

SEMENUK, WILLIAMS SET 2025 ARA CHAMPIONSHIP PACE WITH WIN AT SNO*DRIFT RALLY

Motorsports Marketing Manager

Atlanta, MI, February 10, 2025

Triple American Rally Association (ARA) champion driver Brandon Semenuk and co-driver Keaton Williams kicked off the 2025 ARA season in winning style for Subaru Motorsports USA, placing first at this year's Sno*Drift Rally in Michigan. The duo will continue their pursuit of a fourth-straight ARA title at Missouri's Rally in the 100 Acre Wood, March 14-15.

After a distinctly snow-free 2024 event, the 2025 Sno*Drift featured colder temperatures and enough of the white stuff to challenge every competitor. "Yeah it was pretty good this year," said Semenuk. "We actually had some snow this year which was amazing." Temperatures in the teens and twenties kept the snow falling, but under the powdery stuff was a layer of hard-packed snow and ice that gave drivers fits and required quick thinking and excellent car control to overcome. Says Semenuk, "I enjoyed it. We were a bit strategic with how we approached it, trying to find a good pace on the first passes, then just being careful when things kind of polished up. Great way to start the year."

A benefit of the snowy conditions at Sno*Drift this year is some real racing time for the WRX ARA25. In the 2024 season, the new platform made its full-time ARA debut as the WRX ARA24, but Sno*Drift 2024 ran under warmer temperatures than usual. "It was nice to play with the car a bit as well, we haven't raced the car in snow before," said Semenuk, "there were lots of things to try. Now we have that experience moving forward. All good experience and learning. Excited to be back on the snow."

The cold didn't deter the fan presence at this year's Sno*Drift, with the famous Bonfire Alley more raucous this year than ever before, with revelers throwing parties well into the night and stoking fires as drivers passed by. The party, and the ARA season, move on next to the Rally in the 100 Acre Wood March 14-15 in Missouri: 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

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trapped = trapFocus(modal); // transcript.js
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