## **Media Information**



Subaru Of America, Inc. One Subaru Drive Camden, NJ 08103 Main Number: 856-488-8500

CONTACT: James Tate (856) 488-3468 jtate@subaru.com Dominick Infante (856) 488-8615 <u>dinfante@subaru.com</u>

## SEMENUK AND WILLIAMS OVERCOME WEATHER, WILDLIFE AS SUBARU MOTORSPORTS WINS AGAIN AT OLYMPUS RALLY

Camden, N.J., Apr 22, 2024 - Subaru Motorsports USA driver Brandon Semenuk and co-driver Keaton Williams placed first at the 2024 Olympus Rally, the third stage of this year's American Rally Association (ARA) schedule. The win makes three in a row for the two-time defending ARA champions as they build momentum toward a three-peat.

The 150-mile 2024 Olympus Rally was a first for the new WRX ARA24. "Very different roads than anything we've raced on with the car so far," Semenuk said on the podium, "so it was a good learning experience to figure out some setups for the future." It was also the first rally of 2024 with Semenuk/Williams as the lone Subaru Motorsports USA team in competition, with driver Travis Pastrana and co-driver Rhiannon Gelsomino out as Pastrana tends to a damaged hip and continues recovery from a late-2023 knee replacement.

With a heated competition building between the second- and third-place cars, Saturday's first day of stages saw ontrack conditions being the Subaru Motorsports USA team's most immediate challenge. The weather was nice enough – mostly. Williams put it simply: **"Weather conditions were good but rainy when we least expected it."** Semenuk noted that **"It was everything you expect from Olympus Rally. It started dry and quite abrasive and then by the end of the day, it was pouring down on us."** 

There was also the matter of local wildlife to contend with, from a bird entering the cockpit of the WRX ARA24 to nearmiss deer encounters. "I'm happy to make it through all that and not be tackling down a deer on stage," said Semenuk recounting Saturday's action. Sunday's weather was a bit more even, allowing the team to put a button on what was a great week for the WRX ARA24. As Semenuk summarized: "Keaton was flawless all week, car was flawless all week so I couldn't have asked for a better rally."

Next up will be the second round of the ARA calendar's two-event Pacific Northwest swing: the Oregon Trail Rally, happening May 17-19. Stay in touch with the latest news and updates by following Subaru Motorsports USA on Facebook, on Instagram @subarumotorsportsusa, and TikTok @subarumotorsportsusa.

## About Subaru Motorsports USA

Subaru Motorsports USA is directed by <u>Subaru of America, Inc.</u>,managed by <u>Vermont SportsCar</u> and proudly supported by MOTUL,Yokohama Tires,R53 Suspension,Triple-R Lights,DirtFish Rally School,Sparco USA,weBoost and Peplink.

Follow Subaru Motorsports USA on <u>Facebook</u>, on Instagram <u>@subarumotorsportsusa</u>, and on TikTok @subarumotorsportsusa.

## About Subaru of America, Inc.

Subaru of America, Inc. (SOA) is an indirect wholly owned subsidiary of <u>Subaru Corporation</u> 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 <u>Subaru of Indiana Automotive</u>, 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 <u>Subaru Love Promise</u>, 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 <u>media.subaru.com</u>. Follow us on <u>Facebook</u> and <u>Instagram</u>.