



MARCUS GRÖNHOLM WINTER EXPERIENCE



***Wanting to explore the highest level of car control like the rally drivers master?
Tired of the mainstream manufacture winter trainings on the road tires where all is
about showing new products instead of letting you experience the real deal?
Then get prepared for something entirely unique – a winter rally training
experience with rally prepared Porsche 911 (964/993/991) all
fitted with World Rally Championship Tires!***

Jan Kalmar 
BEYOND ADVENTURE



ARE YOU READY FOR YOUR ICE CHALLENGE?

Together with **Marcus Grönholm – two times World Rally Champion** – we have developed a program which will move your limits of speed, performance and exhilarating driving. Get prepared to improve your driving skills while having fun, and if you are ready for more, experience a real Rally competition!

Marcus Grönholm's name demands the highest level throughout, his knowledge and achievements are exceptional and this drives our entire approach. We offer **bespoke and individual driving programs** with one instructor per two drivers and only 5 cars in total, result is **maximized driving time** and friendly atmosphere and all spiced up by our handpicked selection of world-class instructors.

Enjoy this world-leading experience on ice tracks with Porsche 911 Rally Editions and genuine World Rally Championship Tires. You will be taken to the edge of your skills and see there is still more to accomplish and achieve. The instructor's watchful eyes and personal advice will give you the most useful driving feedback you have ever received.

After a long adrenaline-filled day on the tracks, you can look forward to the **highest-level overnight stay** in the Levi Spirit Villas, here you will enjoy the famous Lappish cuisine. Nearby ice activities such as snowmobiling offer the perfect option especially if you **bring your wife, husband, partner or any friend and family member as a companion**. Enjoy the variety of endeavours Northern Lapland has to offer.





The Marcus Grönholm Winter Experience was established by Marcus Grönholm and Jan Kalmar in the constant quest to offer industry benchmarking events.

The Marcus Grönholm Winter Experience took place for the first time in 2017, has been continuously developed since and welcomes driving enthusiasts of all levels. The fundamental idea is simply to exceed your expectations, to offer you something not found elsewhere. Together with the knowledge of two-time World Rally Champion Marcus Grönholm, our team's broad experience in the automotive world paired with passion, vision and forward-thinking allows us to offer a unique product. We run very nice and unique cars, but the real difference are our tires, as we could not find them in the market we decided to make our own.

Today the Marcus Grönholm Winter Experience is a part of Jan Kalmar Beyond Adventure OÜ and complements our one-of-a-kind product portfolio what we call "Beyond Adventure"!

EXCELLENCE PAIRED WITH PASSION, ADVENTURE AND PRECISION

Beyond Adventure is all about exploring the world on passionate and unique driving adventures. Getting from A to B shall become your experience, not just transport. We offer you the opportunity to explore some of your "bucket-list" destinations. All behind the steering wheel of the best suitable vehicle for the challenge.

We dare to motivate you to go where no-one normally goes and we want to exceed your expectations with our one-of-its-kind concepts. We redefine automotive adventures and target via distinctive teamwork to also extend your network and to create friendships. With joining Beyond Adventure you will become part of a passionate team and will immediately feel our uniqueness in how we do things.

Beyond Adventure was established by Jan Kalmar – an adventurer, petrol head and extreme driver who is constantly exploring the planet on four wheels. This lifelong passion has led to an extensive network. Jan has bent the limits for automotive challenges for over 20 years and even set World Records in the process.

Let the adventure begin,

Jan Kalmar, founder



YOUR ICE CHALLENGE

Marcus Grönholm Winter Experience is a high-intensity action packed all-day program, made for drivers by drivers, and not like the typical manufacturer program where the road cars on the road tires are to be driven as little as possible.

Therefore sharing a car with 1 more driver gives you enough time behind the steering wheel. We have learned that being a Co-driver half of the time gives you a golden chance not only to relax a bit but also to learn from the instructions made to your “car-partner”. All cars are rear wheel driven and you mainly stay with the same car for the entire training, this means you can work on your driving skills and not having to adapt to different car concepts or wasting time changing cars. We are not here to sell cars but to give you the best driving time of your life.

