

**Finally – a DIFFERENT Way to Celebrate!**

**It's the Executive Club from Rallyrace, featuring unique, pre-packaged weekend driving adventures in 10 exciting locations around the country!**

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**When it's time for a celebration, and you're gathering friends together, wouldn't it be nice to do something different for a change?**

**So, why not enjoy an exclusive, prearranged driving adventure along with your best friends or loved ones? You could even hire some luxury or exotic cars to make this adventure all the more exciting, or bring your own vehicles. Either way, you'll have a weekend you'll never forget!**

**And you'll also be helping raise money for a good cause. Part of the proceeds will help to support Drive Toward a Cure for Parkinson's Disease!**



# 07 | *blue ridge adventure*

supporting



**WHAT:** An inclusive arrive-and-drive adventure featuring a predesigned itinerary, bespoke app, and route of more than 200 miles per day, over two days!

**WHERE:** Starts and finishes in Asheville, NC and features an exciting drive through the Blue Ridge Mountains, including the famous Parkway and other gems

**WHO:** You and some good friends or family in a group of at least three cars (with at least six people)

**WHY:** To celebrate something special (like a keynote birthday, anniversary, or promotion) in a very different and memorable way!

**WHEN:** Three nights hotel and two days of driving, starting on a Friday, with dates available through the summer and fall (mid-week patterns may be available)

**HOW DO I BOOK?** Call us on (201) 308 5834 or e-mail [nigelevans@rallyrace.com](mailto:nigelevans@rallyrace.com)



## Executive Club BLUE RIDGE ADVENTURE – Day 1 Arrivals

Meet the organizers of your Blue Ridge Adventure in the luxury Omni Grove Park Inn in Asheville, NC.

Enjoy our cocktail reception while we introduce you to the activities ahead.

You'll be able to download our purpose-made app to your smartphone, and we'll explain how everything works.

The rest of the evening is free for your dinner plans. We'll be delighted to help you choose a venue, but we recommend advance bookings just to be safe.



## Executive Club BLUE RIDGE ADVENTURE – Day 2 Itinerary

After a relaxing night at the Omni Hotel, we'll meet you for breakfast in the cozy Blue Ridge restaurant to review any last-minute details.

If you've chosen to hire some exotic cars from our exotic rental car partner, these will be ready and waiting for you downstairs.

Next, we'll oversee your departure as you head out for an exhilarating and exciting day of driving in the Blue Ridge mountains. You can set off together in one group or individually, depending on your preference.

We've used our extensive knowledge of this area to design an intriguing, challenging and fun route which we are sure you'll enjoy.





## Executive Club BLUE RIDGE ADVENTURE – Day 2 Continues

Simply follow the turn-by-turn directions as they appear on your app. You'll notice that there are helpful instructions with reference to road signs or other items as needed.

Remember, there's no rush, as you don't have to reach a certain point at a given time. Instead, enjoy the driving, the views along the way and the camaraderie.

Occasionally, you may notice a pop-up note on the app's screen. This text may ask you a cryptic question; the objective is to find the answer somewhere between that point and the next major junction. You'll be looking for a building, object, sign or something similar that should give you the answer to this fun question. When you see it, tap the details in the chat box and return it to us.

One of our representatives will be waiting for you when you arrive at your lunch destination. Reunite with your other group members to dig into a fantastic lunch at this premium venue, often with sprawling views of the neighbouring scenery.

After lunch, set off for the rest of your day's adventure by following the app instructions and enjoying the experience.

When you arrive back at the Omni Hotel, the rest of the evening is free. You may choose to book an evening meal at a great venue (your choice), where you can share some tales from your day on the open road.



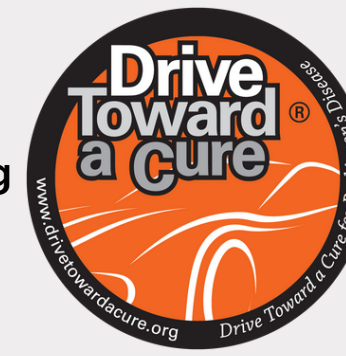
### Executive Club BLUE RIDGE ADVENTURE – Day 3 Itinerary

After a refreshing night at the Omni Hotel, another exciting day of driving awaits. Again, we will meet you at or after your group breakfast for last-minute checks or to answer any questions.

