

YOU'RE CORDIALLY INVITED TO BECOME A MEMBER OF THE

OPENAIR CLASSIC

CELEBRATING TOPLESS TOURING ON AMERICA'S
MOST SPECTACULAR HIGHWAYS

THIS IS WHAT CONVERTIBLES WERE MADE FOR!



"WE'LL NEVER BE TOPPED!"

WWW.OPENAIRTOURS.COM



BECOME A MEMBER OF THE OPENAIR CLASSIC



UNLEASH THE KID WHO BOUGHT YOUR CONVERTIBLE!

This is what convertibles are all about. Fun in the Sun. Remember what you were thinking when you bought your ragtop? The coolest ride in town. Endless summer. Warm drives, blue sky, fresh air, radio cranked up, surf city, fun-fun-fun. This is a lifestyle that also happens to be transportation. Let's Drive!

RUN TOPLESS! DISCOVER THE BEST DAYS OF THE SUMMER

The OAC is an annual four-day tour for people who love topless cars. We carry on open-air auto-tour traditions that go back to 1993 with roots that go back to our pioneer ancestors who couldn't wait to see what was over the next hill. OAC is a non-competitive back roads tour for any open-air automobile, any make, any vintage. We limit our tour to about 200 convertibles (no T-Tops) with about 400 people on tour. We drive open-air cars ranging from 1930s to Post-War beauties, 50s,60s and 70s gems, British classics, muscle cars, exotics and showroom-fresh drop tops. OAC features spectacular routes, friendly towns, interesting attractions, great entertainment and good-time parties. The love of exploration, fresh air and fun is in our DNA!

LIVE THE GOOD LIFE WITH SOME OF THE NICEST PEOPLE ON EARTH!

Convertible people have a zest for life that will never be topped! Members come from the Midwest and all over the USA. Some belong to car clubs but many never toured before joining OAC. Word has spread – Once you do a tour, you'll be back for more!

DISCOVER EXHILARATING BACK ROADS!

Good-bye rat race! We drive the back roads, by-ways and rustic roads. OAC provides clear and easy to follow routes and maps with check points. You'll know where we're going. We're very careful to keep you and your "baby" (i.e. car) on good paved roads. We try to ensure that we don't encounter road construction. While changes can occur without notice, we do our best to "stay smooth". OAC tours are cruises, not rallies or races.

GET MORE FUN PER GALLON!

We love the earth and there's no better way to experience it fully than tops-down. OAC tours yield more value, fun and thrills per gallon. You'll be driving the back roads at a pace where you can fully appreciate this wonderful world, responsibly.

ENJOY FINE HOTELS , DINING, ENTERTAINMENT, SHOPPING WITH OAC!

Tours allow some free time for diversions, attractions and shopping. We'll have area guides and recommendations for "don't miss it" dining and touring. When the tour is over you can truly say, "Been there. Loved it. Can't wait to get back!"

ENSURE YOUR SPOT ON THE GRID – BECOME AN OAC MEMBER!!

Every member who posts a registration in the Member's Only Early Sign-up Period is guaranteed a spot on the starting grid. Only if fewer than 200 members register is the tour opened to non-members. In addition your OAC Membership supports the cost of organizing tours, gives you discounts on registration fees and OAC merchandise, occasional access to limited ticket events, periodic newsletters, track touring, a member bio on the website and entry in member's drawings.

MARK YOUR CALENDARS! DON'T MISS FUTURE OPENAIR CLASSIC TOURS!

OAC V - Aug. 18-21, 2011 and OAC VI - Aug. 16-19, 2012

JOIN US TODAY - WWW.OPENAIRTOURS.COM

JOIN THE OPENAIR CLASSIC TODAY! I'm ready! Let's Drive! I (we) would like to become a member of the OpenAir Classic

NAME _____ BIRTHDATE ___/___/___ NAME _____ BIRTHDATE ___/___/___

ADDRESS _____ CITY _____ STATE _____ ZIP _____

PHONE (_____) _____ CELLPHONE* (_____) _____ E-MAIL _____

VEHICLE YEAR _____ MAKE _____ MODEL _____ COLOR _____ AUTO LICENSE _____

REFERRED BY OAC MEMBER _____ OR I RECEIVED INFO FROM _____

My good check is enclosed for \$26.38 (\$25 membership + 5.5% WI sales tax) Sorry we cannot accept credit cards for membership fees. RE EMAIL: We send news & notices by email so if you do not have an e-mail address indicate NONE above and we'll make every effort to send your notices by first class US Mail. Put info@openairtours.com on your non-spam list to be sure you get your OAC mail!

