

Announcement



N° 2024-04

Subject: Subaru Contingency and CRC media program

Issue Date: February 12, 2024

CARS has been given notice by Subaru Canada, Inc. that as of March 31, 2024, they will no longer be running the Subaru contingency program and will not be renewing as the title sponsor for the CRC. This is due to change in the strategic direction within Subaru.

“Subaru has enjoyed an incredible partnership with the Canadian Association of Rally Sport these past thirty years. The series has offered us incredible visibility both on TV and online and have been a bright light in our rally heritage over the decades,” said Tomohiro Kubota, Chairman, President and CEO of Subaru Canada, Inc. “But as our business shifts to electrification, we must re-imagine how we market our vehicles. It is for this and no other reason that we’re making this change.”

This is very unfortunate news for CARS, the CRC and our competitors, but I want to speak to the actual effects this will have on the CRC. This change means that after Rallye Perce Neige, the CRC TV show will be unfunded. The CARS board and our partners are hard at work trying to find new sponsorship for this and other projects. We plan to continue the social media program that we started last season with some potential for increased coverage.

I would like to take the time to give a heartfelt thank you to Subaru Canada for the many years of support and its 30-year partnership as the presenting sponsor of the Canadian Rally Championship.

Chris Kremer
President
Canadian Association of Rallysport