Then, you'll head out to explore an entirely different part of this magical area. Once again, you'll gather at a fabulous restaurant with the other members of your group.

At the conclusion of your driving adventure, we will be delighted to welcome you back to the Omni Hotel. If you've hired cars from our exotic rental car partner, a representative will be in attendance to return the vehicles, and you'll be free to enjoy your evening ahead.





### Executive Club BLUE RIDGE ADVENTURE – Day 4 Departures

We will reconvene with you at or after breakfast in the morning to say our goodbyes.

We'll also be delighted to see you on another Rallyrace Executive Club Adventure very soon.

Perhaps LA, Napa Valley, the San Francisco Bay Area, Palm Springs, the Pacific Northwest, Virginia or New York?

Or if you fancy an overseas trip, look out for Executive Club Adventures soon in Marbella, Barcelona and Monaco.

More fabulous adventures – Just waiting for you.!



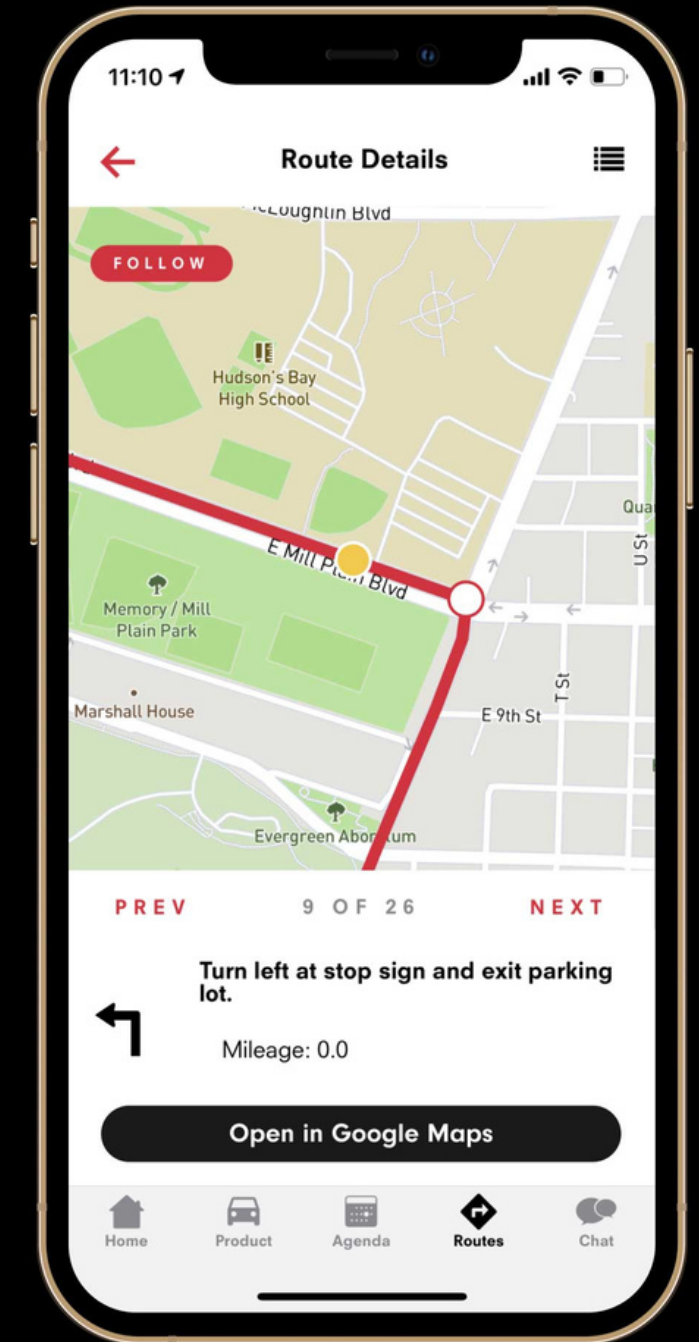
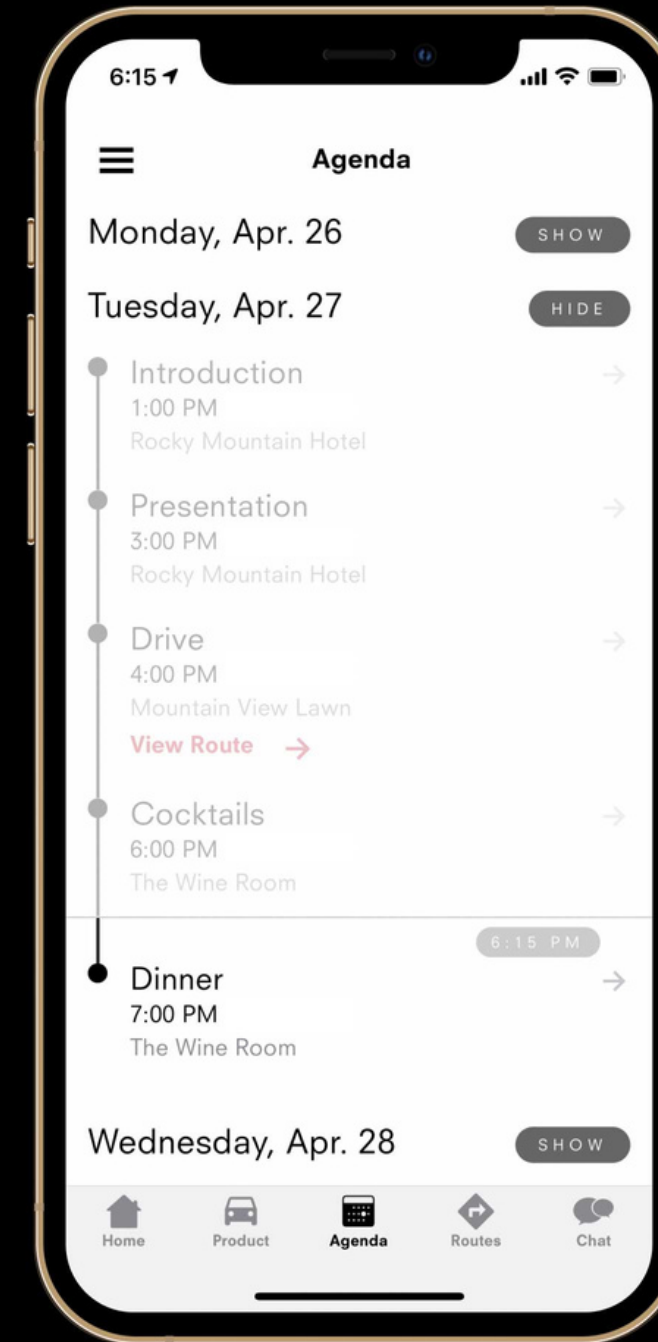
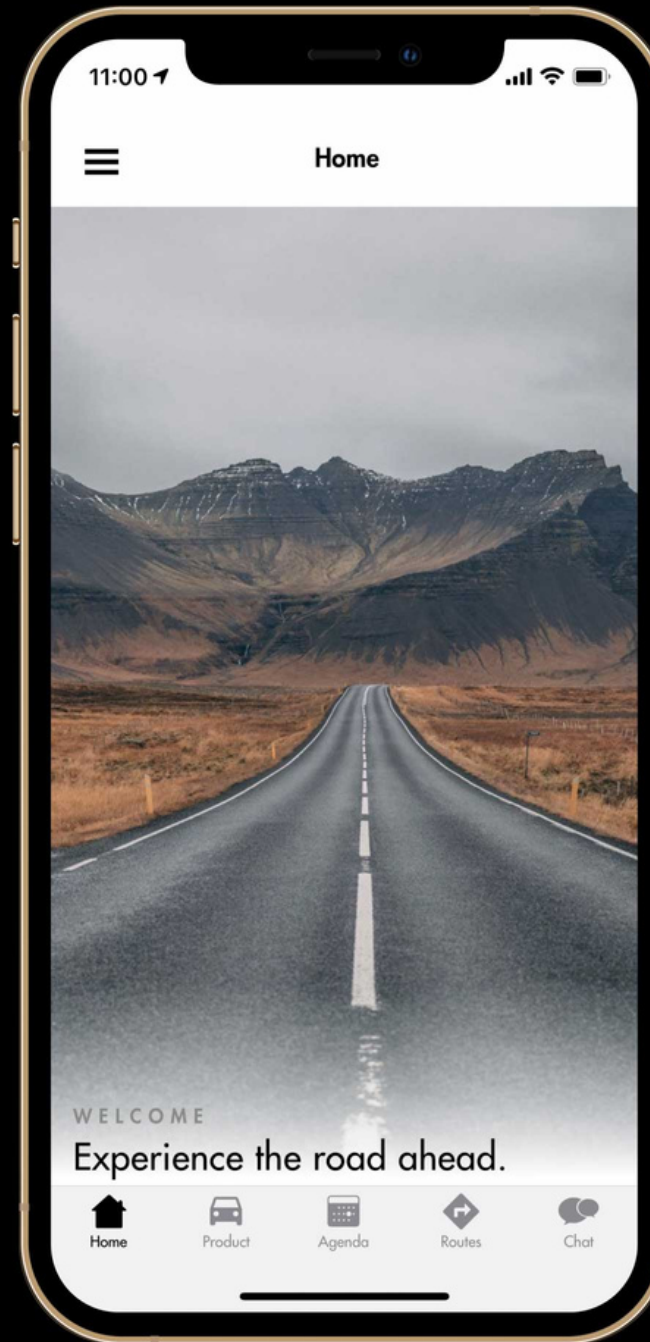