MAIL TO: OpenAir Tours – Membership, P.O. Box 5532, Madison, WI 53705-0532

Tour Phone Center: 262-922-4062 | Email: info@OpenAirTours.com | www.OpenAirTours.com

RAVE ON THE RIVER TOPLESS TOUR AUGUST 19-22, 2010

Four Topless Days Cruising the Heartland and Big River!

America's most spectacular and exhilarating open-air tour is calling your name. You belong on the OpenAir Classic. The very essence of summer is just ahead. This is convertible season, breezes, sunshine, life at its best. You know that there's no better way to enjoy every moment than to be cruising along a beautiful country road in your top-down car under a big blue sky, great road music filling the air and nothing but good times, fresh air and friendly people ahead. For four terrific days you'll enter a state of joy. You'll literally drive yourself happy. Drop your top and say hello to the very best of American touring. Welcome home!

THURSDAY, AUGUST 19

The Ragtop Rendezvous Buffet

Fill 'er up and aim that shiny hood ornament for Eau Claire! The greatest gathering of topless auto lovers under the Sun is being assembled today at the friendly Plaza Hotel, our tour headquarters - an easy jog off I-94. Be sure to bring your camera because it won't be long before we fill the lot with a collection of ragtop beauty. Come in and head for the OAC Welcome and Registration Room. Sign in for your registration kit, credentials and car number. Check out the area guides, try on your official wear and say hello to your road-runner friends. Take a casual cruise around this bustling college community, check out shops and parks or meet new touring enthusiasts from around the country. Tonight we'll enjoy a delicious Ragtop Rendezvous Buffet at the Plaza, get a full tour briefing at the Driver's Meeting and prepare for one of the most exciting OpenAir Tours ever. Sleep well tonight because tomorrow you'll want your eyes wide open as you get the up-close and personal introduction to God's Country. Let your muscles relax - you'll be doing a lot of smiling over the next three days!

FRIDAY, AUGUST 20

Classic Hill Country Cruise to The Mighty Miss!

Get up early, grab a coffee or breakfast and check your pulse. It's going to pick up speed real soon! Today we'll grid at picturesque Carson Park, our starting line for a glorious expedition to the land of Laura Ingalls Wilder, Mark Twain and Grumpy Old Men. Our route to the river takes us over the finest back country roads, through friendly little communities and winds along some of the most jaw-dropping vistas in the Midwest. You'll agree, if this is God's County, god must be a convertible lover! There'll be plenty of great check-points, attractions, scenic overlooks, cafes and shops - and dozens of other places you'll want to come back to see later. This stretch of Wisconsin and Minnesota's Great River Road ranks with the greatest drives in the country. Watch for eagles overhead, barges and pontoon boats on the river, waterfowl in the marshes, deer on the hillside and crazy furred critters darting from ditch to ditch. At day's end get together with old or new friends back in Eau Claire where you can share stories over dinner. Food choices range from traditional Wisconsin Supper Clubs or familiar franchises to excellent local pubs, ethnic specialties, sushi bars and fine dining. What a day!

SATURDAY, AUGUST 21 OAC Breakfast Buffet, LeMans Start and The RaVeOn Memorial Concours!