For 2020 we offer 2 back-to-back events each with two intense days of driving with more “seat-time” than you get at other trainings in 3 days. We offer 2 car types Porsche 964/993 or Porsche 991. You can choose freely between the 2 events and cars sold “as first come – first served”. If you feel ready for more than 2-days of driving heaven and you are eager for more – just sign-in for both events! Our individual training approach allows that you can continue right where you left and keep your instructor throughout the 4-days.

Event 1 (12.03. – 15.03.2020):

You will gradually learn to master the fine art of ice driving. Together with your instructor, you will get the perfect driving program with a combination of section training and full track driving to fit your individual skills and goals. Our unique intercom radio system makes communication with your instructor easy and comfortable. A very special night-driving session, as well as data acquisition sessions with your driving instructor, will simply create the perfect drivers’ paradise. Due to our “one-2-one” set up where each car has its own instructor all levels of drivers may join – no matter if experienced or not.

Event 2 (15.03. – 18.03.2020):

It is all about speed and excitement – you will step by step gain driving skills like in Event 1, gradually approach “driving heaven” but it does not stop here! On top you have the option to participate in a real rally experience, taking place on day 2 afternoon. We offer you – if you like – a 100% real rally experience with the driver-to-driver competition with timings and rally rules. Here you will experience and learn the know-how to win a rally stage. Explore breath-taking rally driving against the clock, self-navigating between stages and master the art of pace notes just to mention a few of the skills practised. It is of course not mandatory to join the rally – you can also simply enjoy the vehicles and gain more ice driving experience.



DAY 1

Individual arrival to Kittilä Airport.

The team meets you at Kittilä Airport and takes you to our amazing accommodation. After a short acclimatization, you will be taken to the Rally headquarter where a quick **Check-In** process by your team instructor will be followed by a seat fitting by your mechanic to ensure your best comfort while driving the next days.

Then is is briefing time before a local home-made Welcome Dinner awaits you. By now you are surely ready to get rest before the action starts tomorrow.

DAY 2

After breakfast, we will head out to Area X – a unique combination of ice and rally tracks.

Get ready for a **full-day of training** customized to your skills, abilities and goals! You start with section trainings to get to know the cars and tires. After a short introduction, it is time for full track driving incl. individual data acquisition sessions.

For the Rally Option on event 2 a preparation including the art of pace notes and **Rally briefing** will take place. Most other trainings would be over now, but with us, you have a special program after dinner – it is time to try the very different **Night Driving session**. Lunch and coffee brakes will be served at the track and tonight also dinner to maximize your driving time.

DAY 3

After breakfast, it is time to head back to Area X for another **intense and customised ice track session**.

On event 2 you can opt for the **full rally experience** so get ready to challenge yourself and the others in our specially prepared Rally as the highlight of your two days training. If not keep practising and enjoy the driving nirvana.

Surely tired but full of adrenaline, it is time to head back to Levi Spirit for the farewell dinner.



DAY 4

Again breakfast is served in your Villa and today can be the day where you find time for some of optional activities.

When time comes we will shuttle you to Kittilä Airport where we will say “see you next year“.

If you opt for both programs – you will have a break day where you can explore all the optional activities in the area or simply take the day to relax and charge the batteries for the next 2 days.



THE VEHICLES

The Marcus Grönholm Winter Experience gives you the opportunity to improve your skills close to your limit and spend maximum time behind the steering wheel of the rally Porsche equipped with real World Championship Rally tires!

Porsche 911 (964/993) – Marcus Grönholm Winter Experience Rally Edition

Modern Classics with manual transmission, rally prepared with sports seats, racing belts and roll cages.

Porsche 911 (991) – Marcus Grönholm Winter Experience Rally Edition

Modern Porsche with PDK transmission, rally prepared with underbody protection and special brakes to fit the narrow rally tires.

All cars are of course fitted with intercom and video systems for data acquisition to improve your driving skills rapidly.

You will keep your own personal instructor and your personal mechanic with you throughout the entire time to ensure all is made just for you.





THE TIRES

Our program is created by Marcus Grönholm and Jan Kalmar, so between a 2x World Rally Champion and the mastermind behind Porsche winter driving experience in Levi. But in contrast with the local manufacturer, the program takes place in real rally cars and most of them without all the modern electronic aids which puts you as a driver in the focus.

