



2009 Rally Support Program

Official Program Description, Rules and Regulations

Presented by:
Mitsubishi Motor Sales of Canada, Inc.

Administered by:
Canadian Association of Rallysport

Program Description:

From the Dakar Rally to the World Rally Championship, Mitsubishi vehicles have carved a place in modern rally history. Cutting-edge technology, unequalled durability and raw speed have propelled the Mitsubishi name up the leader board on every continent. Now, our commitment to rally fans and competitors extends to Canada with a comprehensive program of support.

The 2009 rally support program from Mitsubishi Motor Sales of Canada, Inc. includes:

- A travel subsidy for Mitsubishi teams entered in Canadian Rally Championship events as well as Targa Newfoundland
- Subsidized entry for Mitsubishi teams competing in the Canadian Rally Championship as well as Targa Newfoundland
- Cash awards for top class and overall finishes by Mitsubishi teams in Canadian Rally Championship events as well as Targa Newfoundland
- A Mitsubishi Cup year-end award for the top overall placing Mitsubishi vehicle at the end of the Canadian Rally Championship
- A Marketing Kit to help promote your efforts and achievements
- Eligibility for Mitsubishi's VIP pricing program, offering exclusive deals and great savings on new Mitsubishi vehicles

Whether you're a seasoned rally team looking for the winning advantage or beginner poised to start your rally career, there's never been a better time to join the Mitsubishi wave!

Program Details

1. Travel Support Contingency

Objective: Increase the number and quality of Mitsubishi entries at Canadian Rally Championship events as well as Targa Newfoundland.

Program: Funds to assist Mitsubishi competitors to take part in Canadian Rally Championship events, as well as Targa Newfoundland, by underwriting a portion of their travel costs.

Terms: Open to any entrant competing with any Mitsubishi Lancer Evolution vehicle of any age *and* any entrant competing with any other Mitsubishi automobile of model year 1998 or later. To be eligible for the awards, the entrant must be considered a starter of the event under the event rules.

Payout: Funds are paid post-event and are based on distance traveled. Three levels of awards are offered.

- Up to 200km (round trip) from entrant's home address to the event = \$300.00 per event
- From 201km to 500km (round trip) from entrant's home address to the event = \$400.00 per event
- More than 501km (round trip) from entrant's home address to the event = \$500.00 per event

Note: Distance subject to verification.

2. Event Entry Contingency

Objective: Increase the number and quality of Mitsubishi entries at Canadian Rally Championship events as well as Targa Newfoundland.

Program: Funds to assist Mitsubishi competitors to take part in designated Canadian events by subsidizing event entry fees.

Terms: Open to any entrant of any Mitsubishi Lancer Evolution vehicle of any age *and* any entrant competing with any other Mitsubishi automobile of model year 1998 or later. To be eligible for the awards, the entrant must be considered a starter of the event under event rules.

Payout: \$600 per eligible entrant per event. Funds are paid post-event and are based on verification of entry with event organizer and/or CARS.

3. Event Awards Contingency

Objective: Reward the success of Canadian competitors in designated Mitsubishi models participating in Canadian Rally Championship events, as well as Targa Newfoundland, and to increase the number and quality of Mitsubishi entries.

Program: Results-based rewards program that recognizes success in both class and overall competition.

Terms: Open to any Canadian entrant of any Mitsubishi Lancer Evolution vehicle of any age *and* any Canadian entrant competing with any other Mitsubishi automobile of model year 1998 or later. Results to be verified by the event organizer and/or CARS. To be eligible for the awards, the entrant must be considered a starter under the event rules.

Payout:

1st place overall in any designated event = \$1,250.00
2nd place overall in any designated event = \$1,000.00
3rd place overall in any designated event = \$ 750.00

1st place in any class* in any CRC event = \$1,000.00
2nd place in any class* in any CRC event = \$ 500.00
3rd place in any class* in any CRC event = \$ 250.00

1st place in Targa Newfoundland Modern or Open Division = \$1,000.00
2nd place in Targa Newfoundland Modern or Open Division = \$ 500.00
3rd place in Targa Newfoundland Modern or Open Division = \$ 250.00

*A class as designated by CARS as Open, Group 2, Group 5, Production (includes P1, P2, P3 and P4 sub-classes as separate classes)

Note: Canadian residents only. Non-residents are not eligible for this program.

4. Mitsubishi Cup

Objective: Reward the success of Canadian competitors in designated Mitsubishi models participating in Canadian Rally Championship events, and to increase the number and quality of Mitsubishi entries.

Program: Results-based rewards program that recognizes the success of the highest ranking Canadian Mitsubishi driver at the conclusion of the six-event Canadian Rally Championship with a cash payout and award at the end of the season.

