

# MarqueMADNESS™

The Original All Marque Car Festival™

fueled by Shell V-Power™



MONTEMADNESS RALLYE

FOTOFUN RALLYE

TOUR DE VIN

MARQUEMADNESS MIXER

MARQUE CLUB CORRALS

FUNCOURS

MARQUEMADNESS CENTRAL

LEADERSHIP FORUM

PARADE LAPS

LOUD & PROUD LAPS

AUTOCROSS SHOOTOUT

**T**he second annual MarqueMadness “all marque” (*make*) car festival will be held in conjunction with the Grand American Rolex Sports Car Series presented by Crown Royal Special Reserve at Mazda Raceway Laguna Seca May 4-7, 2006.

Providing events in virtually all areas of interest for automotive enthusiasts, MarqueMadness makes every car owner a participant rather than just a spectator during the race weekend. There will be activities for the whole family to enjoy. So, don't miss out on the rallies, car shows, special events and your own on-track experience.



# MarqueMadness Activities

## Run, Learn, Tour, Track and Shine

Led by motorsports enthusiasts and marque club members, the goal of MarqueMadness is to gather enthusiasts from all over the Western U.S. for a one of a kind event, where attendees are more than just spectators, but are actually participants in the race weekend. MarqueMadness, where your car wants you to be.

### RALLIES

- **MonteMadness TSD Rallye** – Mastered by rallye expert Bill Jonesi, this event is ideal for those new to rallying and offers challenges for experts as well.
- **FotoFun Rallye** – a great way to get to know your navigator better, and have a blast touring the Monterey Peninsula area – leading to the raceway by mid-morning.
- **Tour de Vin** – a simple point-to-point drive through the scenic Monterey Peninsula touring regional wineries. Is there a better way to spend the afternoon?

### SHOWS/EVENTS

- **MarqueMadness Mixer** – A unique social gathering for all participants with special VIP guests from the motorsports world, including professional drivers from the Grand Am series.
- **Marque Club Corrals** – Special parking areas for each of the attending Marques. Park amongst your fellow car owners, swap stories and watch the crowds ogle your car.
- **Funcours** – The focus is on fun rather than perfection at this car show. Participants themselves will vote on which “car that looks the fastest standing still,” “car I’d want most to drive,” and other unique categories.
- **MarqueMadness Central** – An exclusive trackside VIP viewing area that includes live TV feed of the Rolex Grand-Am with available food and drink that will be accessible only to MarqueMadness participants during the race weekend.
- **Leadership Forum** – Current and future leaders of marque clubs will gather together in a professionally-led symposium to share ideas, successes and trends for the health and welfare of their clubs.

### ON-TRACK

- **Parade Laps** – Drive in the parade lap with photos taken of each participant’s cars coming through the Corkscrew (*limited supply of tickets - preference to early ticket purchasers*).
- **Loud & Proud Laps** – A special Track Day event at Mazda Raceway Laguna Seca – interspersed with the Rolex Sports Car Series, a rare unlimited sound day at MRLS.
- **Autocross Shootout** – Marque Club Driver Shootout Autocross at the Marina Airport. This event has classes for every type of car and level of preparation, on a challenging airport circuit.

### SPONSORS/PARTNERS



**MarqueMadness LLC**  
Mad About Cars

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A portion of the proceeds from MarqueMadness will be donated to the Wheelchair Foundation and to Rancho Cielo.

