

2018 YEAR END PRESIDENTS REPORT

Canadian Association of Rally Sport

The CRC 2018

Perce Neige

The 2018 season started out with a very successful rally that attracted 31 entrants. The overall winner of the event was Karel Carré and Samuel Joyal in their Subaru STI. The 2WD winner was Mathieu Leblanc and Éric Dubé in their Honda.

Rocky Mountain

The 2018 edition of the Rocky Mountain Rally was once again held in mountain town of Invermere and had 32 entries. The overall winner was Antoine L'Éstage and Alan Ockwell in the Rocket Rally Subaru STI. The 2WD winner was Wim van der Poel and Bryan Lord in their R2 Ford Fiesta.

Baie des Chaleurs

The Baie once again hosted the NACAM championship. The event drew 3 international competitors from Mexico for a total of 38 entries in all. The overall winner was Jean-Sébastien Besner and Yvan Joyal in their Mitsubishi Lancer. The 2WD winner was Wim van der Poel and Bryan Lord in their R2 Ford Fiesta.



CRC Sponsorship

In 2018 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

2018 Rallye Defi drew 23 entrants. The overall winners were Joel Levac and Stéphanie Lewis in their Mini.

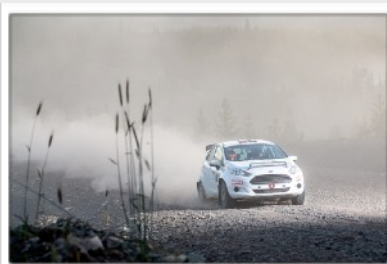


Wim van der Poel and Bryan Lord won their third consecutive rally in their R2 Ford Fiesta.

Pacific Forest

The 2018 Pacific Forest Rally attracted 27 entrants, including a couple of Test Racing competitors Karel Carré and Simon Vincent from QC who at this point of the championship were both still contesting the lead. The overall winner was Karel Carré and Samuel Joyal in their Subaru STI.

The 2WD winner was Wim lander Poel and Bryan Lord in their R2 Ford Fiesta



SUBARU

Subaru Canada Inc.

Subaru have a long history of supporting rally in Canada and again in 2018 have clinched the Overall Manufacturers title. While Subaru Canada vehicles sales are growing at a breaking records pace. All round good news for Subaru.

In 2018 Subaru withdrew the SRTC car from the series, leaving the CRC without long time champion Antoine L'Estage as a regular participant in the rallies. This did open up the field to a number of the new up and coming drivers who took on the challenge making for a number of exciting battles throughout the season.

The current Subaru/CRC agreement expires in Feb 2019 so both CARS and Subaru are currently in discussions for their continued support through the 2019/20 seasons.

Subaru is the "Canadian Rally Championship Presenter"



CRC

CANADIAN RALLY CHAMPIONSHIP
CHAMPIONNAT DE RALLYE CANADIEN

The CRC 2018

Tall Pines

The 2018 Lincoln Electric Rally of the Tall Pines attracted 23 entrants for what evolved into a very dicey rally. The overall winner was Karel Carré and Samuel Joyal clinching the Overall Canadian Rally Championship title.



The 2WD winner was Mathieu Leblanc and Éric Dubé in their Honda

Big White

At the time of writing the Big White Winter Rally is still a week away. The last rally of the 2018 season usually provides some excellent snow conditions on the roads surrounding the Big White Ski Resort.

This year the rally has increased to 196 Km over 8 snow covered stages and currently has 24 entrants



Motul USA Inc.

The Motul agreement expires in Feb 2019. Motul and CARS are currently in discussions for their continued support through the 2019/20 seasons.

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

Motul are the “Official Lubricant Partner of the CRC”



Frontech Solutions Inc

Frontech continue to support the CRC website by conducting the routine maintenance and working on enhancements.

The CRC and CARS website has become a very active go-to place for Canadian rally information. We receive approximately 300,000 page views per year and the website channels many users to the various event sites for rally registration and detailed information.

In 2019 we will be starting work on an E-Logbook that will marry up with the latest logbook rules

Frontech Solutions “Official Technology Partner of the CRC”



Admin Rules

In 2018 the Admin Rules Committee worked on the following items:

Bulletin 2018-02

Clarified the difference between Car 0 and the First Car. Added National Scrutineer responsibilities. Clarified entrant responsibilities.

Bulletin 2018-04

Changed how Judge of Fact reports are handled. Revised some penalties.

