page. A points report is available by class as well as a speed factor report for the drivers. These are updated within a day or two of each event.

### CRC Standings

The event calendar includes the CRC, NARC, OPRC, RSQ, MEQA, RW and CIRC championship events. The events on the calendar each link to their respective webpages where the detailed information about the event is available.

### Event Calendar

In the galleries we link all of the CRC on Demand videos and TV episodes directly. Artists also post their pictures and videos on our galleries

### Video & Photo Galleries

On the CARS home page you gain access to CARS news, bulletins and announcements

### CARS Homepage

All of the documents you need as a competitor are on the documents page. This is where you find the rulebook, purchase a license or get the medical form.

### Competitor documents

At the bottom of the organizer documents page you can see a table of speed factors, seed and who is considered a Novice driver.

### Organizer documents



## Vehicle Tracking

---

### *Background*

In early 2015 CARS assessed EZTrak and RallySafe for suitability to use in the CRC. In May 2015 the CARS board endorsed RallySafe as the CARS vehicle tracking system of choice. The reasons revolved around basic functionality differences. This decision has been recently reinforced with the FIA decision to use RallySafe for all WRC events, signing a 5 year contract with SAS.

EZTrak is a tracking device that provides location, speed and stopped vehicle information to the organizer. The same data is used on a viewer app that is owned by CDN Rally. This app is not accessible to the CRC for branding purposes but is available for download by fans. There are no car-to-car safety features.

RallySafe provides the same vehicle tracking information but with more detail, a viewer which is accessible to the CRC for branding (potential sponsorship) is available for download by fans, and a host of competitor based car-to-car safety features.

After the CARS decision in 2015, cost concerns were raised by some. Taking this into consideration, it was decided to let the events choose which vehicle tracking system to use, while allowing time to further understand the differences between the systems and the value delivered to organizers, competitors and fans, while also allowing time for further development to occur.

### *Cost*

EZTrak costs approx. \$100/car/event when using satellite communications. A version of EZTrak is available that uses cell service only for approx. \$50, but as we all know, cell coverage on the stages is spotty at best, requiring the sat version at most events. RallySafe is more expensive, it uses satellite communications all of the time and costs approx. \$200/car/event.

Over the past 18 months both systems have been used and all CRC events have had tracking in place. The 3 Western CRC events have used RallySafe. While the 4 Eastern CRC events have used EZTrak. In all cases the cost of the tracking system has been included in the event entry fee.

### *What distinguishes RallySafe from EZTrak*

When RallySafe is fully implemented it does change the way a rally is run. At the Control Centre rally progress is monitored by the minute. At the first sign of an issue the appropriate response is initiated. For example, at PFR 2017 the first car on the road went off on corner 3 with a 12g impact. The stage was immediately stopped and the medic dispatched arriving on scene within 2 1/2 minutes. This is only possible because of the reliability of the detailed information available to rally control and the car-to-car redundancy that backs it up.

The RallySafe unit has replaced the rally computer, providing distance, speed and rally time. It provides stage times and has been proven accurate enough to provide stage scoring.

RallySafe is used to tell competitors that they are in a quiet zone and the what the speed limit is, it warns if you are exceeding the speed on transits and so on.

## Vehicle Tracking (cont)

Virtual chicanes are being used, saving time and effort on the part of the organizers. As a car crosses a geofence it tells you that you are in a virtual chicane. Reduce speed by the required amount and it tells you to go. All recorded to prove you slowed appropriately.

A number of competitors have had the opportunity to use both systems extensively over the past couple of seasons. Without question the RallySafe system offers the competitor many more safety and informational features that are simply not available with EZTrak.

The safety features of concern to most competitor are as follows;

- Upon a rollover or impact of 12g or more the SOS automatically activates telling the organizer of your need for help. If you don't need help, you can manually downgrade the alert. This is opposite to the way EZtrak works as it would alert that the vehicle has stopped on stage but the competitor is required to press an SOS button to activate the SOS. The concern here is that if the competitor really needs the help the competitor may not be able to press the SOS button.
- Car-to-Car proximity alerts become very important when a following car is closing in on a car that has stopped on stage. When a car is stopped on stage, the default is "SOS request help" if the crew is unable to respond then this is the safest default alert. If however the crew is okay they can downgrade the alert level to "Crew & Course Okay" which means that the crew is okay and the road is clear. Or "Hazard on Course" which means the crew is okay but the road is not clear and warns the following crew to slow or stop to get past. If the crew can respond but still need help they can change the SOS to specify Fire or Medical help.
- Catching a slower moving car in front of you, is also a hazardous situation. Especially trying to pass that competitor on a narrow sated road. With RallySafe the following car will see that they are closing on the car in front and can press the "push to pass" button. This then warns the leading car that a competitor is closing in and will want to pass safely.
- You can watch a 7 minute RallySafe video [HERE](#) to see the competitor's safety functionality in use.