# Enjoy this State-of-the-Art App!

Our Executive Club events use a top-rated, one-of-a-kind Navigational App!

The second person in each car will call out directions as they follow the pre-planned route, which will appear as you drive.

There'll be secret checkpoints and cryptic questions to answer along the way as well.





## Exotic Car Rentals

Why not rent some cars from our exotic rental car partner and REALLY enjoy your Executive Club Adventure in true style?

Here are some guide prices, tailored for the Blue Ridge Adventure, including two days of rental and daily mileage calculations, as well as delivery to the hotel and collection at the end of the event.

**CHEVROLET CORVETTE C8 ZO6**

Starting from: \$3,100 plus tax

**LAMBORGHINI HURACAN SPYDER**

Starting from: \$6,950 plus tax

terms and conditions apply.





## What's Included

This is what you'll get when you sign up for one of these trips:

- Two day driving adventure
- Three nights accommodation in a premium, luxury hotel
- Welcome cocktail reception on arrival
- Three breakfasts
- Two group lunches in a great rural location
- A pre-planned route featuring approximately 200 miles of driving each day over scenic, twisty backroads
- Driving instructions contained within a one-of-a-kind, purpose-made app that you upload to your smartphone (iOS or Android)
- Secret checks, cryptic questions and other features to make your drive even more interesting
- Representatives from Rallyrace in attendance throughout to organize and manage your adventure

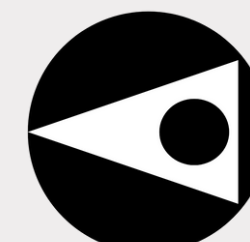
Prices start from just \$3,750 per person (minimum two people in each car). Single rooms are available at a supplement. The actual rate may vary depending on the chosen date and we will be delighted to get back to you with details when we receive your enquiry.

# RALLYRACE

at 40

40 years of the best in automotive  
event design and management

We are proud to have worked with many fantastic clients over the years.



For more information, get in touch with Rallyrace by:  
filling in the form [on this page](#),  
calling - (201) 308 5834,  
or emailing - [nigelevans@rallyrace.com](mailto:nigelevans@rallyrace.com).

Interested in booking? We require **at least 28 days advance** notice for reservation, logistic and planning purposes, but please reach out for available dates.

Got More Questions? Here are Some [Answers!](#)