Bulletin 2018-05

Changed the championship scoring rules to accommodate an 8 event championship



DirtFish Rally School

DirtFish extended their support of the CRC for one more year to the end of 2018. DirtFish support helps with the funding of our ongoing media program.

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





Technical Rules

In 2018 the Admin Rules Committee worked on the following items:

Bulletin 2017-06

Added requirements for a General Circuit Breaker and changed requirements for Fire Extinguisher mounting

Bulletin 2018-01

Was a complete review of O4WD and P4WD rules adding the requirement for a boost limiting Pop-Off valve for drivers with a Speed Factor >70

This bulletin also separated the P4WD and P2WD rules into separate sections

The Pop-Off valve is scheduled for implementation January 1st 2019. However this will be delayed until May 1st. This allows time for the purchase, installation and testing since setting up the supply ran into a few road-blocks.

Bulletin 2018-03

Rules changed increasing the details associated with log booking requirements. This rule set is in anticipation of a new E-Logbook



Rallye de Charlevoix

In 2018 Rallye de Charlevoix made an official application to join the CRC in 2019.

The board discussed at length the pros & cons of going to an 8 event championship and decided that although a challenge to our operating costs, a media funding, championship scoring and regional distribution fairness, that the benefits of including Charlevoix in the CRC 2019 outweighed the disadvantages.

Charlevoix was granted a place in the 2019 calendar subject to successfully being observed and meeting the CRC requirements resulting from an observation of the 2018 event.

The observation was conducted at the rally in October and a list of required improvements were given to the event. They have since responded and are well on their way to satisfying 100% of the items required.

We are still working on funding for the media. If we fall short it is possible that Charlevoix will not be a full participant in the media program in 2019



Social Media Facts

CARSallyTV on YouTube

2018 data not final yet but in 2017 we had over 630,000 minutes of viewing CRC videos.

Currently we have over 4000 subscribers which is a 20% increase over 2017. Based upon this we expect the 2018 viewing minutes to be up also.

CRCRally on Facebook

Currently we have over 12,000 followers.

The 2018 data is not final yet but in 2017 we had over 227,000 minutes of video viewing

Live streaming was still fairly new in 2017 but still achieved over 80,000 views

CRCRally on Instagram

Currently we have over 6400 followers and over 22,000 likes this year.

CRCRally on Twitter

Currently have over 4,000 followers and last year had over 200,000 impressions

CRC on TSN & RDS

The 2018 numbers aren't finalized yet although initial counts are showing a further increase in viewership.

In 2017 we aired 7 episodes in English on TSN and 7 episodes in French on RDS. All episodes are run multiple times and are getting excellent exposure in Sports Bars, Hotels, Gyms as well as in the home.

We have over 1,500,000 viewers in 2017

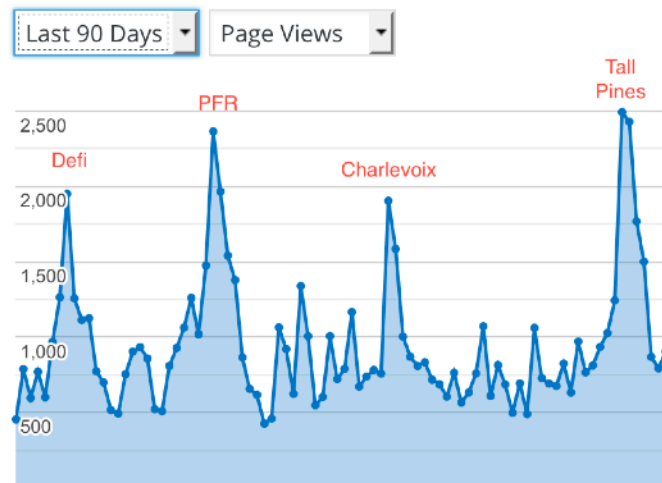
CRC Website

Currently the website is attracting approx. 28,000 page views per month for a total in the last 12 months of 360,000 page view in 80,000 sessions.

