



On April 14, 2011, teams of adventuresome drivers will begin a test of their driving and endurance skills as participants in [World Race 2011](#). This historic international overland journey is based upon the epic [Great Auto Race - New York to Paris Race 1908](#).

World Race 2011 is not a speed race. It is a timed, accuracy, solution based adventure. There will be two classes of competitors, the Schuster Class and the Innovation Class. Teams will be scored, with Racers drawing a numbered chip from a bag to determine their starting time each day. Scoring will be done with a handicap, based on the vehicle vintage.

This historic adventure will be filled with celebrations, competitions, a variety of challenges, media interviews, police escorts, parades, car shows, museum tours, an Indianapolis 500 track tour, great food, an opportunity to form lifelong friendships (and that's just the starting U.S. leg)! The Asia-Europe legs include world capitals, exotic lands and sights most people have only read about.

Jeff Mahl, the Great Grandson of George Schuster, winner of the 1908 Race and current world record holder, will be traveling with us on the whole trip. Throughout the journey, Jeff will relate the experiences of those early automotive pioneers, as they circumnavigated the globe in their horseless carriages. The efforts of those original German, French, Italian and American Teams forever changed the history of the automobile.

Jeff is preparing a special commemorative log book for each vehicle, which will be presented to Teams who start in Times Square, New York. Daily log headings include notes and images from the 1908 Schuster log. Teams will be able to add their own daily notes and memories from 2011, ensuring the log becomes an important part of your vehicle's legacy.

All participants will also receive a special collector's gift, commemorating World Race 2011. Upon our planned arrival in Paris on July 21, 2011, World Racers will celebrate their accomplishment. Teams will be competing for one of three trophies; each hand designed, and sculpted with sand collected from both the 1908 and the 2011 routes and scheduled to be presented at a memorable victory celebration near the Eiffel Tower.

Few people ever have the opportunity to make history in their own lifetime. Your efforts will be something your great grandchildren will be talking about.

**Join us for the adventure you will never forget!**

[World Race 2011 Video](#)

**For information please call: Jerry Price at 920-207-1293 or Douglas Grimes 800-424-7289**