

Frequently Asked Promo Tour Questions 2026

1. What is the purpose of the annual Back to the Bricks® Tour?

The BttB Tour takes place in June and is designed to promote the Back to the Bricks® main event week in August. Distant car enthusiasts are made to feel welcome and included in the daily car events leading to their attendance at Flint's car event.

2. Are Tour participants expected to engage in specific promotional activities?

There are no formal promotional activities planned for individual participants. The Host cities promote their event months in advance. ABC12 markets the Tour and promotes the event with daily broadcasts. Many participants are passionate about the Tour and the August main event, and "can't help themselves" when it comes to spreading good cheer.

3. Who typically enjoys the Tour the most?

Car enthusiasts who enjoy driving their vehicles, and traveling on secondary roads to see new and different sights. Over the years we have visited auto museums, and personal car collections, and driven our cars on race tracks (e.g. MIS, Kalamazoo Speedway, and Birch Run Speedway). The police escort and car events also provide a large daily dose of enjoyment, excitement, and satisfaction.

4. When does registration open for the Tour?

Public registration opens on Jan 29th, 2026 at noon for the Tour taking place in June. Part of the registration process is booking your hotel reservations. Blocks of rooms at reduced rates have been secured by the Host cities. We recommend booking your hotel reservations as early as possible for the best selection of rooms and pricing. Your registration is not complete until you register your vehicle and pay the fee. Registration will close once we hit 250 cars, and or on May 1st, 2026 at 9:00 am, and late registrations will NOT be accepted under any circumstances.

5. What precautions are taken to avoid "bad" roads?

The extensive route planning process strives to exclude dirt roads whenever possible. Newly resurfaced roads of the tar and gravel variety are excluded as well. The committee checks with MDOT and the Host cities shortly before the Tour begins to ensure no construction projects are underway. Last-minute route changes due to road construction will be communicated at the daily driver's meetings. Sometimes, we park on the grass for planned stops. In the event of rain, an alternate location will be sought and typically communicated in the daily driver's meeting.

6. The Tour is described as "at-will." What does that mean?

Participants may join and leave the tour at any time. Further, participation in the daily scheduled activities is not required. Common reasons for leaving the tour include family emergencies and special events such as weddings. First-time participants sometimes elect to participate in a portion of the Tour because they are unable to fully commit without trying it first.

7. Is there any restriction on the year of the vehicle driven in the Tour?

There are no year restrictions. However, the vehicle must be mechanically sound, registered, and insured. A Release of Liability appears on the registration form. The tour is known for its diversity of vehicles including Model A's to brand new Corvettes and everything in between.

8. What is included in the Tour Registration fee?

The fee covers the driver and one passenger. A complimentary breakfast is provided on the first day. The fee also includes a bound Tour Book, ID lanyards, 2 collector T-shirts, participant window cling and card, and a Goodie Bag. The window card provides admission to the car events while the lanyards are used to secure special deals and discounts throughout the Tour.

9. What other expenses should be planned for?

All other expenses including hotels, meals, and fuel are incurred by participants. Planned stops and attractions sometimes charge admission fees or expect donations. The committee strives to secure group rates and negotiate lower pricing.

10. What does a typical daily schedule look like?

An itinerary for each day's travels appears in the Tour Book. This offers flexibility on daily departure times. A stop is typically planned each morning while traveling to the next Host city. Arrival typically occurs in the early afternoon. Hotel check-ins are completed by late afternoon. If a police escort is planned, the cars are staged a short distance from the car event; otherwise, the cars meet at the car event at the designated staging time. The Promo Tour event usually takes place in the late afternoon or evening and lasts 3 to 4 hours. A driver's meeting takes place after the car event. It provides an overview of the next day's schedule including stops and last-minute route changes to the itinerary appearing in the Tour Book.

11. Does the group travel in a caravan between Host cities?

While we would love to do that, experience has taught us it is neither practical nor possible. Traffic signals and stop signs cause the group to disperse. We have found that traveling in small groups works best. This is a great way to make new friends. Sometimes unplanned stops are made which further disperses the group. This is not a problem because you can use the Tour Book to catch up with the group later.

12. Is there any attempt made to accommodate local car clubs and enthusiasts in the Host cities?

Tour participants enjoy seeing new cars and the Tour committee is committed to fostering a spirit of inclusion among locals. This is an important aspect of the planning process that takes place months in advance.

13. What if there is a LAST-minute change to the route?

Tour participants will be contacted via email and TEXT with any last-minute changes. Reference our website www.backtothebricks.org for all promo tour information and main event information.