In 2018 we added the ability for regions to post news releases

The google analytics show the increased interest around our rallies

Google Analytics Dashboard



Sessions 17,648	Users 10,585	Page Views 85,122
Bounce Rate 1.14%	Organic Search 6,456	Pages/Session 4.82
Time on Page 00:00:30	Page Load Time 00:00:05	Session Duration 00:01:55

2018 Canadian Rally Championship Winners

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

Overall Champions

Driver: Karel Carré

Co-Driver: Samuel Joyal

Manufacturer: Subaru



2WD Champions

Driver: Wim van der Poel

Co-Driver: Bryan Lord

Manufacturer: Ford



P4WD Champions

Driver: Nicholas Spencer

Co-Driver: David Ma

Manufacturer: Subaru



P4WD Champions

Driver: John Munroe

Co-Driver: Bill Dubreuil

Manufacturer: Ford



Ladies Cup

Jennifer Daly

Novice Driver:

Not Awarded

2018 North American Rally Cup Winners

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

Overall NARC Champions

Driver: Sam Albert

Co-Driver: John Hall

Manufacturer: Subaru

2WD NARC Champions

Driver: Jason Bailey

Co-Driver: Tiffany MacDonald

Manufacturer: Ford



2018 Goals

RULES

1. Technical Rules Committee (TRC) will meet on a routine basis to research, review and propose technical rule changes including;
 1. Finalize the O4WD, P4WD and P2WD rule changes. 100%
 2. Develop initial policy for EV rally cars and how we might handle issues that might occur with the rallying of EV's. Fire and electrical risk , Acid , Weight, Power 0% on back burner
 3. Establish plan for National Scrutineer activity at CRC events 100%
 4. Develop an electronic log book process 50% functional spec and rule complete
2. Administrative Rules Committee (ARC) will meet on a routine basis to research, review and propose administrative rule changes including;
 1. Clarify the car o time and the actual car o 100%
 2. Maintain open dialogue with ARA on rule compatibility 100%
 3. Consider rule changes required to accommodate the National Scrutineer 100%
 4. Clarify the role of the stewards 100%
 5. Review re-fuelling rule, possibly allowing unsupervised re-fuelling. 80%

SAFETY

1. Continue to support the implementation of vehicle tracking to enhance competitor safety All rallies using vehicle tracking. EZTrack in the East. Rallysafe in the West

COMMUNICATION

1. Develop plan to implement an E-Commerce site. 0%
2. Review the use of hard cards for licenses beyond 2018 0% needs to be tied into E-Commerce site
3. Issue quarterly communications from the CARS President. 25% backed off to annually
4. Communicate TV airing times on both RDS and TSN in advance (Warwick)
5. Update event scores, CRC standings and Speed Factors within 3 days of each event. 100%

2018 Goals

PROMOTION & SPONSORSHIP

1. Maintain CRC promotional material updated with latest exposure/viewership data ready for use with prospective sponsors and for updating existing sponsors. 100%
2. Work with the regions and events to develop promotional material for the combined CRC, ECRC, WCRC, NARC and stand-alone regional championships. Limited
3. Develop and maintain targeted promotional packages aimed at specific sponsorship levels and types of company. 100%
4. Maximize the value of the Canadian Rally Championship by increasing its exposure and fan following through 40 online videos, 7 TV shows and social media outlets releasing throughout 2018 (Warwick & Chris) Exposure numbers continuing to increase

GROWTH

1. Work with events to make the most use of our communications channels to advertise and promote all CARS sanctioned events. Trying, some events make better use of CARS promotion than others, room for improvement
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. Work hard at this but very difficult barely covering costs.
3. Encourage new & existing competitors to rally;
 1. Increase overall entry levels through better promotion of the sport.
 2. Promote Rally Cross events.
 3. Promote Rally Sprint events.
 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%
 2. Help reduce cost to events by encouraging the leveraging of the media product. 100% RSQ took advantage of leveraged material. Worked closely with Tall Pines
5. Develop EV rally car strategy 0%
6. Deal with the request from Charlevoix to become a national event. 100%

2018 Goals

FINANCES

1. Achieve a balanced budget in 2018 **very close**
2. Manage the CARS insurance interface to be cost neutral. **Close but account lost money this year**
3. Provide quarterly financial reports to the CARS board. **100%**



The CARS organization in 2018

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.

2018 Elected Directors

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

2018 Extended Board members

CRC Series Manager:	Terry Epp
CARS Office Manager:	Debbie Dyer
Organizer Representative:	Ross Wood
Technical Director:	Graham Bruce
Competitor Representative:	Wim van der Poel

Support Roles

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

2018 Stewards

Alan Perry	Tom Burgess	Martin Loveridge	Donald Leblanc
Luc Piche	Daniel LeBlanc	Josh Keatle	Philippe Cote
Alain Bergeron			

The CARS organization in 2018 (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
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Sponsorship Committee.

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

The President is elected by the board of directors for a one-year term. 2018 marks my 6th year as President. 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 2019 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, Jason Nugent, Dean Campbell and Warwick Patterson for the many outstanding images.