

Media Information



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SUBARU MOTORSPORTS USA CAPS PERFECT CHAMPIONSHIP ARA SEASON WITH WIN AT LAKE SUPERIOR PERFORMANCE RALLY

Camden, N.J., Oct 17, 2023 - Subaru Motorsports USA driver Brandon Semenuk and co-driver Keaton Williams took the overall win at the 2023 Lake Superior Performance Rally (LSPR) in Michigan, the final stage of the 2023 American Rally Association (ARA) Championship. The weekend's win tops off a season that saw Semenuk and Williams repeat as ARA champions and sets the stage for an action-packed 2024; one that will see teammate and six-time season champion Travis Pastrana back on the stages in a second all-new WRX rally car.

LSPR is a technical rally that features mixed terrain and challenging stages, some of which have been in use since its days as a World Rally Championship stage in the 1970s. In Michigan's upper peninsula, the unpredictable weather is always an additional concern. Things managed to stay dry overnight Thursday into Friday, where last year the site saw an inch of snow to kick things off.

The on and off rain occurring all week did nothing to quell the crowds at a jam-packed rally, where the Subaru Motorsports USA team and new rally car finished day one without issue and in the lead. Some overnight rain made Saturday's already tough stages that much trickier for drivers and teams. Mud was the concern of the day but with some fine-tuning after stage 13, Brandon and Keaton were able to guide the WRX through the more technical later stages of the LSPR. In the end, the duo brought home the overall win and a perfect season – not to mention capping off the new car's flawless competition debut.

With that the 2023 ARA Championship season draws to a successful close for Subaru Motorsports USA and technical partner Vermont SportsCar. There's little rest for the team and newly minted double champions Semenuk and Williams, however: Preparations are already underway for the 2024 ARA season, when Brandon and Keaton attempt to earn their third consecutive ARA title while battling it out on the stages alongside teammate and extreme sports legend Travis Pastrana in a second new WRX rally car. Get word on the latest news and events during the break by following Subaru Motorsports USA on [Facebook](#), on Instagram [@subarumotorsportsusa](#), and TikTok [@subarumotorsportsusa](#).

Driver Quotes

Brandon Semenuk:

"That's a wrap on the 2023 ARA Championship with LSPR. Better conditions this year, tricky stages at the end of the

rally. We had a perfect season – huge shoutout to Subaru Motorsports USA for giving us the best machinery and shoutout to Keaton for excellent work in the car this year. Thanks to the fans who stayed tuned through this year. We're looking forward to 2024!"

Keaton Williams:

"Great memories from last year at this event – can't believe it's been 12 months. A lot of aggressive work on the previous car and finally getting into the new WRX racecar. Thanks to everyone at Subaru and to Brandon for keeping me safe behind the wheel. See you next year!"

About Subaru Motorsports USA

Subaru Motorsports USA is directed by [Subaru of America, Inc.](#), managed by [Vermont SportsCar](#) and proudly supported by [MOTUL](#), [Yokohama Tires](#), [R53 Suspension](#), [Triple-R Lights](#), [DirtFish Rally School](#), [Sparco USA](#), [AT&T Business](#), [weBoost](#) and [Peplink](#). Follow the team online at www.subaru.com/motorsports.

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[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered at a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 630 retailers across the United States. All Subaru products are manufactured in zero-landfill plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile manufacturing plant to be designated a backyard wildlife habitat by the National Wildlife Federation. SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA and the SOA Foundation have donated more than \$300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do. For additional information visit media.subaru.com. Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).