



## Media Information

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### SUBARU MOTORSPORTS USA TAKES 1ST, 2ND AT SNO\*DRIFT RALLY

Semenuk, Pastrana set the pace for the season at ARA's first event of 2024

Camden, N.J., Feb 12, 2024 - The Subaru Motorsports USA double-champion team of driver Brandon Semenuk and co-driver Keaton Williams took its first step towards a three-peat, winning the 2024 Sno\*Drift Rally, with extreme sports legend Travis Pastrana placing a strong second in his return to ARA action with co-driver Rhianon Gelsomino.

Said an excited Semenuk, **"The car was perfect, handling all the ruts over these grueling couple of days. It wasn't the Sno\*Drift I was expecting but the result was the same, which I can't complain about!"**

Pastrana showed just as much enthusiasm about the event: **"Sno\*Drift 2024 was awesome – 20 years since my very first rally. The car was amazing; it'll take a little more time to get used to because it just does everything I ask it to with no delay. Rhi was the best she's ever been on notes and the car is the best car I've ever driven. I'm looking forward to a great year!"**

Though traditionally known for challenging drivers with plenty of snow and ice, temperatures climbed into the forties this year before racing began, with the unseasonably warm highs melting early week precipitation by the time the first stages began Friday evening. Drivers and teams had to contend with unpredictable tracks of mud, ice, sand, and melting snow. A huge amount of after-dark racing added another degree of difficulty to the 2024 Sno\*Drift Rally while playing into the importance of stages like the fan-favorite (and fan lit) Bonfire Alley. As action wrapped up Friday night, Semenuk and Williams were in the lead with Pastrana and Gelsomino in second.

Overnight snows on Friday led to more melt and more mud for Saturday, which saw some ups and downs for the Pastrana/Gelsomino car: The team started the day by picking up a win on stage seven, its first for the year, and Pastrana's first since returning to ARA driving. A wide left turn on stage eight saw Pastrana's WRX ARA24 take some front-end damage but the pair recovered quickly and ended their 2024 Sno\*Drift with an impressive second place finish. Pastrana's skill and take-no-prisoners style helped overcome the gap in time spent in the WRX ARA24 between he and teammate Semenuk, and his performance proved that with time in the car, he will make a formidable challenge for the reigning champions.

With Sno\*Drift in the rearview and the 2024 ARA season now officially in full swing the, Subaru Motorsports USA team moves on to the popular Rally in the 100 Acre Wood in Missouri, which takes place March 15-16, 2024. Get the latest news and updates by following Subaru Motorsports USA on [Facebook](#), on

Instagram [@subarumotorsportsusa](#),and TikTok [@subarumotorsportsusa](#).

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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](http://media.subaru.com). Follow us on [Facebook](#) and [Instagram](#).