### Next Steps

The CARS board is currently discussing their next steps with regard to vehicle tracking.

RallySafe while costing more, provides significantly more competitors safety features and organizers management tools. It is excellent insurance for the day that a competitor needs the rapid response. While in the meantime it provides valuable information, making the rally much safer and more fun.





## Admin Rules

During 2017 a number of admin rules were revised;

Bulletin 3 we made a number of small changes to the Grievance, Protest and Appeals procedures mostly stemming out of an appeal against a ruling from Tall Pines 2016.

Bulletin 4 dealt with clarifications around change of crew, distances between refuels and re-seeding methodology.

Bulletin 5 dealt with the use of radar detectors and the okay sign.

<https://carsrally.ca/all-bulletins/>

## 2017 Canadian Rally Championship Winners

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

### Overall Champions

Driver: Antoine L'Estage  
Co-Driver: Alan Ockwell  
Manufacturer: Subaru



### 2WD Champions

Driver: Dave Wallingford  
Co-Driver: Leanne Junilla  
Manufacturer: Ford



### P4WD Champions

Driver: Leo Urlichich  
Co-Driver: Alex Kihurani  
Manufacturer: Subaru



### Ladies Cup

Leanne Junnila

### Novice Driver:

not awarded

## 2017 North American Rally Cup Winners

---

Congratulations go to the following individuals and manufacturers on winning their respective championships.

### *Overall NARC Champions*

Driver: Brandon Semenuk

Co-Driver: John Hall

Manufacturer: Subaru



### *2WD NARC Champions*

Driver: Dave Wallingford

Co-Driver: Leanne Junilla

Manufacturer: Ford



## CARS Goals 2017

### RULES

1. **Technical Rules Committee (TRC)** will meet on a routine basis to research, review and propose technical rule changes including;
  1. Review the recent noise rules to determine if they are working. 80%
  2. With clarified “production” intent from the board, review the P4WD and P2WD technical rules and propose any required changes to meet the CARS intent for these classes. 80% incorporated into O4WD and P4WD team outcomes.
  3. Review the open class rules as part of an overall cost reduction strategy. In 2017 will be working closely with the ARA to ensure a relatively consistent approach for 2018 implementation, rules to address competitiveness, cost and cross border competition. 80% team has worked hard to develop rules will be out for rally community review Dec 2017
  4. Develop initial EV rally car spec to integrate with O4WD and O2WD 0%
2. **Administrative Rules Committee (ARC)** will meet on a routine basis to research, review and propose administrative rule changes including;
  1. Review inclusion of SFI helmets in the rulebook 100%
  2. Publish a revised Stewards manual 100%

### SAFETY

1. Conduct ongoing review and updating of the Safety Guidelines. (Ross) 80%
2. Update the Stewards list complete with experience. (Terry) 80%
3. Continue to support the implementation of vehicle tracking. As the year progressed the board are starting to talk seriously again about requiring RallySafe



## COMMUNICATION

1. Develop plan to implement an E-Commerce site. 0%
2. Issue quarterly communications from the CARS President. 25% this is the first and only update being issued in 2017
3. Communicate TV airing times on both RDS and TSN in advance (Warwick) 50% the TV networks decide if and when they will provide scheduling information. We have no influence on them
4. Continue move towards near real time scoring published on our web site and through social media channels. Real time scoring is available from the tracking system. Standings and speed factor data is updated on the website with a day or two of the event
5. Upload event results to the new CARS website as they become available. 100%
6. Use the new CARS/CRC website for current updates at all events throughout 2017.



## PROMOTION & SPONSORSHIP

1. Maintain CRC promotional material updated with latest value proposition and exposure/viewership data ready for use with prospective sponsors and for updating existing sponsors. 80%
2. Work with the regions and events to develop promotional material for the combined CRC, ECRC, WCRC, NARC and stand-alone regional championships. 80% not all events take advantage the support CARS offers. The CRC media does promote all events
3. Develop and maintain targeted promotional packages aimed at specific sponsorship levels and types of company. 80%
4. Maximize the value of the Canadian Rally Championship by increasing its exposure and fan following through 50 online videos, 7 TV shows and social media outlets releasing throughout 2017 (Warwick & Chris) 80%
5. Add \$100,000 of corporate sponsorship and advertising sales in 2017 to allow for improved promotion and growth of Canadian Rally. (Sponsorship Committee & Sales)