Still the overall biggest difference between Marcus Grönholm Winter Experience and any other training offered are the tires.

The real World Rally Championship tires add a whole new dimension - this is not just a standard road tire with maybe a bit longer spikes. These are the exact **works WRC tires which win the Swedish Winter Rally!** Yes, we have access to the works tires so we can offer you the best winter rally tire ever produced.

135 mm narrow, each tire is fitted with tungsten-tipped metal spikes that protrude from the tread by between six and seven millimetres. **384 studs in total!** The result is almost halving lap times compared to the spiked road tires normally used in Levi.





YOUR INSTRUCTORS

Our unique selection and combination of talented Nordic race and rally drivers and champions will add to your unique experience awaiting!

The Instructors will take you to the edge of your skills and motivate you to step out of your comfort zone to experience there is still more to accomplish and achieve. The evaluation and feedback make the Marcus Grönholm Winter Experience a remarkable and most distinct training you may ever participate in.

But no matter who - our extremely skillful team will warm up your desire for a great performance on snow and ice and heat up the competition mode but will never forget the fun and joy of driving on snow and ice with real tires.



MARCUS GRÖNHOLM

Two time World Rally Champion, an icon and legend in motorsport. Marcus is the master brain of Marcus Grönholm Winter Experience and can become your personal instructor.



JAN KALMAR

15 years of racing and driving event made him create this program.



BENNY SIMONSEN

Danish racing driver with huge experience like Blancpain Endurance Series Spa 24 hour. With his driving talent, Benny will teach you all the moves you need to go dancing with your car.



TIM SVANHOLT

Danish FIA Rally Champion. Tim is a rally expert and will motivate you to reach your and the car's limits.



TOMMY SCHRÖTER

Motorsport Coach and Instructor with over 25 years race driving experience will guarantee you huge improvements in your driving and rally skills.



DENNIS LIND

Coming from a highly respected racing family Dennis has fuel in his blood. He has a very high percentage of podiums and race wins including world titles. Today factory driver.



LOCATION: LEVI, FINLAND AND AREA X

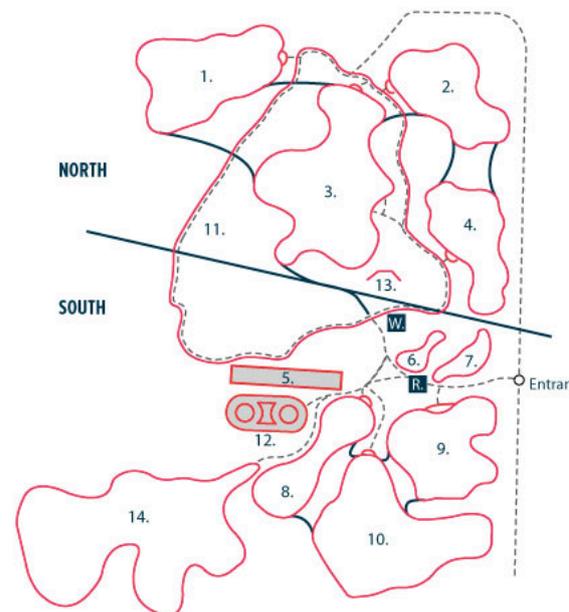
Arctic temperatures, lakes and forests covered in ice and snow together with remote wilderness – without a doubt, the best place in the world to experience the best winter training!

We are proud to invite you to an exclusive place, which is located **150 km north of the Arctic Circle** and surrounded by wilderness and unspoiled nature. And of course, with ice-cold and arctic temperatures guaranteed: **Levi, Finland**. Driving wise discovered by Jan Kalmar and now claimed by Porsche as their home of winter training. But we choose the best area in Levi called Area X.

Despite being located so far north Kiittilä Airport is reachable with a 1.5-hour direct flight from Helsinki. The close proximity of Kittilä Airport, our selected accommodation and the driving area all add to the convenience and short shuttle times.

The driving area on **Area X measures 110 ha** including lakes, forests and marshland and offers the ideal location for our Marcus Grönholm Winter Experience driving area. The **very demanding and challenging ice and rally tracks** will become the battlefield and playground for you and reward you for building up skills whilst flying fast and sideways at the same time.

The Arctic wilderness will surely warm up your desire for great performance on the ice tracks and heat up the competition mode.





