



For Immediate Release

Racing royalty Randy Pobst returns to Race the Rock

Targa Newfoundland car rally runs Sept. 12-19, 2024

Fan favourite superstar racing driver Randy Pobst will head back to the challenging roads of Targa Newfoundland this fall to defend his win last year. Targa Newfoundland, the only tarmac car rally in North America, hits the roads of Newfoundland (a.k.a., the Rock) September 12-19, 2024.

Pobst, John Hume Sr., and Craig MacMullen claimed the Targa 1 division title in 2023 in a 2013 MINI John Cooper Works GP. Targa 1 is a competitive division for cars without roll cages. Pobst has raced at every major track in North America, but Targa is something special to him.

"I've always been fascinated with racing on public roads. When I heard about Targa Newfoundland and that they do that for a week I knew I had to do that," said Pobst. "We go tearing through fishing villages at speed! It's a unique thrill and experience you can't find anywhere else. The size of this event is epic and it's in one of the most beautiful places on Earth."

"We're thrilled to welcome back Randy Pobst, John Hume Sr. and Team Hume to Targa," said Joe Dowden, president of Targa Newfoundland. "For anyone who watched Randy in action at full throttle in closed sections like the town of Brigus it was simply awe inspiring."

Pobst has won dozens of races in multiple categories over his illustrious and lengthy racing career. "Randy the Rocket" earned factory driving contracts with Porsche, Audi, Mazda, and Volvo. He is a two-time winner of the grueling Rolex 24 at Daytona, winner of over 90 pro road races and a member of the Sports Car Club of America (SCCA) Hall of Fame.

His impressive racing resume also includes four World Challenge GT Championships, two IMSA driver's championships and two North American Touring Car championships and he finished first or second all six times he raced at the SCCA National Runoffs. He also set the modified electric production record at the Pikes Peak International Hill Climb in a 2021 Tesla Model S Plaid. He's fast in anything with wheels.

Pobst throws down the gauntlet – or racing glove – to other drivers to challenge him and Team Hume. "Get a car, come out to Targa, and have an amazing adventure you're not going to find anywhere else."

Targa Newfoundland, the only tarmac car rally in North America, draws professional and amateur competitors from around the world. Competitors in four divisions, both competitive and non-competitive, will cover over 2000 km (about 1240 miles) including about 500 km (310 miles) of closed courses on winding, narrow, public roads through spectacular scenery. The eight-day event will take teams from the historic capital city of St. John's to the charming fishing outport of Leading Ticks and about two dozen points in between. A shorter four-day event is also an option.

Newfoundland and Labrador, Canada's easternmost province, is a land of adventure and breathtaking natural beauty. With rugged coastline, towering cliffs, and pristine wilderness, Newfoundland and Labrador is a paradise for outdoor enthusiasts and thrill-seekers alike.

Read more about Randy Pobst at his website: randypobst.com

Targa Newfoundland: Owned and operated by Newfoundland International Motorsports Limited, Targa Newfoundland is one of three internationally recognized Targa motorsports events in the world. For more information on how to compete, volunteer, or spectate, visit targanfld.com.

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