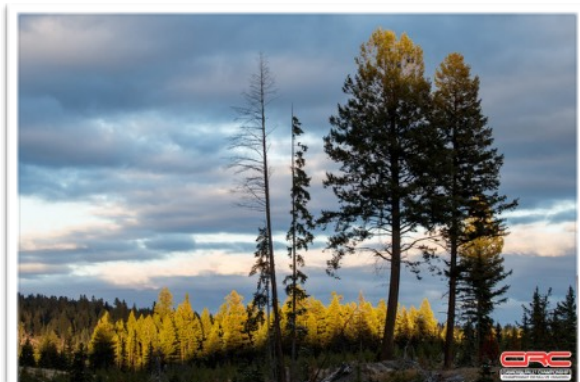


### GROWTH

1. Work with events to make the most use of our communications channels to advertise and promote all CARS sanctioned events. 80%
2. Generate income in excess of that needed to fund the promotional and broadcast material, allowing for selective growth and improvement related spending in accordance with the capital plan. 0% carrying a negative balance.
3. Encourage new & existing competitors to rally;
  1. Increase overall entry levels through better promotion of the sport.
  2. Promote Rally Cross events. A few excellent Rally X series in the country, with large participant numbers
  3. Promote Rally Sprint events. Rally Sprint is happening more, good progress in Ontario
  4. In all decisions be mindful of the cost to competitors and organizers
4. Help CRC events gain from the promotional assistance provided by CARS;
  1. Providing on-stage advertising space to ensure online and TV exposure. 100% events are selling stage side banners and gaining income
  2. Provide valuation of TV advertising so that organizers are able to negotiate (Sponsorship Committee & Warwick)
5. Develop EV rally car strategy 0%

### FINANCES

1. Achieve a balanced budget in 2017 99%
2. Maintain the capital planning process. No funds so no plan
3. Manage the CARS insurance interface to be cost neutral. 98%
4. Provide quarterly financial reports to the CARS board. 100%



## The CARS organization in 2017

---

The CARS organization consists of numerous people that dedicate countless hours, on a volunteer basis, for the benefits of the sport and all its participants. I can't thank everyone enough, as the fun we have racing through the forest would not be possible without all of your help.

Of course this is also true of the event organizers and their many hundreds of volunteers. Thank you to all.

### *2017 Elected Directors*

Atlantic Region Director:	Clarke Paynter
Rally Sport Quebec Director:	Maxime Meconse
Rally Sport Ontario Director:	Darryl Malone
Rally West Director:	Chris Kremer
Rally Pacific Motorsport Director:	Martin Burnley

### *2017 Extended Board members*

CRC Series Manager:	Terry Epp
CARS Office Manager:	Debbie Dyer
Organizer Representative:	Ross Wood
Technical Director:	Graham Bruce
Competitor Representative:	Jeremy Norris

### *Support Roles*

Translator:	Pierre Racine
Medical Delegate:	Dr. Robert Labrie
Statistician:	George Dewar
Rulebook:	Ivan Butikofer

### *2017 Stewards*

Alan Perry	Tom Burgess	Martin Loveridge	Donald Leblanc
Luc Piche	Daniel LeBlanc	Vitor Sequoria	Josh Keatley
Alasdair Robertson	Keith Morison	Philippe Cote	Alain Bergeron

## The CARS organization in 2017 (cont'd)

---

### *Committees*

We have three standing committees.

#### *Technical Rules Committee*

Graham Bruce (Chair)	Ray Richards	Maxime Labrie	Darryl Malone
Boris Djordjevic	Pat Richard	Chris Pye	

#### *Administrative Rules Committee.*

John Hall (Chair)	Terry Epp	Ross Wood
-------------------	-----------	-----------

#### *Sponsorship Committee.*

John Hall (Chair)	Martin Burnley	Terry Epp	Warwick Patterson
-------------------	----------------	-----------	-------------------

### *President*

The President is elected by the board of directors for a one-year term. I have indicated that I am willing to let my name stand for another year, but I do encourage anyone from the rally community with an interest in leadership and betterment of the sport, to let it be known.

If the board of directors elect me to continue as their President through 2018 it is still important that others with even the slightest interest in the President role get involved with CARS, a regional board, a volunteer group or in some other way, get yourself known and gain experience. I personally would be pleased to help anyone get ready to take over the position.

John Hall

President

Canadian Association of Rallysport

#### Photograph Credits:

Thanks to our CRC media team photographers, Andrew Snucins and Dean Campbell for the many outstanding images, and to Jason Nugent for allowing me to use a few of his candid people shots.