WORLD-CLASS TRAINING DEMANDS WORLD-CLASS ACCOMMODATION!

Our selected accommodation **Levi Spirit** and the **Northern Light Ranch** are the pure definitions of **Arctic luxury and comfort**. With us you are not stacked into a run-down ordinary business hotel, here not only our tires and team are top class - also your overnight stay becomes an experience. Our main accommodation is Levi Spirit where a top-class Villa/Chalet is awaiting you and your fellow “rally drivers”.

The spacious area of the **460 m2 Villa** offers open lounge areas to relax, sit together, chat and exchange experiences after a long day of intense ice driving. Indoor and outdoor fireplaces, sauna, hot tub all-inclusive. Of course, team spirit is guaranteed but each customer will have the exclusivity of a private room with en-suite bathroom to secure privacy.

Watch a professional at work - a **private chef** will prepare your **‘home-made’ breakfasts and dinner** in the open kitchen of your Villa. Enjoy the unique landscape of Lapland as large windows bring the serene surroundings indoors to form a part of the decor.

Depending on availability and personal request we also offer the unique **Northern Lights Ranch** where you have your own glass-roof hut in the middle of the forest. And like the name indicates this is a very good spot to experience the elusive Northern Lights. Especially those of you doing both events we would recommend to try out both unique accommodations. The **arctic experiences** of Lapland open up right from both location’s doorsteps. You will have your own shuttle service from both overnight stays.

The “centre” of Levi, the airport and the driving area can be reached within 5-25 min from both locations.





MARCUS GRÖNHOLM WINTER EXPERIENCE 2020 FACTS

DURATION AND DATES:

4 days (2 driving days)

Event 1: 12.03 - 15.03.2020

€ 8.975 Price based on 2 sharing a car and staying in a single room

€ 875 Accompanying person

€ 2.500 Surcharge for Porsche 991

Event 2: 15.03 - 18.03.2020 (with Marcus Grönholm being the group rally instructor)

€ 9.775 Price based on 2 sharing a car and staying in a single room

€ 875 Accompanying person

€ 2.500 Surcharge for Porsche 991

If you wish to book both events to get most of the experience - you will have a break day to relax and/or to enjoy the Northern snow & ice activities!

Event 1+2: 12.03 - 18.03.2020

€ 17.600 Price based on 2 sharing a car and staying in a single room

€ 1.750 Accompanying person

€ 4.500 Surcharge for Porsche 991

Prices include:

- Marcus Grönholm Winter Experience with great local food and iconic accommodation
- Porsche 911 (964/993) Marcus Grönholm Rally Edition with 1 personal mechanic per car
- 1 instructor per car
- Personal Helmet to use and take home
- Fully personal Shuttle service
- All non-alcoholic drinks

Excluding flights to and from Kiruna Airport to and from your home destination.

All other prices upon request:

- Marcus Grönholm as Personal Instructor for Event 1
- Single Driver surcharge
- Single Driver sharing rooms

Excess fee for damages: Porsche 911 (964/993): € 7.500 and Porsche 911 (991): € 15.000



Accompanying person: The accompanying person will be sharing a double room with the customer and is welcome to participate in the entire program besides the driving part.

MISC:

Group Size: Min. 6 - max. 8 participants. More waves possible if needed to cover demand. Information correct at time of publishing, due to the nature of the projects changes can occur.

When time allows and if you are interested in **optional ice activities** don't miss the chance to experience snowmobiling, cross-country skiing, downhill skiing, aurora hunting, husky or reindeer sledging, fat biking, ice karting or others. Full list of activity options can be provided on request. Most can be booked when you arrive, but to make sure of availability please let us know before hand.

CONTACT:

If you have any further questions, please do not hesitate to contact our team at olga@jankalmar.com or [WhatsApp](#).



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MARCUS GRÖNHOLM WINTER EXPERIENCE IMPRESSIONS



Christina Nielsen, racing driver

“The experience was unique because of how realistic it was and how close to a real race experience it was. You really got to see what kind of challenges drivers go through both driving wise, but also mentally through the different types of competition. It was all done with smiles and laughed by professional people.”

MARCUS GRÖNHOLM WINTER EXPERIENCE IMPRESSIONS

