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World's Largest Car Rally Comes to the United States; Europe's most outrageous road rally, Cannonball Run Europe, comes to the States; the Great American Run promises to be the largest coast-to-coast car rally in U.S. history

BUSINESS WIRE

LOS ANGELES--(BUSINESS WIRE)----Cannonball Run World Events announced today the state-side arrival of Europe's most outrageous road rally taking place July 29 - Aug. 4, 2007. The Great American Run, produced by Cannonball Run World Events will unite car enthusiasts and racing fanatics from around the world in the largest moving car event across North America.

On July 29, 2007 four hundred cars will start from four originating cities--Atlanta, Miami, New York and Washington DC on a 3000 mile, cross-country adventure. Each route will cover approximately the same distance from start to finish. The object of the competition is to obtain an average speed of 61 mph over the entire 3000 mile route, while stopping overnight in various cities along the way to take part in the notorious evening parties.

"Safety is paramount to this event and in the previous 5 years and 7 events held in Europe we have never had a serious accident and we believe that this is due to the way we police our own event with very strict rules," said Tim Porter, managing director, Cannonball Run World Events. "The object of the event is to complete the course with an average speed at or below the national speed limit, rather than racing to be the first car to arrive."

All 400 drivers and their co-pilots will ultimately join together in Las Vegas and travel together on the final 270 mile journey to Los Angeles. The cars will have to negotiate 16 different checkpoints along the routes and complete a track day at one of four different race tracks rented out for the event to get to the final destination. The event will culminate with one winning team and a two-day celebration for participants and guests in Los Angeles.

The Great American Run will be the largest of its kind. The number of entries will be strictly held to an exclusive four hundred drivers and co-pilots who are expected to drive everything from exotic Ferraris and Lamborghinis to American muscle and high horse-power customized Japanese imports.

"This event is based on the success of our European Cannonball Run Europe events which embody the spirit of the original U.S. Cannonball Run event and 1981 movie," said Porter.

The event is open to all licensed drivers for an entry fee of \$10,000 dollars. The fee covers all accommodations, meals, and parties. With a combination of air and ground production teams, 40 film crews will capture the entire event along the route to make this experience a memory to be revered for a lifetime. A full length feature will also be available on DVD. Previous best-selling DVDs of the European Cannonball events include "Chasing the Cannonball" and "The Great Escape" distributed by Warner Brothers.

The original Cannonball Run was conceived by automotive journalists Brock Yates to commemorate the legendary Erwin G. "Cannonball" Baker, who defied speed limits and set 143 American distance records, including a cross country solo drive in less than 54 hours and averaging more than 50 mph in 1933. In 1971, the first Cannonball Run was run from New York to Redondo Beach, Calif. It was followed by four more events that ran until 1979. Interest in the race died off until a series of Cannonball Run movies, starring Burt Reynolds and Farah Fawcett, were produced during the 1980s.

The race was then revived in 2002 by Tim Porter, who introduced the race in Europe. Since the initial run, nearly a thousand drivers have competed in seven additional runs, thus rekindling the legend and excitement of the Cannonball Run in Europe.

Unlike the original Cannonball Run events, the organization of this Great American Run makes it logistically more feasible for the average driving enthusiast to participate. For entrants that live on the West Coast, there will be pick-up points in major cities so participants can have their car transported at special Great American Run as significantly reduced rates. All drivers living on the East Coast and entering the event will have the same service available to them for their return from Los Angeles after the event has finished.

Flights will also be arranged from the West Coast at a discounted rate to the various starts. For all European entrants there will be discounted flights and car shipping available to those who book early.

There are nearly 100 cars entered to date and the booking forms can be downloaded from www.cannonballworld.com. Call our US office at 714-391-2486 or email info@cannonballrun europe.co.uk for further information or bookings.

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