Wake up and smell the breakfast! The Plaza chefs want to get you well fueled for a day of topless touring and exploring nooks and crannies of the Valley. Top secret routes and checkpoint information will be delivered to your table this morning as you enjoy a breakfast buffet before heading for your roadsters for this OAC Modified LeMan's start. Get ready for a day of open-air touring, exciting checkpoints, and great scenery. Be sure to get enough coffee to steady your stroke in the OAC's Putt for Dough Challenge (yes, bring your own putter if you like!) Qualifiers will go into the final Putt-Off at the Concours this afternoon. We wind up our road-tour today by staging a concours on the site of Fournier's Ballroom, the eighth to last concert of the Buddy Holly Winter Dance Party, Jan. 26, 1959. After the Classic Concours you're on your own to dine around town- and then this evening (time TBA) meet at the classic State Theater where you'll be "Buddy's" honored guests as WAMI award-winning showman Mark Shurilla and his all rockin' all-star revue whisk us back to the ravin' days "before the music died"!

SUNDAY, AUGUST 22

Cheers, Awards, Prizes and Parting!!

Sleep-in for a few extra winks today, but don't be late for the big Sunday wrap-up! This is FunDay on the OpenAir Classic. We'll wind up the celebration of our 5th OAC tour this morning at the Plaza Headquarters for our Topless Nation Continental Breakfast. As is our tradition, we'll have plenty of awards and prizes. We have our special Member's Drawing, Referral Prize, Game Prizes, Grand Prize Drawing, Concourse winners, Putter Awards and - yes - fond farewells. We'll wrap-up about Noon. If you want to explore some more, take advantage of special rates at our hotels and stay another day. Many will drop tops, cruise a little more on their own and then head home. Be sure to mark your calendars for the 2011 OpenAir Conditioner in Madison in late January (dates to be announced this fall) where we'll reveal the destination and headquarter hotels for OAC VI. Remember, time flies when you're riding topless! Mark it down OpenAir Classic VI, August 18-21, 2011!

HOTELS: Just a few minutes drive apart - Ask for the OpenAir Classic Room Block

HEADQUARTERS: The Plaza Hotel 1202 W. Clairemont Ave, Eau Claire, WI PH: 1-800-482-7829 or 1-715-834-3181

OFFICIAL HOTEL: The Holiday Inn-Campus Area 2703 Craig Road, Eau Claire, 54701 PH: 715-835-2211

YOUR REGISTRATION FEE INCLUDES

Entry for one convertible
Entry for Driver & Navigator
Grid Position for Fri. Tour Start
Name Badges
2 Ltd.Ed. Designer OAC IV
T-Shirts
Listing in OAC IV Tour Book
Welcome Packet
OAC Dining Guide

Four Days of Topless Fun
Official Car Number
Tour Maps & Area Guides
One entry for The Crazy Catfish Game
One Entry for The Lumberjack's Lament Game
One entry for Grand Prize Drawing

Special Random Prize Drawings
Entry in "RaVe On Concours"
2 Votes for Member's Choice Awards
2 Tickets to Ragtop Rendezvous Buffet
2 OAC LeMan's Breakfasts
2 Tickets to the RaVeOn Special Show
2 Sunday Continental Breakfasts
2 Admissions to Sunday Awards Ceremony

Surprises, Smiles, Waves, Memories and The Official OAC IV Tour DVD

- by popular demand every car gets one
- Tour movies, photos, downloadable pictures
- Plays on DVD or PC!



MEET YOUR OAC CREW

OpenAir Tours proudly celebrates five topless years on the road in 2010! OAC was officially road-ready in January of 2006 taking-off immediately after Wisconsin Convertible Classic ended. Gary and Mae Knowles of Madison, and fellow enthusiasts Mike and Donna Peroutka of Green Bay joined forces to keep the spirit of Topless Touring alive. Another long-time veteran of the WCC working with the team is Greg Nametz of Madison. Together, the team selects destinations & hotels, sets routes, directs tours and oversees promotions & operations. We're honored to have you with us and we'll work diligently to ensure that you have a most pleasant and memorable tour.



