

PIRELLI

ARA
AMERICAN RALLY
ASSOCIATION®

**Pirelli Tire Service Program
Powered By**

RALLY.BUILD

On-event tire service and sales available at all 2026 ARA National Championship events! Event-specific schedules will be confirmed by ARA via Sportity. Open to all competitors. Pre-Event Test support available on a case by case basis.

Pre-Order Program

- \$10/tire reservation fee. Additional charges waived for event after \$200
- Free delivery to requested event
- Free mount/dismount of reserved tires
- Reservations close 2 weeks prior to the start of competitor registration

On-Site Sales

- Compounds, sizes, quantities confirmed prior to end of reservation period
- First come, first served while supplies last

Mounting Services:

- Reserved: Free mount, free dismount (proof of reservation at prior events accepted)
- Pirelli Walk-In: \$15/tire mount, \$10/tire dismount (on-site purchase or customer-supplied)
- Non-Pirelli Walk-In: \$25/tire mount, \$10/tire dismount

Misc Services:

- Disposal: \$5/tire all brands, 15" only
- Groover rental: \$35/hr, min \$50

Information/Ordering: <https://rally.build/collections/pirelli-gravel-rally-tires>





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On-Site Tire Service Details: Rally in the 100 Acre Wood

Contact Information: (608) 571-2140 (voice only), info@rally.build

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Overview

On-Event tire services will be conducted via dropoff / pickup of loose wheels and tires (service vehicles cannot be left in the tire truck area). Please bring the items you'd like serviced to the tire truck area according to the schedule below – they will be inspected and an expected completion time will be provided. Rally.Build reserves the right to deny service on safety grounds based on inspection of each wheel and tire. Please come prepared with the name and phone number of the party you'd like contacted once service has been completed. If you have more than 4-6 wheels you'd like serviced, please call ahead as early as feasible to let us know.

As a reminder, the tire service program is brand-agnostic and open to all competitors. Pirelli walk-in customers will receive discounted services. Pickup/service for pre-ordered tires will be available at the truck during scheduled hours. Contact us if special arrangements are needed and we will do our best to accommodate.

Payment for services and tires purchased on-site will be cashless. We accept most major credit cards and NFC payment services (Apple Pay etc). Alternate electronic payment methods (Venmo, Paypal, Zelle, etc) will be considered on a case-by-case basis, but availability is not guaranteed.

Do not plan to have tires swapped on rims during a rally service period! Emergency tire swaps will be considered on a case-by-case basis during these sections of the rally. Dropoffs will still be accepted, but services themselves will be paused to maximize availability for emergencies. Promise times for such dropoffs will all be after the last car is scheduled to check out of the rally service.

Schedule (In Rally Time)

*Note: All First Car In (FCI) times are notional, review the latest official itinerary and remember there may be delays.

Wednesday, March 11, 2026

Location: Crossroads Inn & Suites

Appointments Only	2000 - 2300
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Thursday, March 12, 2026

Location: Dent County Fire Protection District (Scrutineering Area)

All Services	0800 - 1300
Closed	1300 - 1330
All Services	1330 - 1900
Last call: pickups / disposal only	1900 - 1930

Friday, March 13, 2026

Location: Huzzah Valley Resort (Friday Service Area)

All Services	0900 - 1340* *FCI Service A
Dropoffs and Emergency Service Only	1340* - LCO Service A
All Services	LCO Service A - 2100
Last call: pickups / disposal only	2100 - 2130

Saturday, March 14, 2026

Location: Dent County Commons (Saturday Service Area)

All Services	0800 - 1246* *FCI Service B
Dropoffs and Emergency Service Only	1246 - LCO Service B
All Services	LCO Service B - 1604* *FCI Service C
Dropoffs and Emergency Service Only	1604* - LCO Service C
All Services	LCO Service C - 2100
Last call: pickups / disposal only	2100 - 2200

On-Site Sale Inventory

The following are available for free-market a-la carte sales on a first come first serve basis. These will differ from event to event based on expected weather conditions and presale volume.

Size	Model	QTY
205/65/R15	AT6	10
205/65/R15	AT8	6
195/70/R15	K6A	6L / 6R
185/70/R15	K6A	6L / 6R
185/70/R15	K8B	4L/4R
175/70/R15	K6	6L/6R

Don't forget: Review the flyer on the first page for all services and for pre-order information!

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