Terms: Open to any Canadian driver of any Mitsubishi Lancer Evolution vehicle of any age *and* any Canadian driver of any other Mitsubishi automobile of model year 1998 or later, competing in the Canadian Rally Championship. Results to be verified by CARS.

Payout: 1st place overall Mitsubishi* = \$5,000.00

*Highest overall ranking Mitsubishi driver in the Canadian Rally Championship, as determined at the end of the series.

Note: Canadian residents only. Non-residents are not eligible for this program.

5. Marketing Kit

Objective: Provide eligible Mitsubishi entrants competing in the Canadian Rally Championship with the tools needed to connect with their fans and to promote their teams.

Program: Eligible entrants participating in the MMSCAN Rally Support Program for the Canadian Rally Championship are entitled to the use of the following promotional elements:

- (1) Mitsubishi Tent
- (4) Mitsubishi Flags
- Mitsubishi Clothing

Terms: Open to any Canadian entrant of any Mitsubishi Lancer Evolution vehicle of any age *and* any Canadian entrant competing with any other Mitsubishi automobile of model year 1998 or later enrolled in MMSCAN's Rally Support Program competing in Canadian Rally Championship events. All equipment will remain the property of MMSCAN, with the exception of clothing.

Note: Canadian residents only. Non-residents are not eligible for this program.

6. Parts Support

Objective: To ensure entrants of Mitsubishi vehicles have access to the essential parts needed during competition, parts will be sold at CRC events across the country through MMSCAN and its partners.

Program: Synchro Autosport Inc. will retail genuine new and used Mitsubishi parts at each event of the Canadian Rally Championship on Mitsubishi Canada's behalf. Parts availability will vary depending on the model and year of production.

7. “VIP” Pricing Program

Objective: To increase the number and quantity of Mitsubishi entries competing regularly in CRC events via discounted purchase price for new Mitsubishi vehicles.

Program: The program allows for the purchase of a new vehicle at a special VIP rate. The VIP rate applies to both vehicles purchased for road (non-rally) use, as well as vehicles purchased for competition. For more information on the VIP program, please contact Terry Epp, CARS National Series Manager at (905) 640-6444, or crc@carsrally.ca

Terms: Entrants must be enrolled in the MMSCAN Rally Support Program to be eligible to purchase vehicles. Vehicles purchased for competition will be void of warranty.

Note: Canadian residents only. Non-residents are not eligible for this program.

8. General requirements – all programs

Conditions: In addition to eligibility for the individual awards programs, the following conditions shall also apply.

- All entered vehicles shall be neat, clean and free of body damage at the start of the event. Entrants shall make every effort to maintain a good appearance throughout the event.
- To be considered eligible, vehicles shall clearly exhibit the Mitsubishi corporate marque and program identification as provided by Mitsubishi, including decals, transfers, badges and/or patches. These items, as well as preferred locations for such identification, shall be supplied by Mitsubishi Motor Sales of Canada, Inc.
- Competitor teams (entrant/driver/co-driver) agree to the use of their names, their likenesses (photo, video or other images) and the likeness of their vehicle by MMSCAN, its agents, and affiliates.
- Competitor teams agree that they will not do anything during a designated event which will bring the event, the sport or MMSCAN into disrepute; to conduct themselves in a sportsman-like manner and obey the rules and regulations of the event; to drive in a safe and lawful manner on the public roads that comprise the route of the event.
- All payments will be made to the driver of the registered team.
- Questions of eligibility for this program will be decided by CARS in consultation with MMSCAN. All decisions are final.
- Vehicles manufactured by Mitsubishi, but sold as Chrysler products (Plymouth, Dodge or Chrysler variants), are not eligible for this program.
- Vehicles and teams directly entered in designated events by MMSCAN are not eligible for this program.
- Non-residents are eligible for the (1) Travel Support and (2) Event Entry Contingencies, as well as (6) Parts Support. All other programs (3-5, 7) are reserved exclusively for Canadian entrants.
- MMSCAN reserves the right to modify any component of any of the above mentioned elements of the MMSCAN Rally Support Program.

Registration Information:

If you hold the valid licensing required to compete in the Canadian Rally Championship, and meet the mandatory requirements of MMSCAN's Rally Support program, as detailed above, you simply need to contact Terry Epp, CARS National Series Manager at (905) 640-6444, crc@carsrally.ca, to enroll.

If you do not currently hold the valid licensing required to compete in Canadian Rally Championship Events, you will need to obtain a valid license before you are eligible to compete, and subsequently enroll in MMSCAN's Rally Support Program. For more information on how to obtain a CARS license, or international equivalent, please contact Terry Epp, CARS National Series Manager at (905) 640-6444, or crc@carsrally.ca. For more information on CARS and its member clubs, please visit the CARS website at www.carsrally.ca