

LSPR '25 PRESS RELEASE 1

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FOR IMMEDIATE RELEASE

****Marquette to Host Grand Finale of 2025 ARA National Championship with New Route and Downtown Celebration****

The city of Marquette will take center stage this fall as the Lake Superior Performance Rally (LSPR) brings the 2025 American Rally Association (ARA) National Championship presented by Kubota to a thrilling close on October 16–18.

This year's season finale promises a fresh and exciting experience for competitors and fans alike, with a reimagined route and a high-energy downtown celebration to cap off the event.

In a departure from the last 4 years, the preliminary plan for the initial Parc Expose is that it will take place on Thursday evening at Fox Marquette Subaru, instead of Friday morning as in previous years. Parc Expose will offer enthusiasts the opportunity to view the competition cars and chat with competitors, and sponsors and local vendors will also be on hand to make it truly a destination event.

This means that Friday morning the competitors are able to jump right into the stages, with one running of Al's Playground before two runs of the traditional stage loops in the Kenton/Sidnaw area on some of the best stage roads in North America.

Saturday will look brand new – well sort of. After a Parc Expose at the Ishpeming Armory, competitors will run two loops of three “new” stages south of Ishpeming. These stages, although new to LSPR, were used in the 1970s as stages in the Press On Regardless® rally. Co-Chairman Steve Gingras is excited about them – “They were used in the 1970s – they’re great. There are multiple surface changes, multiple different types of road, it’ll be really good to get into them.”

The finish to Saturday will also look quite different. After returning to Marquette from the stages in the Ishpeming area, the final stage of LSPR '25 will be a run up and down Mount Marquette, which was the first stage of the 1974 POR, which was a round of the World Rally Championship.

The rally will conclude with a downtown Marquette block party, taking over two blocks of the city's vibrant main street. Fans can enjoy live music, entertainment, and a potential livestream of the final stages on a big screen. Volunteers will be treated to “LSPR Bucks” to spend at local bars and restaurants as a thank-you for their support.

Says Gingras “We’re working through all of this as a team now – we’ve got things mapped out and most of the permissions are in. It’s really important that we keep the event fresh with new innovations and different roads where we can.”

For more information and to stay up-to-date on the latest news, visit www.LakeSuperiorPerformanceRally.com

****About Lake Superior Performance Rally****

Lake Superior Performance Rally has been dubbed “The Oldest, Meanest, Toughest Rally on the Circuit”. It’s predecessor, the Press On Regardless[®], was first run as a Time-Speed Distance Rally in 1949 and became a stage rally in 1969. In 1973 and 1974 it played host to the World Rally Championship. In 1994 the event reverted to a Time-Speed-Distance Rally, and the Lake Superior Performance Rally was born, running on many of the same roads previously used. LSPR returned to Marquette in 2021 after being headquartered in Houghton for several years. Traditionally held in October, the fall colors provide a breathtaking backdrop to the action on the gravel stages and bring thousands of people out to watch the competitors in action.

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