SPECIAL THANKS



for extraordinary support, coordination and assistance.
To Visit Eau Claire - The Unexpected Wisconsin
PH:888-523-3866 www.ChippewaValley.net

OPENAIR TOURS

P.O. Box 5532, Madison, WI 53705-0532

Tour Phone Center: 262-922-4062

Email: info@OpenAirTours.com

www.OpenAirTours.com



OAC RULES OF THE ROAD 2010

- 1. ELIGIBILITY:** Welcome driving enthusiasts! The OpenAir Classic (OAC) is open to any convertible. Sorry, T-tops are not eligible.
- 2. OBJECTIVES:** Drive safely. Have Fun.
- 3. MEMBER'S REGISTRATION:** Members may send entries by US Postal Service only beginning May 22, 2010. Only OAC Members will be registered for the first 200+ grid positions until June 7, 2010. Postmarks before May 22 will be cycled to the end of the line for grid position numbers. Entries by members posted May 22 to June 7, 2010 will qualify for the Members Early Registration. Non-members may register starting June 8 if fewer than 200 grid positions have been filled. MEMBERS: DO NOT MAIL BEFORE May 22, 2010!
- 4. NON-MEMBERS REGISTRATION:** Non-members submit registration forms by US Postal Service beginning June 8, 2010. Non-member entries postmarked earlier will be refused. NO FAXES OR DELIVERY SERVICE ENTRIES. U.S. Postal Service only.
- 5. REGISTRATION DEADLINES:** Final deadline for postmarked entry is July 24, 2010 however the event is likely to be sold out much earlier. Don't Delay! We will maintain a waiting list for those over 200. In past years we have filled up to 5 from the waiting list.
- 6. OAC GRID LIMITS:** Directors reserve the right to adjust registration limit as they deem appropriate and necessary.
- 7. ABSOLUTELY NO WALK-UP REGISTRATIONS**
- 8. ABSOLUTELY NO WALK-UP REGISTRATIONS.** All registrants will receive confirmation by email and by US MAIL indicating that your registration has been received and that you are registered for the tour. If you do not receive an email or snail mail confirmation by August 1st, please contact us by phone or email.
- 9. DIRECTORS** reserve the right to adjust and/or alter any parts of these tours to enhance the safety of participants and to ensure the enjoyment of all. These decisions are not subject to any appeal.
- 10. OAC TOPS DOWN START:** An OAC tradition is to have a "tops down" start where all participants will "drop their tops" together. Starting order will be determined by various means as determined by directors.
- 11. NON-COMPETITIVE:** These are tours, not a rally or race. The only requirement will be to stop at designated check points if you want to be eligible to win prizes. Check points will be open to give everyone a reasonable time to pass through. You only need arrive at the end destination by the time noted. Our objective is to ensure that everyone has a fun, safe and pleasantly memorable tour.
- 12. ROAD SERVICE:** All mechanical service and repairs are your responsibility. Though our participants are known for being helpful, be prepared to deal with breakdowns that may occur. Many people choose to join auto clubs or buy road service insurance. We suggest you review the options and be prepared.
- 13. MEALS AND ACCOMMODATIONS:** Participants are responsible for making their own arrangements for meals (except as noted in itinerary) and accommodations. Headquarters Hotels have been selected as a convenience for participants. Ask for the OAC room block for special event rates. Also: Special Wednesday or Sunday rates are often available upon request for those who want to stay an extra night.
- 14. REGISTRATION FEES & BENEFITS:** Registration fees are \$299.00 for car, driver and a navigator. Extra passengers 6 years and over are \$75 per person. OAC Members receive a \$10.00 discount one time per membership year as noted on entry form.
- 15. TOUR ROUTES,** materials and events are intended for the use and enjoyment of officially registered OAC participants only. All copy and reproduction rights are reserved by OAC. Any copying or sharing of routes or materials or facilitating entry into events by non-participants is prohibited. Please discuss any "guests" or extenuating circumstances with Directors.
- 16. PRIZES:** Each vehicle will have one entry in the Grand Prize Drawing (but only if it has participated all four days events). Other drawings will be open to all drivers and those passengers that have purchased an official game card. Member drawings are open to all participating members in good standing. Organizers reserve the right to limit prizes to one major prize per person per day. Must be present to win.
- 17. REFUNDS:** 50% of paid reg. fees if notice is received by 7/5/10; 25% from 7/5-7/24/10 and NONE THEREAFTER. You must receive a cancellation number from OAC staff to qualify for a refund.

